

A photograph of two young Black women with braided hair, smiling and looking at a smartphone held by the woman on the right. The woman on the left is wearing a yellow sleeveless top, and the woman on the right is wearing a white collared shirt under a grey and orange plaid blazer. The background is a blurred green outdoor setting.

**SAFEHANDS**

**ANNUAL REPORT AND  
FINANCIAL STATEMENTS  
2020 - 2021**

# WHO WE ARE

**Only half of women and girls in low-income countries are empowered to make choices over contraception and the ability to say yes or no to sex.<sup>1</sup> We're on a mission to change that.**

We want to equip women and girls with accurate, judgement-free information so she can realise her sexual and reproductive rights.

- ... More information
- ... More choice
- ... More power

SafeHands is a small creative organisation that uses media and digital tech to deliver sexual and reproductive health and rights (SRHR) information for social good. We work in communities that are under-served to put trusted information into the hands of women and girls.

1. UNFPA. 2021 State of the World Population. My Body is My Own. New York: 2021. Available from: <https://www.unfpa.org/my-body-my-own-state-world-population-report-2021>

# NEW CHARITABLE STATUS

In November 2019, SafeHands' application to convert our governance structure to a new legal entity of Charitable Incorporated Status (CIO) was approved by the Charity Commission of England and Wales. Previously, we operated under the name SafeHands for Mothers Charitable Trust (Charity Number 1097928).

This year - from 1 June 2020 - we began implementing under our new CIO structure - SafeHands (Charity Number 1186460). Although our charitable status has changed, our organisation maintains the same charitable objects and strategic focus. This Annual Report will mark our first report as SafeHands.

Photo: Nancy Durrell McKenna | SafeHands | Ethiopia | 2013



## FOREWORD FROM PEER EDUCATOR HELLEN EVANS

For the past two years, I've been a member of SafeHands' partner - Reproductive Health Uganda's (RHU) Youth Action Movement (YAM).

As a member of the YAM, I go out into my community to deliver SRHR information to my fellow young people. Every day, I see that with information, girls like me can take control of our bodies and reach for our dreams.

This was clear to me early on as a girl child. From an early age, I have seen the consequences when information is not freely available. Many girls my age and younger face menstrual health issues. Unable to get the information and products they need, many girls see no other option than to drop out of school.

This is what inspired me to join the YAM and be part of the process to create positive, accessible information and knowledge about SRHR. As a peer educator, I bring the SRHR information to young girls who need it and can talk to them in a way they will listen.

But in the last year, COVID-19 has changed access to information and how I am able to engage my peers. Most of my interactions are now over virtual spaces. I sometimes go on the radio to get information out more broadly. Given the pandemic, we are lucky to have these options, but they do not compare with the type of conversations we have in person. Although young people may ask the same questions, it is difficult to get them to engage with the information in the same way.

I am very glad to be working with SafeHands to develop new tech solutions to support our peer education. I've not worked on any other projects like them. The tablets are engaging and hold my peers' attention longer and makes SRHR information easier to explain and discuss. And *Ask RHU* is so convenient and reliable. It makes information easy to reach.

Peer education is so important to support young people. I am very excited to see how these projects can make it better than ever before.

*Hellen Evans, RHU Youth Action Movement Member & Miss Tourism Brand Ambassador*





## FOREWORD FROM THE CHAIR OF THE BOARD OF TRUSTEES

Three years on from the first idea of *Ask RHU*, SafeHands' Innovation Cycle helped design and implement three new approaches that use digital tech to improve access to SRHR information.

In 2019, SafeHands assembled a trio of partners – chat commerce expert, Say It Now, and Uganda's foremost SRHR provider, Reproductive Health Uganda (RHU), to investigate how advances in artificial technology (AI) and chatbots could improve SRHR in Uganda.

Drawing on Say It Now's tech expertise in the private sector, we aimed to bring the proven use of chatbots in improving businesses' customer service to the world of SRHR services and information. The idea was bold and new. While the intervention was unproven, one donor was inspired to join us to share in the learning experience. Even internally, the prospect of introducing new innovative digital tech in resource-poor settings was daring.

Young people were involved as partners in innovation. Involving young people in our co-design panel provided important insight into how real young people in Uganda were already relying on their mobile phones for SRHR information. Challenging young testers to 'break' *Ask RHU* equally proved critical. While there was no possible way of misusing it, we needed to know how *Ask RHU* would perform in the real world.

Our work with Say It Now and RHU inspired a new organisational model of innovation. They encouraged a new way of working – building a basic minimum viable product (MVP) and continuous improvement, learning from failure, and working through sprints to emphasise innovation and co-creating tech solutions at pace. While it required a leap of faith, human-centred design provides important user insights to drive forward product development and implementation. This process is critical in providing important insight into the needs, opinions, and user patterns of young people. Our partnership – across sectors – was key to our success.

For SafeHands, this process helped develop two other innovative approaches – our Outreach Tablets and Stories 4 Change: Storytelling for SRHR. By engaging end users to develop and test our approaches, we gain critical insight and feedback to continuously improve and scale. Within the following pages you will find a summary of our achievements this year, and how we worked with the communities we serve to take an idea to implementation.

*Debbie Manners, Chair of SafeHands' Board of Trustees*



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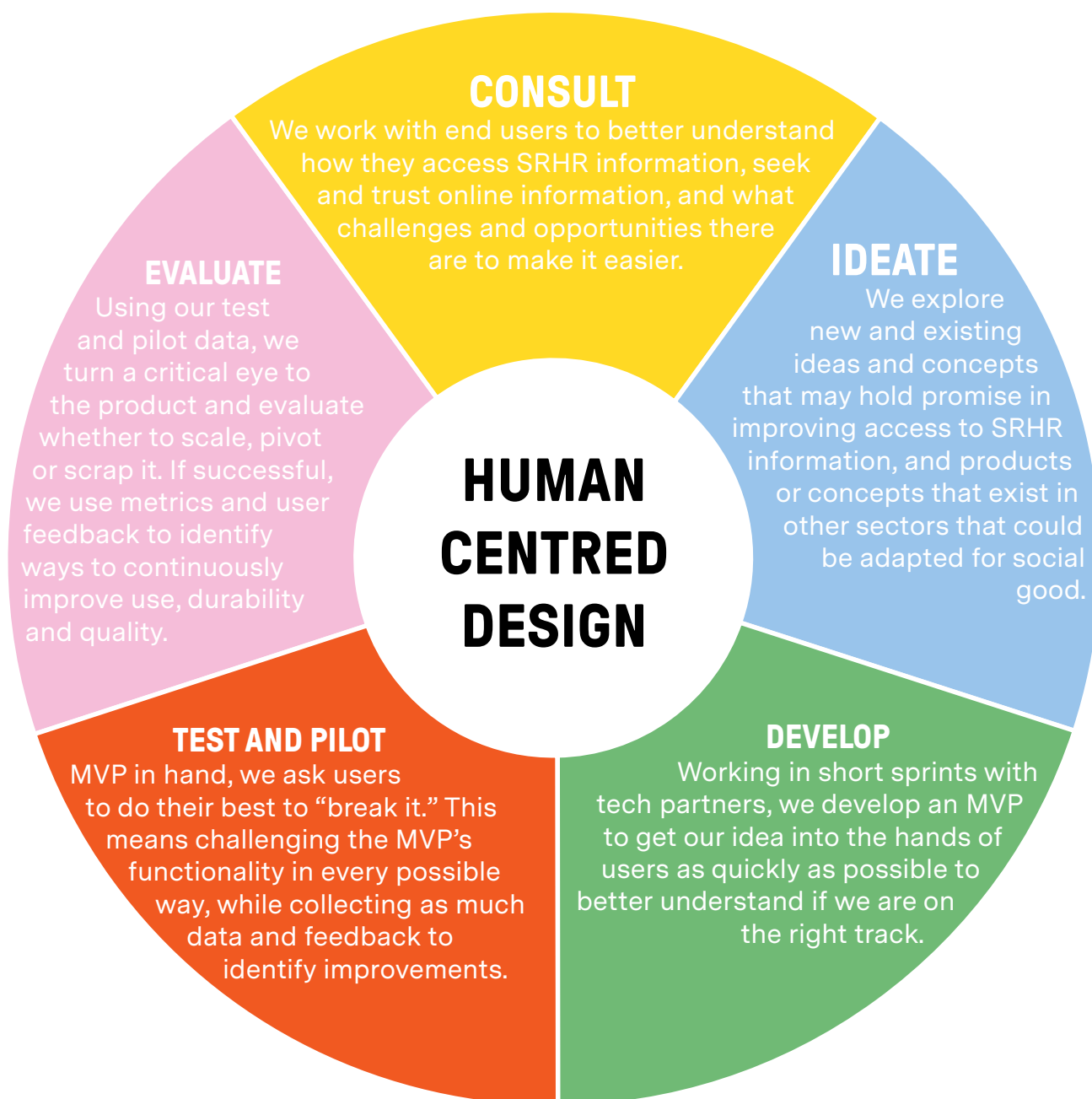
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# HUMAN CENTRED DESIGN: OUR INNOVATION CYCLE

## The future is digital.

The impact of SRHR information can be truly transformational. Digital tech has an important role to play in changing the way we deliver SRHR information. Delivering digital SRHR content can be a key entry point to build basic digital skills while increasing access and use of digital tech.

Our Innovation Cycle was developed to put smart solutions into action. Using human-centred design, we engage end users throughout the cycle to find and refine digital solutions that meet their needs.



# OUR INNOVATIVE APPROACHES

Since 2019, we have developed and are currently implementing three innovative approaches. We work with private sector partners to scale innovation - chat commerce experts, Say It Now, app developers, Colaco Technology, and thought leaders, Torchlight Collective. We work with implementing partners, RHU and the Amhara Regional Health Bureau to implement these approaches through our projects in Uganda and Ethiopia.



## **ASK RHU**

An AI powered chatbot that instantly answers young people's questions on SRHR



## **OUTREACH TABLETS**

A durable tablet that enhances the delivery of mobile outreach services in hard-to-reach communities



## **STORIES 4 CHANGE**

A storytelling workshop that leverages the power of storytelling for SRHR

## **Why Digital?**

We believe delivering digital SRHR content can increase women and girls' access to SRHR information, while building their basic digital skills and literacy.

**SRHR  
INFORMATION**



**DIGITAL  
TECH**

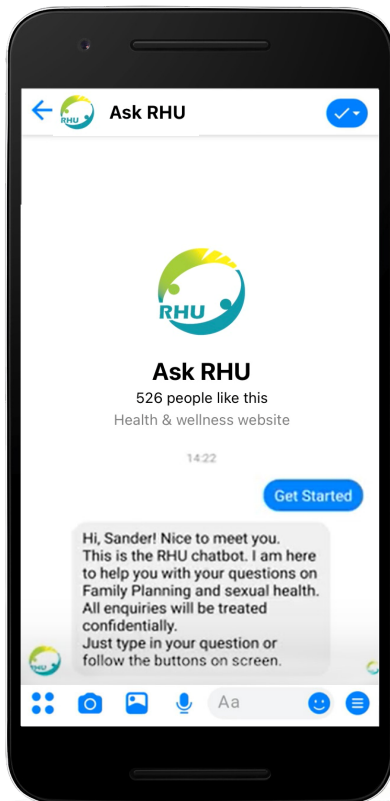


## Ask RHU – A mobile messaging service for young people in Uganda

*Ask RHU* is a mobile messaging service that uses AI technology to instantly answer questions on SRHR. When young people in Uganda told us how dependent they were on their mobile phones for SRHR information, we knew something had to be done to improve the quality of information available online.

*Ask RHU* is an accurate and judgment-free source of SRHR information that stands against the overwhelming anti-choice and fake news that young people must sift through. Young people access *Ask RHU* on Facebook Messenger for personalised information. Users ask a question, receive an instant answer and are referred to a nearby RHU youth-friendly clinic using their GPS location.

Young people have been instrumental in every step of the innovation process to develop *Ask RHU* - from refining the idea and identifying topics and content to driving continuous improvement. Today *Ask RHU* is available to young people across Uganda and can answer questions on over 750 SRHR topics.



*Ask RHU* uses Facebook Messenger to instantly answer questions on 750 SRHR topics.

## Why ‘breaking the bot’ improves *Ask RHU*

During the ‘Test and Pilot’ phase of *Ask RHU*, 230 young people were challenged to ‘break the bot’ and identify areas for improvement. Testers were assured it was impossible to actually break. If testers could identify areas where *Ask RHU* failed to answer, this would help prepare for real world use.

Testers asked a range of question relating to SRHR – using slang, typos, incomplete thoughts, typing as they would speak, even using emojis or confusing logic. This tested the limits of *Ask RHU* and helped unmask how real users ask questions.

Many asked “are you a human?” demonstrating the need to be clearer that this was a chatbot and not a human. We needed to be clear the service is not a replacement for a service provider. Testers’ questions also gave us a set of parameters to follow with development. At times, the development team took the decision that *Ask RHU* was not going to answer certain questions, but rather refer the user to a nearby service provider.

The Pilot helped develop a coherent and honest conversational path out of these tricky questions. As a result, we decreased *Ask RHU*’s failure rate after each live testing session to an acceptability rate of 89%. Today, as *Ask RHU* is available across Uganda, we continue to monitor the failure rate and assess where improvements need to be made.

## Outreach Tablets - Enhancing the delivery of mobile outreach services in Uganda and Ethiopia

Our next-generation Outreach Tablets and bespoke *In SafeHands* app enhance the capacity of mobile outreach workers to provide services in low-resource areas. Drawing on the evidence that mobile outreach is the best way to reach under-served communities,<sup>2</sup> our tablets are expanding digital Information, Education and Communication (IEC) materials. Without increasing the material load, mobile outreach providers use the tablets to gather and share real-time data.

Available in Amharic and English, our *In SafeHands* app is used on our Outreach Tablets. Developed with Colaco Technology, the bespoke app hosts engaging digital IEC materials - including films, animations, interactive quizzes and monitoring and evaluation surveys. Real-time data collection gathers usage data, GPS location and evaluation surveys easily, and efficiently submits them the next time the tablets are connected to Wi-Fi. The *In SafeHands* app conserves power and data to ensure the battery lasts longer.

The low-cost durable tablets are currently being used in Uganda and Ethiopia to provide digital SRHR information during outreach services in hard-to-reach areas. In Uganda, the Outreach Tablets are used during peer education sessions in and around Fort Portal. 12 youth leaders used the tablets to conduct a recent Knowledge, Attitudes, Practice and Behaviour (KAPB) survey of over 200 of their peers. In Ethiopia, midwives use Outreach Tablets during antenatal sessions and pregnancy conferences in villages in Amhara. Digital information is provided on maternity waiting homes, newborn care and hand washing.



Photo: Fortunate Kagumaho | SafeHands | Uganda | 2020

### Why the failure of the hand-crank power bank is a good thing

Four prototypes of our Outreach Tablets were tested by 20 peer educators and Village Health Teams (VHTs) during the “Test and Pilot” phase. One peer educator’s feedback demonstrated deep dissatisfaction with one of the prototypes - a hand-crank power bank that testers could use to recharge the tablet anywhere.

“Practically, this was impossible. It couldn’t be done. Even if it is for fun,” said one peer educator.

We took the point to heart and completely disregarded the inclusion of the hand-crank power bank in our current product. The tablets are designed to complement peer educators’ work, not be an onerous task.

While certain products can look good on paper, user feedback helps select a prototype that actually works in the real world.

2. High-Impact Practices in Family Planning (HIPs). Mobile outreach services: expanding access to a full range of modern contraceptives. Washington, DC: USAID; 2014. Available from: <http://www.fphighimpactpractices.org/briefs/mobile-outreach-services>



Photograph from participatory workshop  
Kababweza Evelyne | SafeHands | Uganda | 2020

## Stories 4 Change: Storytelling for SRHR in Uganda and Ethiopia

We have seen first-hand the transformative power of stories. We believe everyone has a story to tell. That is why our Stories 4 Change workshops focus on building communication and storytelling skills with young people in Uganda and midwives in Ethiopia.

In Uganda, our 5-day workshop empowers young participants to use the power of their stories to inspire change, while improving their digital literacy. Exploring themes of youth-friendly SRHR, contraception and menstruation, young people use digital storytelling to capture, interpret and share their lived realities and imagined futures. We put cameras into the hands of young people to document stories they see in their everyday lives and invite them to consider a myriad of possibilities in extending their storytelling and digital skills beyond the workshop. The workshop is a springboard for youth-led action including a co-curated community exhibition, small grant facility and social media campaigns.

In Ethiopia, our 3-day workshop for midwives is a low-tech training aimed to focus on communication and storytelling to build empathy and connections with clients during antenatal care. Working with the Amhara Regional Health Bureau, midwives build communication skills to have greater rapport with women. As a result of the workshop, midwives are better equipped to build a strong bond with women during antenatal and postnatal care to enhance quality of care.

## Selfies alone cannot change the world

We gained important insights into young people's lives when we put cameras into the hands of young people in Fort Portal in early 2020.

This year, we set to improve the workshop based on feedback and experience. We carefully considered how participants could be encouraged to delve deeper into their personal experiences. Many photographed important health messages, selfies in front of local SRHR clinics or reenacted stories of their peers. We wanted participants to take their "peer educator hats off" and place greater emphasis on their own lived experiences.

Together with RHU and Torchlight Collective, experts in meaningful youth participation, we designed a new and improved workshop to encourage participants to consider the power of self-reflection and photography to communicate change. We want participants to know - selfies alone can't change the world. But carefully curated stories of reflection can be powerful agents of change.

Today, our Stories 4 Change: Digital Storytelling for SRHR workshop is being delivered in Uganda. Key workshop activities encourage participants to explore and internalise issues of gender justice and SRHR. Participants consider where SRHR shows up in their daily lives, and how this can be communicated to audiences to generate awareness and discussion. Participants carefully consider the stories they want to photograph to bring about the change they want to create.

# ADDRESSING DIGITAL INEQUALITIES BY IMPROVING ACCESS AND SKILLS

In today's increasingly digital world, significant gender gaps in mobile ownership, internet usage and digital literacy mean that women and girls are missing out. That is why we want to ensure that not only does digital tech increase access to SRHR information, but equally advances women and girls' digital literacy and inclusion.

## *Ask RHU*

Young women we surveyed in Uganda were three times more likely to rely on a borrowed mobile phone than their male peers. Our co-design panel underscored users would not want their conversation history shared, preferring to sign in and out. Facebook Messenger was the best platform to address these safety and privacy concern.

## **Outreach Tablets**

Designed to complement mobile outreach, our tablets bring digital information to under-served areas with lower rates of mobile access, internet access and digital literacy. Tablets bring digital SRHR information to populations that may not have mobile access or been previously exposed to digital content.

## **Stories 4 Change: Digital Storytelling for SRHR**

Our digital storytelling workshop builds young participants' online digital communication skills, alongside offline and more traditional storytelling approaches. The workshop aims to increase participants' digital literacy, by building competencies in eight basic digital competencies as identified by UNESCO.<sup>3</sup>

3. UNESCO Institute of Statistics. A Global Framework of Reference on Digital Literacy Skills for Indicator 4.4.2. Montreal: 2018. Available from: <http://uis.unesco.org/sites/default/files/documents/ip51-global-framework-reference-digital-literacy-skills-2018-en.pdf>

# THE YEAR AT A GLANCE

This year, we delivered impact where it matters most.

**16,500+**

women, girls, men and boys provided  
with SRHR information

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**3,240+**

people's insights helped design our  
three innovative approaches

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**200+**

health providers supported to provide  
SRHR services in hard-to-reach  
communities

# KNOWLEDGE AND INFORMATION ON SAFE SEX (KISS)

## ENSURING ACCESS TO TRUSTED SRHR INFORMATION IN FORT PORTAL, UGANDA

This year, young people's access to SRHR in Uganda was disrupted with two national stay-at-home orders. During COVID-19, young people spent a record amount of time online. Digital tech can make all the difference in putting trusted SRHR information into the hands of young people.

Since 2019, our "Knowledge and Information on Safe Sex (KISS)" project has been affectionately known locally for its innovative approach. We work with Uganda's foremost SRHR provider, RHU, to investigate how mobile platforms can make a difference for young people. We work in Fort Portal, southwestern Uganda to increase access to SRHR information – both on and offline.

Youth leaders in Fort Portal know that this project uses innovative mobile tech that combines SRHR information while building digital skills for a digital generation. Youth leaders have been engaged every step of the way – from co-designing to testing and identifying areas for continuous improvement. Young people know there will always be room for improvement and that their feedback and opinions matter.

## YOUNG PEOPLE WANT AND NEED SRHR INFORMATION

We supported 12 youth leaders to survey over 200 of their peers - young people between the ages of 13 and 25. The results confirm that young people want and need better SRHR information.

**81%**

of young people  
prefer to talk to their  
friends about sex and  
relationships

**56%**

of young women and  
girls had little or no  
information before they  
got their period

**44%**

of young people don't  
know what information  
they can trust online

**38%**

of young people have  
misconceptions about  
consent

**19%**

of young people do  
not consider using a  
condom



Young men were  
**twice as likely**  
to own their own  
mobile phone than  
their female peers



Young women were  
**three times more**  
likely to rely on  
borrowing a phone  
than their male peers



## Mobile access is not universal

“It is a great innovation for people who have access to a smartphone,” says Samantha, a peer educator in Kampala, Uganda and member of the *Ask RHU* co-design panel. “But we need to think of people in the village and how to get the right information to them.” While mobile phones are connecting us like never before, there remain great digital divides in accessing and owning mobile phones.

Photo: Fortunate Kagumaho | SafeHands | Uganda | 2019

## This year's progress and results

- ▶ **3,240 young people were provided with digital SRHR information.** Digital SRHR information on contraception, unwanted pregnancy, HIV and STIs, condom use and consent was provided to young people using our Outreach Tablets during peer education sessions and *Ask RHU*. Peer educators agreed digital content was an engaging entry point to facilitate conversations with young people during mobile outreach services in and around Fort Portal.

**“Together, we are finding new, impactful ways of doing peer education.”**

-Tabu, President RHU's Youth Action Movement, Uganda

- ▶ **245 young people's discerning opinions tested and improved *Ask RHU* and our Outreach Tablets.** Through 10,000 interactions, 230 young people tested and piloted *Ask RHU*. Young people identified 750 new or corrected areas on content on unwanted pregnancy, contraception, HIV and STIs and COVID-19. As a result, young people helped drive the failure rate down to less than 11%, and ensured the service was ready to launch across Uganda.

15 peer educators – alongside five Village Health Teams – helped select the right Outreach Tablet among four prototypes, while identifying content and digital IEC materials that would complement their work. 95% of testers agreed that the tablets complemented their mobile outreach work.

## Our Progress and Results



**3,240**

young people reached with digital SRHR information



**245**

young testers shaped our innovative approaches



**214**

young people surveyed on their SRHR knowledge and attitudes



**13**

youth leaders shaped our new improved digital storytelling workshop

**“The first thing people do is pull out their phones and search for signs and symptoms. ‘Am I pregnant?’”**

-Rahma, RHU's Youth Action Movement and *Ask RHU* co-design panelist, Uganda



**“These tablets help a lot because you can use them to show information first-hand. They are user-friendly.”**

-Robert, RHU’s Youth Action Movement and Outreach Tablets tester, Uganda

- ▶ **214 young people were surveyed on their SRHR knowledge and attitudes.** 12 youth leaders used our Outreach Tablets to survey 214 young people on their Knowledge, Attitudes, Practices and Behaviours (KAPB) when it comes to safe sex. Youth leaders used the tablets to gain insight into their peers’ SRHR attitudes, and access to online SRHR information. The tablets provided an easy-to-use tool to help screen digital content and collect real-time data. The data presented on page 14 will help focus our project’s future programming.

- ▶ **13 youth leaders shaped our new improved Stories 4 Change: Digital Storytelling for SRHR workshop.** This year, a survey of 13 youth leaders helped develop a new and improved workshop, building on the experience of our participatory photography workshop in January 2020. Young people were encouraged by the workshop’s springboard for youth-led action, and the development of digital skills.

**“I learned how to capture moments that speak and spread a message of change to my community.”**

-Anonymous comment from Participatory Photography Workshop, Uganda.



Photo: Paige Rogers | SafeHands | Uganda | 2020

## COVID-19 disrupted the social networks young people rely on

“If you’re age mates, you talk to them, and they feel comfortable. But if someone who is older talks to them, they feel shy and don’t ask any questions,” says peer educator, Elite.

81% of young people we surveyed reported they felt safest discussing SRHR with their peers. Yet during COVID-19, young people lost their most trusted sources of SRHR information – with limited access to friends, school closures and cancelled peer education sessions. At the virtual 2021 International Family Planning Conference, decision-makers were challenged to navigate the maze of disrupted access in our **Navigating COVID-19: An Interactive Story** developed using crowdsourced stories.

# LABOUR AT THE LAST MILE

## DELIVERING SAFE MOTHERHOOD TO WOMEN LIVING AT THE LAST MILE FROM HEALTHCARE IN AMHARA, ETHIOPIA

Many women in Amhara, Ethiopia's most hard-to-reach villages don't have a say when it comes pregnancy and birth. 11% of women we surveyed in Amhara have no say over decisions about birth. Only one in ten will give birth at health centre with access to skilled care.<sup>4</sup> While child birth is universal, access to safe motherhood is not.

Since 2019, our "Labour at the Last Mile" project is improving the delivery of safe motherhood care in Amhara's most rural villages in Yilmena Densa and East Denbia. Three out of four women we work with must walk more than 30 minutes to reach her nearest health centre. In labour, that distance will become impossible.

The project worked to strengthen the local health system by working in collaboration with the Amhara Regional Health Bureau and the District Health Offices in both districts. Our work complements and supports existing networks of health extension workers and midwives provide a continuum of maternal care in rural communities - from antenatal care and referral to institutional births and postnatal care.

4. UNICEF. Maternal and Newborn Health Disparities, Ethiopia. New York: 2018. Available from: <https://data.unicef.org/resources/maternal-newborn-health-disparities-country-profiles/>

### WOMEN WE WORK WITH IN AMHARA ARE BEING LEFT BEHIND

**92%** live on less than a £1 per day

**90%** will not have an institutional birth with skilled care

**88%** do not attend four WHO-recommended antenatal care appointments

**77%** rely on their health extension worker as their primary source of health information

**75%** must walk more than 30 minutes to the nearest health centre

**11%** have no say over decisions about birth



## Digital safe motherhood information

“Tablets and films allow first-time mothers to learn from the real-life experiences of other women. They make our work more efficient and help us raise awareness.” says midwife Mastawale after her antenatal class in Amhara, Ethiopia. Mastawale regularly screens films on childbirth thanks to our durable Outreach Tablets. Our tablets support Mastawale to do what she does best: support women in pregnancy and birth.

Photo: Nancy Durrell McKenna | SafeHands | Ethiopia | 2019

## Coffee ceremonies - a welcoming tradition

Coffee is a central aspect of Ethiopian birth traditions. When a woman is in labour, her friends and family host a coffee ceremony to welcome the new baby. Many more women will attend a health centre when coffee ceremonies can be performed. But many health centres do not due to a lack of resources. Working closely with community champions, we mobilised local resources to invest in coffee ceremonies at health centres. Now, 50% more health centres we work with offer coffee ceremonies, encouraging many more women to attend a health centre to give birth.

Photo: Nancy Durrell McKenna | SafeHands | Ethiopia | 2019

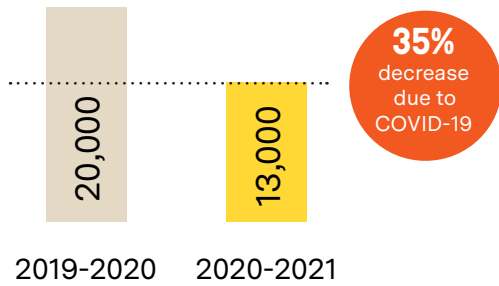


## The year's progress and results

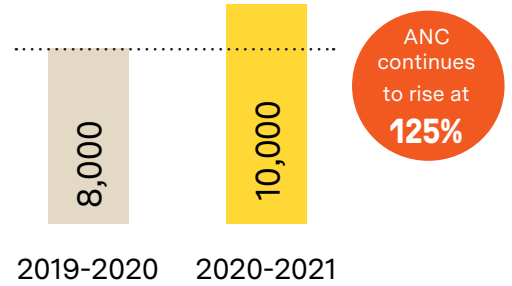
- ▶ **We delivered safe motherhood information to over 13,00 people in hard-to-reach areas.** Safe motherhood information was delivered to 10,200 women and 2,970 men. This represents a decrease due to the difficulty of providing in-person meetings during COVID-19. During the pandemic, midwives and health extension workers maintained their visits and meetings, ensuring women knew health centres were COVID-safe. Women depend on these meetings for critical information - 77% of women we surveyed reported their health extension worker as their primary source of health information.
- ▶ **10,000 antenatal care appointment delivered.** Midwives delivered 125% more antenatal visits than in 2019, raising awareness on the benefits of maternity waiting homes, where women can stay in the weeks and days leading up to labour, and on the importance of giving birth at a health centre. Many more women attend the WHO-recommended four antenatal care sessions.
- ▶ **178 community champions galvanised to take action in support of safe motherhood.** This year, we worked with 100 new community champions to take local action for safe motherhood in their villages. Community champions were galvanised to mobilise resources, and encourage men to support their wives to give birth in a health facility.
- ▶ **218,000 ETB mobilised in local resources to support local maternal health.** This year, our community resource mobilisation supported the functioning of the maternity waiting homes by building grassroots, sustainable support for safe motherhood. Local resources raised support the logistical running costs of maternity waiting homes. In-kind donations of grain were provided to feed women staying at maternity waiting homes.

# HOW WE ARE IMPROVING SAFE MOTHERHOOD AT AMHARA'S LAST MILE

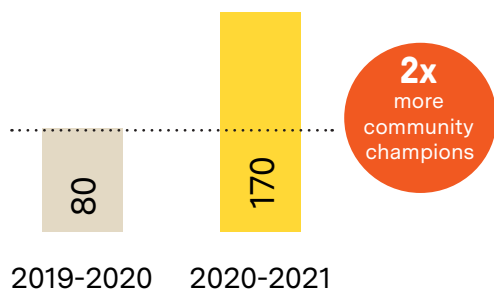
Delivering safe motherhood information to women and men in hard-to-reach areas.



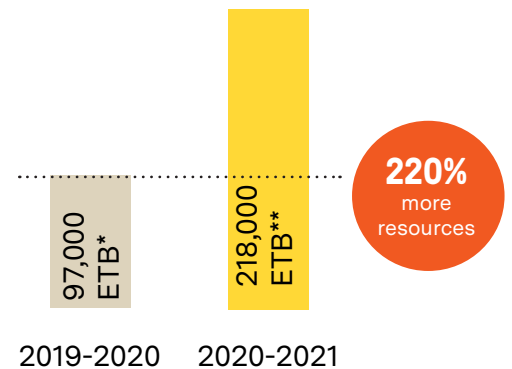
Enhancing the capacity of health providers to provide antenatal care (ANC).



Galvanising community champions to keep maternal health high on the agenda.



Mobilising local resources to support maternal health in Amhara.



\*Equivalent to USD \$2,600 at time of collection  
 \*\*Equivalent to USD \$4,464.23

## Building men's support for safe motherhood

First-time mother-to-be Workinesh knew it would be impossible to get to hospital when her labour started. While she knew it was best to visit a maternity waiting home, her husband Megbaru took a bit more convincing. Men in Amhara are often the final authority on whether pregnant women should seek maternal care. That is why working with men and male community champions is critically important to support safe motherhood.

Megbaru attended a SafeHands' pregnancy conference along with other pregnant women's husbands from the village. Megbaru learned more about the potential risks and complications in pregnancy, and agreed that a maternity waiting home was the safest place for Workinesh to give birth.

# INSPIRING YOUNG PEOPLE: TEACHERS ON THE FRONTLINE TO END FGM IN EAST LONDON

In the east London Borough of Waltham Forest in the United Kingdom, we worked with anti-Female Genital Mutilation (FGM) campaigner and SafeHands Ambassador, Hibo Wardere, to encourage her community to take a stance to end FGM. Working with Hibo, our project centred on empowering teachers as key agents of change to address FGM in the classroom, in line with England's new compulsory curriculum. This year, our project "Teachers on the Frontline to End FGM" concluded. After two years, the project's key achievements included:



**1,500 pupils and 100 teachers inspired to challenge FGM**

Hibo delivered presentations at school assemblies and classroom workshops. Headteachers preferred assemblies with Hibo as it provided an ideal entry point for teachers to follow up in the classroom afterwards. 100 teachers and staff were trained with lesson plans and ways to identify and report FGM.



**48 community leaders convened to fight FGM**

Together with the Borough of Waltham Forest, we convened a community discussion to share best practices and approaches for FGM prevention in schools. 48 community leaders, teachers, social workers, and campaigners attended workshops and discussions to promote a unified campaign to end FGM.



**Our approach combines storytelling with practical facts**

Alongside lesson plans full of facts, anti-FGM laws, and reporting mechanisms, our storytelling approach personalised the discussion. After trainings sessions, attendees reported feeling empowered to lead discussions about FGM interventions for their communities and to engage with pupils and colleagues in conversation about FGM.



Image taken from "Students on the Frontline to End FGM", 2021

**Secondary student Nadine\* is inspired to stand up against FGM.**

After attending one of our FGM presentations at her secondary school, Nadine was inspired by Hibo's honest retelling of her experience with FGM. "This was very informative. It made me grateful that we have laws to keep us safe," said Nadine. Learning about the laws used to prevent and prosecute FGM, Nadine now recognises FGM as child abuse and vows to be a stronger advocate for those at-risk of FGM.

\*name changed



Image taken from “Students on the Frontline to End FGM”, 2021

## “Students on the Frontline to End FGM”



This year, our latest production, “Students on the Frontline to End FGM” showcases the incredible work of anti-FGM campaigner and SafeHands Ambassador Hibo Wardere as she raises awareness about FGM in London schools through our project in Waltham Forest. As FGM became compulsory subject in England and Wales, our film demonstrates how Hibo worked to support primary and secondary teachers and Student in Waltham Forest, East London classrooms. The film was produced by Nancy Durrell McKenna, award-winning photographer and SafeHands’ Founder Director as part of our project ‘End FGM Now: Teachers on the Frontline.’

## NEXT STEPS

In 2021 – 2022, our quest to ‘be more digital’ will lead us to continue to explore how digital tech can improve access to SRHR information. We want to gather more evidence on how digital SRHR information can ensure women and girls have greater access to digital tech while building digital literacy.

In Fort Portal, Uganda, we will continue to drive innovation on how digital tech can improve access to SRHR information. The next phase of our “Knowledge and Information on Safe Sex” (KISS) project will scale-up our three innovative approaches to reach more people than ever before. User feedback will continue to drive continuous improvement and offer greater insight into what information young people want and need. We will continue to seek new opportunities to communicate young people’s stories and build their capacity to create change. We want to bring the digital voices and lived realities of young people to global spaces and decision-makers.

More investment will be made to improve our data collection functionality on our bespoke app in our project “Labour at the Last Mile”, while conducting midwife surveys by SMS in Ethiopia is being explored. We seek more digital automation to collect and store data, allowing us to analyse and assess how our work is making a difference.

We will explore digital marketing of the charity to grow our supporter base. We want to attract and diversify donors we work with that support our vision of innovation and possibility of digital tech for social good.

We also aim to discuss collaboration with other partners and development agencies as we aim to move the needle on our mission – to put SRHR into the hands of even more women and girls. With more information, more women and girls can make choices and have power over their lives.

Photo: Fortunate Kagumaho | SafeHands | Uganda | 2021





# THANK YOU

With thanks to our donors and partners that were invaluable in our ability to use innovation to deliver impact.

## Our Donors

Anonymous Donor  
BBC Radio 4  
Doughty Street Chambers  
People's Postcode Trust  
Zonta International  
Waterloo Foundation  
BHA  
Hilden  
Tula Trust  
Souter Trust  
Eleanor Rathbone Trust

## Our Partners

Reproductive Health Uganda  
Amhara Regional Health Bureau  
Colaco Technology  
Say It Now  
Torchlight Collective

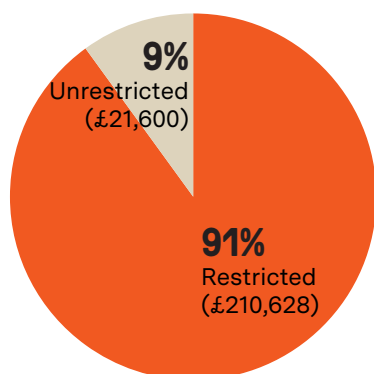
## 2. FINANCIAL SUMMARY 2020 - 2021



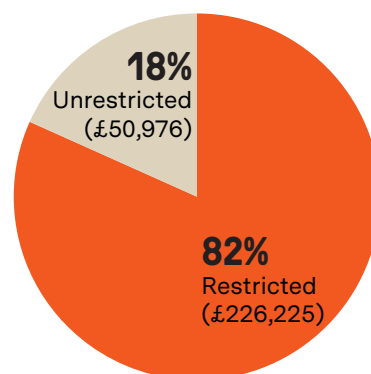
**£232,228**

SafeHands'  
total income  
2020 - 2021

### INCOME BREAKDOWN:



### EXPENDITURE BREAKDOWN:



**£277,201**

SafeHands'  
total expenditure  
2020 - 2021



# FINANCIAL SUMMARY CONTENTS

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Statement of Financial Activities	32
Balance Sheet	33
Notes to the Accounts	34

# TRUSTEES' ANNUAL REPORT AND UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 MAY 2021

## Trustees

Debbie Manners - Chair  
Robert Stapledon - Treasurer  
Lady Jane Naylor  
Janie New

## Charity number

1186460

## Principal address

1 Knightsbridge Green, London SW1X 7NE  
United Kingdom

## Independent examiner

Goldwins Limited, 75 Maygrove Road, West  
Hampstead London NW6 2EG

## Bankers

CAF Bank Limited, 25 Kings Hill Avenue, Kings  
Hill, West Malling, Kent ME19 4JQ

Unity Trust Bank, PO Box 7193, Planetary Road,  
Willenhall WV1 9DG

## Patrons

Baroness Helena Kennedy QC  
Lord Naren Patel KT  
Professor Ian Jacobs  
Professor Lesley Regan  
Jon Snow  
Patrick O'Brien

## Founder

Nancy Durrell McKenna

The Trustees present their report and accounts for the year ended 31 May 2021. The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity's deed, the Charities Act 2011 and the Charities Statement of Recommended Practice, (FRS 102) "Financial Reporting Standards", issued in January 2015.

## Structure, governance and management

The charity is controlled by its governing documents, a deed of trust, and constitutes an charitable incorporated organisation. There is a Trustee and Staff manual setting out the key roles and purpose of the charity's organisation. This is available to all.

The Trustees, who are also the directors for the purpose of company law, and who served during the year were:

Debbie Manners - Chair  
Robert Stapledon - Treasurer  
Lady Jane Naylor  
Janie New

## Staff for SafeHands

Erica Belanger, Executive Director  
Paige Rogers, Project Technical Adviser  
Nigel Deacon, Bookkeeper

There are no related parties transactions. Bearing in mind the duty of Trustees to identify and review the risks to which the charity is exposed, risk management is reviewed regularly by the Board and a Risk Management Strategy setting out the appropriate controls is in place. Particular risks have been identified with regard to ensuring the continuity of filmmaking and in particular succession for the Founder Director. A strategy has been implemented and is regularly reviewed and updated.

## SAFEHANDS FINANCIAL REVIEW 2020 - 2021

Financial information is vital to helping the Trustees make good decisions and financial reports are prepared and reviewed by the Trustees at all trustee meetings. The need to build our unrestricted income, have a reasonably solid reserve level and maintain a good financial management system remains a key priority of the operational plan and strategy for Safehands.

### Income

During the year 2020/21 ending May 2021 SafeHands had a total income of £232,228.

Unrestricted income was £21,600, whilst restricted income was £210,628.

### Expenditure

Total expenditure was £277,201 with over £250K being spent on charitable activities and the remainder relating to fundraising costs. Overall, there was a deficit of £44,973 but this was covered in full by the restricted reserves.

Of the total expenditure, £50,976 was unrestricted and £226,225 was restricted.

### Reserves

The charity ended the year with a reserves total of £161,727 which includes an unrestricted reserve of £14,955. Whilst the unrestricted reserve is relatively low, the charity has implemented cost reductions and efficiency savings and the strong restricted funds balance allows us to deliver on our contracted projects.

The unrestricted funds figure covers over seven months of staff costs (based on the 20/21 year) and the board are actively focusing on rebuilding the unrestricted reserve whilst noting the difficult fundraising environment that Safehands, and many other charities, are currently operating in.

## Responsibilities of the Trustees

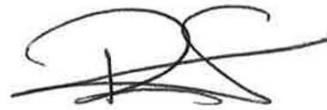
The Trustees are responsible for preparing the Trustees' Annual Report and the Financial Statements in accordance with applicable laws and regulations. Charity law requires the Trustees to prepare the financial statements for each financial year. Under that law the Trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice.

The Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources, including net income or expenditure. In preparing these financial statements the Executive Committee is required to:

- ▶ Select suitable accounting policies and then apply them consistently;
- ▶ Observe the methods and principles in the Charities SORP;
- ▶ Make judgments and estimates that are reasonable and prudent;
- ▶ State whether applicable UK Accounting Standards and Statements of Recommended Practice have been followed, subject to any material departures disclosed and explained in the financial statements;
- ▶ Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The Trustees are responsible for keeping proper accounting records, which disclose with reasonable accuracy at any time the financial position of the Charity and which enable it to ensure that the financial statements comply with the Charities Act 2011. The Trustees are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

On behalf of the Board of Trustees



Robert Stapledon  
Date: 30 December 2021

## INDEPENDENT EXAMINER'S REPORT FOR THE YEAR ENDED 31 MAY 2021

I report to the trustees on my examination of the accounts of the Safehands for the year ended 31 May 2021.

### **Responsibilities and basis of report**

The trustees of Safehands are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable directions given by the Charity Commission under section 145(5)(b) of the Act.

### **Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

**Anthony Epton BA, FCA, CTA, FCIE**  
**Goldwins**  
**Chartered Accountants**  
**75 Maygrove Road**  
**West Hampstead**  
**London NW6 2EG**

## STATEMENT OF FINANCIAL ACTIVITIES

### SAFEHANDS

#### Statement of financial activities

(incorporating an income and expenditure account)

For the year ended 31 May 2021

	Notes	2021 Unrestricted funds £	2021 Restricted funds £	2021 Total funds £
<b>Income from:</b>				
Donations and legacies	2	17,282	-	17,282
Charitable activities	3	4,227	210,628	214,855
Investment income	4	91	-	91
<b>Total income</b>		<b>21,600</b>	<b>210,628</b>	<b>232,228</b>
<b>Expenditure on:</b>				
Raising funds		27,119	-	27,119
Charitable activities		23,857	226,225	250,082
<b>Total expenditure</b>	5	<b>50,976</b>	<b>226,225</b>	<b>277,201</b>
<b>Net income / (expenditure) for the year</b>	6	<b>(29,376)</b>	<b>(15,597)</b>	<b>(44,973)</b>
Transfer of funds from Safehands for Mothers Charitable Trust		44,331	162,369	206,700
<b>Net movement in funds</b>		<b>14,955</b>	<b>146,772</b>	<b>161,727</b>
<b>Reconciliation of funds:</b>				
Total funds brought forward		-	-	-
<b>Total funds carried forward</b>	10	<b>14,955</b>	<b>146,772</b>	<b>161,727</b>

All of the above results are derived from continuing activities.

There were no other recognised gains or losses other than those stated above.

The attached notes form part of these financial statements.



**SAFEHANDS**  
**Balance sheet**  
**As at 31 May 2021**

---

	Notes	2021 £	2021 £
<b>Fixed assets:</b>			
Tangible assets	8		1,195
<b>Current assets:</b>			
Debtors	9	251	
Cash at bank and in hand		<u>176,121</u>	
		176,372	
<b>Liabilities:</b>			
Creditors: amounts falling due within one year	10	<u>(15,840)</u>	
<b>Net current assets</b>			<u>160,532</u>
<b>Total net assets</b>			<u><u>161,727</u></u>
<b>Funds</b>	12		
Restricted funds			146,772
Unrestricted funds			<u>14,955</u>
<b>Total funds</b>			<u><u>161,727</u></u>

Approved by the trustees on ..... 6 January 2022 .....  
 and signed on their behalf by:




---

**Debbie Manners (Chair)**

**Charity no. 1186460**

The attached notes form part of the financial statements.

## SAFEHANDS

### Notes to the financial statements

#### For the year ended 31 May 2021

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#### 1 Accounting policies

##### a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102 - effective 1 January 2015) - (Charities SORP FRS 102) and the Charities Act 2011.

The charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

##### b) Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

##### c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred. Income received in advance for the provision of specified service is deferred until the criteria for income recognition are met.

##### d) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise of trading costs and the costs incurred by the charity in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of delivering services and other activities undertaken to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

##### e) Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity and its activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 7.

## **SAFEHANDS**

### **Notes to the financial statements**

#### **For the year ended 31 May 2021**

---

#### **1 Accounting policies (continued)**

##### **f) Fund accounting**

Unrestricted funds are available to spend on activities that further any of the purposes of charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

##### **g) Tangible fixed assets**

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Fixtures and fittings	33% reducing balance method
-----------------------	-----------------------------

##### **h) Debtors**

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

##### **i) Cash at bank and in hand**

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

##### **j) Creditors and provisions**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

##### **k) Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

## SAFEHANDS

### Notes to the financial statements

#### For the year ended 31 May 2021

#### 2 Income from donations and legacies

	2021	2021	2021
	Unrestricted	Restricted	Total
	funds	funds	funds
	£	£	£
Donations and legacies	17,282	-	<b>17,282</b>
	<u>17,282</u>	<u>-</u>	<u><b>17,282</b></u>

#### 3 Income from charitable activities

	2021	2021	2021
	Unrestricted	Restricted	Total
	funds	funds	funds
	£	£	£
Anonymous grant	-	185,068	<b>185,068</b>
Zonta London	-	560	<b>560</b>
Ethiopiaid	-	20,000	<b>20,000</b>
Other income	4,227	5,000	<b>9,227</b>
<b>Total income from charitable activities</b>	<u>4,227</u>	<u>210,628</u>	<u><b>214,855</b></u>

#### 4 Income from investments

	2021	2021	2021
	Unrestricted	Restricted	Total
	funds	funds	funds
	£	£	£
Bank interest	91	-	<b>91</b>
	<u>91</u>	<u>-</u>	<u><b>91</b></u>

## SAFEHANDS

### Notes to the financial statements

#### For the year ended 31 May 2021

#### 5 Analysis of expenditure

	Basis of allocation	Cost of Raising funds £	Charitable activities £	Support costs £	2021 Total £
Project activities	Direct	-	216,045	-	<b>216,045</b>
Fundraising cost	Direct	27,119	-	-	<b>27,119</b>
Support costs	Direct	-	-	34,037	<b>34,037</b>
		<u>27,119</u>	<u>216,045</u>	<u>34,037</u>	<u>277,201</u>
Support costs			34,037	(34,037)	-
<b>Total expenditure</b>		<u><b>27,119</b></u>	<u><b>250,082</b></u>	<u><b>-</b></u>	<u><b>277,201</b></u>

Of the total expenditure £50,976 was unrestricted and £226,225 was restricted.

#### 6 Net income / (expenditure) for the year

This is stated after charging / (crediting):

	2021 £
Depreciation	598
Independent examiner's fees	<u>2,340</u>

## SAFEHANDS

### Notes to the financial statements

#### For the year ended 31 May 2021

---

#### 7 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:	2021
	£
Salaries and wages	95,500
Social security costs	8,243
Employer's contribution to defined contribution pension schemes	2,237
	<u>105,980</u>

The total employee benefits including employer's NIC and pension contributions of the key management personnel were £ 66,675.

The charity trustees were not paid or received any other benefits from employment with the charity in the year neither were they reimbursed expenses during the year. No charity trustee received payment for professional or other services supplied to the charity.

There was no employee whose annual emoluments were £60,000 or more.

The average number of employees during the year was 2.

#### 8 Tangible fixed assets

	Fixtures, fittings and equipment £
<b>Cost</b>	
At the start of the year	-
Additions in year	1,793
At the end of the year	<u>1,793</u>
<b>Depreciation</b>	
At the start of the year	-
Charge for the year	598
At the end of the year	<u>598</u>
<b>Net book value</b>	
<b>At the end of the year</b>	<u><u>1,195</u></u>
At the start of the year	<u><u>-</u></u>

All of the above assets are used for charitable purposes.

#### 9 Debtors

	2021
	£
Other debtors	251
	<u>251</u>

## SAFEHANDS

### Notes to the financial statements

#### For the year ended 31 May 2021

#### 10 Creditors: amounts falling due within one year

	2021
	£
Trade creditors	13,482
Other creditors	18
Accruals	2,340
	<u>15,840</u>

#### 11 Analysis of net assets between funds 2021

	Unrestricted funds £	Restricted funds £	Total funds £
Tangible fixed assets	1,195	-	1,195
Net current assets	13,760	146,772	160,532
<b>Net assets at the end of the year</b>	<b>14,955</b>	<b>146,772</b>	<b>161,727</b>

#### 12 Movements in funds

	At 1 June 2020 £	Income £	Expenditure £	Transfer from Safehands for Mothers Charitable Trust £	At 31 May 2021 £
<b>Restricted funds:</b>					
People's Postcode Trust	-	-	(3,744)	8,388	4,644
Zonta	-	560	-	-	560
Waterloo foundation	-	-	(2,943)	9,983	7,040
Last mile	-	25,000	-	-	25,000
Anonymous grant	-	185,068	(219,538)	143,998	109,528
<b>Total restricted funds</b>	<b>-</b>	<b>210,628</b>	<b>(226,225)</b>	<b>162,369</b>	<b>146,772</b>
<b>Unrestricted funds:</b>					
<b>General funds</b>	-	21,600	(50,976)	44,331	14,955
<b>Total unrestricted funds</b>	<b>-</b>	<b>21,600</b>	<b>(50,976)</b>	<b>44,331</b>	<b>14,955</b>
<b>Total funds</b>	<b>-</b>	<b>232,228</b>	<b>(277,201)</b>	<b>206,700</b>	<b>161,727</b>

**SAFEHANDS**  
**Notes to the financial statements**  
**For the year ended 31 May 2021**

---

**13 Taxation**

The charity is exempt from tax on income and gains to the extent that these are applied to its charitable objects. No tax charges have arisen in the Charity.

**14 Related party transactions**


On 1 June 2020 the previous operating entity of the charity, Safehands for Mothers Charitable Trust transferred its assets, liabilities and activities to the Charitable incorporated organisation, Safehands. All of the trustees of Safehands are also trustees of Safehands for Mothers Charitable Trust.

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.





**1**




- Wetegereze ebiro byomwezi kondomu esemerire kukozebwamu.
- Siiriza kondomu nebyera nukwo ama gahiike buli hamu.

**2**



Kwata epeta anyakuli munda ya kapiira kakondomu onyige hagati okole a namba 8.

**3**




Serra omu Osobora k kugarama.

**4**



Tahyayo epeta ya kondomu mubukazi Weyembise ekyara kyawe ekyahagati kusindika kondomu kuhikya nambere

**5**




Kwatirraho epeta yobukazi oburaba obwaramara kuti

**6**



Otakemerire kwata epeta ya kondomu oguzinge emirund esatu nukwo amaizi mporampora

**7**



Gizinge zinge mukyoloni/iantini


**IJUUKA KUKOZESA AKAPIIRA AKAHYAKA BULI MURUMU**


Obulamu?

Obulamu?

[www.safehands.org](http://www.safehands.org)  
[studio@safehands.org](mailto:studio@safehands.org)  
Phone: +44 20 7052 8475

@SafeHands\_ 

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