



Terre des hommes

aide à l'enfance | Kinderhilfe  
aiuto all'infanzia | child relief | [www.tdh.ch](http://www.tdh.ch)

# The rights of the child from theory to reality

5 years. 8 commitments

Strategic Plan 2011-2015. Terre des hommes – [tdh.ch](http://tdh.ch)

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## CAPTIONS

*Title and back page: After the earthquake in Haiti in January 2010, Terre des hommes has given a voice and a new lease of life to 80'000 children and their families.*

*In Pisco, in the Peruvian Andes, which was struck by the earthquake in August 2008, Terre des hommes was one of the first to offer intervention, and continued to do so for two years. Earthquake victims could count on the lasting effect of its action, when the majority of humanitarian actors had already left.*



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## Our mission:

Terre des hommes (tdh.ch) aims to make lasting improvements to the situation of vulnerable children

- *through direct support*
- *by building the capacities of communities and institutions to organise and respond to difficulties,*
- *through effectively advocating children's rights among the relevant authorities.*

## More than 50 years supporting childhood

This document gives a brief insight into Terre des hommes's mission, commitments and priority causes for improving the lives of children and their families over the next five years. It constitutes a summary of our foundation's strategic plan.

The 2011-2015 plan sets out the objectives that Terre des hommes has set itself, and describes in detail the way it carries out its mission in some 30 countries on four different continents. Technical and internal aspects of the strategic plan have deliberately not been included in this general-readership version in order to highlight the focussing of interventions and the desired outcomes for health and child protection.

# Putting children first

Terre des hommes works with communities, focusing its action on the youngest generation. As an international NGO specialising in health and protection, Terre des hommes supports children and communities in becoming actors in their own right in order to make the necessary changes in their lives, thereby gaining autonomy and self-determination. Our aim is to avoid and prevent any relationships of dependency in both the medium and long term.

The participation of children and families in the implementation of projects is vital. And we also seek to discover how satisfied communities are with the activities carried out.



©Tchiv/Didier Martenet - L'illustré

*Here in Bangladesh, the television journalist Manuella Maury, patron of Terre des hommes, knows about the importance of play for trust and self-confidence.*





*Terre des hommes combats child exploitation, for example in the case of “little maids” in Morocco.*

## The rights of the child: from theory to reality

All too often in the world, we witness violations of children's rights. Children are going to sleep hungry. Others are dying of preventable causes. Orphans and children are abused and exploited. Children face discrimination and do not have access to basic public services. We cannot sit on our hands when childhood is being ignored and destroyed.

Inequalities are growing, even as global poverty is decreasing. Human development does not progress evenly between one country and another, within the same country and between boys and girls. As a result of climate change, increasingly

frequent natural disasters are contributing to these inequalities. The price of basic foodstuffs is climbing. Issues raised by migration and security concerns are leading to a hardening of domestic and international policies. The young generation, hit hardest by these changes, sometimes have to move home or even emigrate, leaving them open to the risks of exploitation.

How can we safeguard the health and protection of children in such a disrupted environment? How can we bring about lasting changes in such situations? It is these questions that the action we take strives to answer first and foremost.



## Ambassador and instrument of life

Our model of action is based on two principles contained in the Charter, written after our movement was founded in 1960: "... Terre des hommes is comprised of voluntary and remunerated staff with one single objective: aid for the child who is both an ambassador and an instrument of life, survival, and consolation." This model is based on an analysis of children's situations, direct actions, advocacy, capacity building and strengthening health and protection systems.

In our line of work, we refer to the rights of the persons concerned, we advocate in their favour, we prevent all abuse, we strive towards children's wellbeing through psychosocial support, and we strengthen skills based on experience of the social and cultural context.

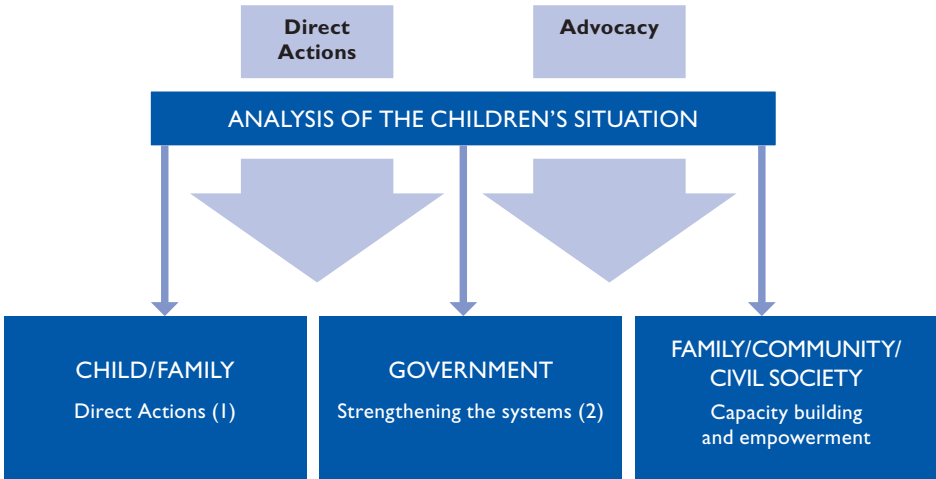
Development projects are conducted over several years. In dealing with natural disasters and conflicts, we conduct humanitarian aid projects, prioritising our existing countries of intervention.





## General action model of Terre des hommes (tdh.ch)

The 2 cornerstones of the Charter



(1) Direct actions by Tdh or in partnership  
(2) Health systems and protection systems

# Eight strong commitments in health and protection

We focus and pool our resources, in particular in geographic terms, to take advantage of synergies. Due to the genuine expertise that we have developed in these areas, achieving real results, we seek to have an impact on the lives of over a million children and their families, with the particular aim of:

1. preventing disease and providing healthcare to mothers and children in their own communities;
2. providing access to drinking water, hygiene and sanitation;
3. offering cutting-edge medical care to a number of impoverished children who cannot be treated in their own country;
4. protecting girls and boys from trafficking, abuse and exploitation;
5. intervening where there is a lack of family support;
6. keeping minors in trouble with the law out of prison (“schools of crime”) by promoting socio-educational measures for those who have committed a crime and reparations for victims;
7. protecting the most vulnerable in humanitarian crises and armed conflicts;
8. strengthening public protection systems for children and young people.



# Six priority causes for advocacy

As a leading organisation specialising in childhood, Terre des hommes creates positive and lasting changes, working with those who have rights and those who uphold rights. We act without political, religious, racial or sexual prejudice. Our advocacy work targets six causes, based on recognised skills and experience:

1. the right to health for all, including access to public health services;
2. independence for undernourished communities and appropriate use of ready-to-use therapeutic foods;
3. restorative justice for minors in trouble with the law;
4. combating child trafficking related to adoption;
5. combating the exploitation of young people who have migrated or left their protective network;
6. protection in humanitarian crisis situations.



*Terre des hommes has succeeded in getting convictions of several child sex exploiters in Colombia.*





### **We intervene in**

*Afghanistan, Albania, Bangladesh, Benin, Brazil, Burkina Faso, Burundi, Colombia, Egypt, Ecuador, Guinea, Haiti, India, Indonesia, Kosovo, Lebanon, Morocco, Mauritania, Moldova, Mozambique, Myanmar (Burma), Nepal, Nicaragua, Peru, Romania, Senegal, Sudan, Sri Lanka, Syria and Jordan, the Occupied Palestinian Territories, and Togo.*

## Conscientious, motivated staff

Our experienced staff are directly present in the field in countries of intervention, along with a limited number of expatriate staff. Chosen for their suitability for specific projects, we have 1,500 employees working around the world, often alongside local partners. We have a reference table in place to identify required skills, to establish plans for improvement and to facilitate staff mobility.

We work in regions of conflict and where there is serious lack of security (Afghanistan, Occupied Palestinian Territories, Sudan, Haiti, Colombia,

etc.). We reduce the risks inherent in our professional activities through a culture of safety and strict instruction.

Terre des hommes aims at preventing abuse and risky behaviour in relation to children involved in projects. All staff and visitors sign a code of conduct and child protection code. We raise awareness among and train staff, management and beneficiaries – including children. We have measures in place to reduce the risk of abuse as much as possible. Accusations of breaches follow a proper procedure.

# Volunteers in Switzerland making a mark

Nearly 2000 volunteers in Switzerland give their time and energy to support our child relief efforts through numerous initiatives. Organised into around 50 groups or branches, they create contacts and spread the name of Terre des hommes in towns and villages. Raising awareness among the population, they organise their own events and take part in nationwide actions and Foundation campaigns.

For the years to come, several campaigns combine publicity and events to inform, mobilise, and encourage generosity to support child health and protection around the world.



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*Every year, at the start of spring, more than 300,000 oranges are sold in aid of Terre des hommes health programmes, in particular programmes for children in Africa who cannot be treated in their own country, who are cared for in university hospitals in French-speaking Switzerland.*

# Freedom of action and outcomes

Terre des hommes's financial independence derives from the broad diversity of its resources. Transparency and the ability to ask questions promote trust both among beneficiaries and the general public. We are committed to maintaining integrity and clear-sightedness in an increasingly complex environment.

We are constantly improving the efficiency of our actions through systematic procedures, transparency and appropriate size. Our outcomes are verified by quantity and quality indicators. We implement the recommendations of the Zewo Foundation in relation to presentation of

accounts, and well over 80% of funds raised go towards child relief. Our ISO certification has been successfully renewed every year since 1999.

The generosity of the Swiss people ensures strong continuity of our international aid. One indicator of quality is the continually increasing number of institutional backers supporting our projects. We strive to maintain our freedom of action and our flexibility to intervene wherever childhood is in danger.



Every year for the last five years, Yannick Noah has given a concert for Terre des hommes children being cared for in Massongex in Valais.





©iftdh

*Maternal and newborn mortality is ten times lower in areas of Kabul (Afghanistan) where Terre des hommes midwives visit and advise mothers before and after birth, compared to areas of the capital without health intervention.*

## A global movement working in partnership

Terre des hommes works closely with organisations on the ground and with local and national authorities to ensure the long-term impact of its projects.

We take part in networks that are relevant to our mission. Terre des hommes is a major player within the Terre des Hommes International Federation, whose 11 member organisations conduct projects in 70 countries.

*“We want to create a world where children grow up with dignity in an environment that protects them and responds to their needs.”*  
(Terre des hommes, our vision)

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We are a member of

Terre des Hommes  
International Federation

