



A decade of transforming  
lives through media





# TEN STORIES OF CHANGE



A DECADE OF TRANSFORMING LIVES THROUGH MEDIA

[bbcworldservicetrust.org](http://bbcworldservicetrust.org)



A locksmith in  
Dhaka, Bangladesh

# A key that fits the lock



The BBC World Service Trust is the BBC's international development charity. In October 2009 we marked our tenth anniversary. This booklet tells ten stories of change across the decade.

We use the media to enable people to have access to life-changing information that can help them survive, shape their lives and thrive. In one of the stories you'll hear from someone who describes our work as "a key that fits the lock". Through the BBC tradition of 'Inform, Educate, and Entertain', we can open the door for people to make choices and find their own solutions to the challenges they face.

We have provided advice to mothers on their families' health, helped citizens understand their rights in elections, we have rebuilt radio and TV stations destroyed by conflict, and been on the spot in the aftermath of disasters to provide radio lifeline services to those still reeling from the impact.

We have used drama series, youth phone-ins, documentaries, adverts, TV and radio debates. We have helped support traditional media in the form of books and print journalism training, and harnessed new media channels such as interactive websites and mobile phones. Our approach is simple: assess local needs, produce programmes, materials or support in response, and work with local partners to build skills and services that will be sustainable long-term.

We hope you enjoy this publication: it's a snapshot of some of the millions of lives that have been transformed by media through our work.

For those of you who have already supported us, thank you. And for those of you who are new to our work we hope that these stories and images may inspire you to support us across the next decade.

A handwritten signature in black ink, appearing to read 'Caroline Nursey'. The signature is fluid and cursive, with a large, sweeping flourish at the end.

**Caroline Nursey**

Executive Director, BBC World Service Trust

# TEN STORIES OF CHANGE



A family of refugees  
in Darfur, Sudan

## > The refugee's tale



When disasters hit we are familiar with what devastated populations need. Or rather we think we are. Food. Water. Tents. All critical but there is a vital omission: information. To

mark our tenth anniversary Sir David Attenborough recorded a broadcast for us to describe the gap that lifeline radio fills:

"I'd like to take you on a brief journey, to place you in a distant land and let you imagine what it is like to be there. You are six years old. It's a new day – full of hope and fun? That's unlikely. Your home is a tent in Darfur, in the west of Sudan. Your stay here was meant to be temporary, you fled here from fighting.

"Your mother is worried about the fire. There is no wood left and that will mean a long walk for her to gather sticks. Some mothers never came back. Other women and girls made it back but they are sick and sad. There are bad men out there.

"You miss your sister. She got very hot and sick and died here in the tent in your mother's arms while you held her hand. It's hard to keep clean and there are so many mosquitoes. You worry about your mother, who has lost her appetite since the last trip to find wood. She came back bruised. And where is the rest of your family?


"And so there you have it in a snapshot – it's a pretty desolate place. And it's a kind of half life being experienced by many thousands of children in the internal displacement camps. What these families need is information – they are hungry to listen – and that's what the Darfur Lifeline radio programmes provide."

### IMPACT FACTS

- ▶ Daily Darfur Lifeline radio broadcasts provide people with vital information to first survive and then start to recover.
- ▶ The programmes, broadcast in Darfuri Arabic on BBC airwaves, offer practical support and the reassuring sound of a familiar voice.
- ▶ Radios are distributed through partners and refugees often listen in groups. They are often interviewed, providing feedback, songs and suggestions for future programmes.
- ▶ 6.5 million people in Darfur listen regularly, including two million people living in the displacement camps.
- ▶ The UN has reported that the number of children arriving for vaccinations doubled after the broadcasts.

*"When you listen to this programme you feel that it is the only link between you and the outside world. It is telling everyone how you are suffering and offering you help."*

*A young woman in a camp in Zam Zam*

A young girl, likely of Afghan descent, is sitting on a concrete ledge outdoors. She is wearing a vibrant traditional dress with a red bodice and a voluminous skirt with intricate gold embroidery. On her head, she wears a green headscarf with a gold border and a large, ornate silver and gold headpiece featuring a central red gem. She is holding an open picture book titled 'NEW HOME, NEW LIFE' and looking intently at the illustrations. The background shows a gravel area and some sparse vegetation under bright sunlight.

An Afghan toddler  
absorbs her *New Home,  
New Life* picture book



## > The schoolgirl's tale

Education is critical to development. Our vision is a world where people have the space to learn, the opportunity to speak and the means to act. We also help provide platforms for people to share their voices. The following is an excerpt from a video diary by 12-year-old 'Arifa' in Afghanistan (her name has been changed to protect her identity).

"At school I am very interested in studying The Koran, maths and Dari language. The Taliban and other aggressors burned down the girls' school in my village. Now Afghan children need schools.

"Girls suffered a lot – they were imprisoned in their homes and didn't get an education. I had lots of classmates and I miss them now – we used to play together. Since there weren't any good educational opportunities left where I lived I came here to Kabul.

"When I got to school I was lucky but I see children who aren't getting an education because they need to work to survive because they lost their fathers or were orphaned and that makes me very sad. When I go home I study and teach my sisters. Sometimes I like drawing and also to help my mother with the housework.


"I am hopeful that when I grow up Afghanistan will be better than now. I think that if other countries help us in the rebuilding and Afghans can unite among themselves to rebuild the country, Afghanistan will be reconstructed and peace and reconciliation will come."

### IMPACT FACTS

- ▶ The Afghan Education Project (AEP) is our longest standing initiative – it even predates our inception as a charity. Initially planned to last for a year as an educational radio strand for returnees it has now been running for 15 years. It reaches remote areas and huge audiences through broadcasts and other media.
- ▶ Radio, online and print materials in Dari and Pashto use drama and entertainment to share information on a wide range of issues: from the return of refugees to mine awareness and health; from education for women and children to recovery and reconciliation.
- ▶ 14 million people listen weekly to *New Home, New Life*, the popular educational drama.

*"AEP is in the warp and weft of life for many Afghans. Even in the most proscriptive period of Taliban rule, when entertainment was banned, AEP's outputs were broadcast. Its ongoing success attests to the power, courage and networks of the outreach team who have maintained direct relationships with the audience."*

*Kate Clark, former BBC Kabul correspondent*

A woman with a patterned headscarf and a teal t-shirt is balancing a large, round, light-colored tray on her head. The tray is filled with a large, roasted animal, possibly a pig or a goat, which is the central focus of the image. The background is slightly blurred, showing what appears to be an outdoor market setting with wooden structures and other people in the distance. The lighting is warm and natural, suggesting daylight.

Market scene in  
Nigerian drama  
*Wetin Dey*

## > The dramatist's tale

A simple story told well helps ideas stick. Drama for development is a particularly creative way of getting a message across. From audience research and script development, to hiring actors and training crew, to working with local broadcasters and promoting the programmes – these productions are often large-scale enterprises. Here a viewer, an actor and a listener describe the impact of our work:

"I can't fault anything in *Wetin Dey*. I think it's one of the best productions that I've seen. This drama takes issues to the next level in discussing HIV and AIDS, educating people and telling them that there is a way forward and that there is hope."

Tim Yafuna, a Nigerian *Wetin Dey* fan

"I have played many roles in film and on stage, but none has made me as proud as this. By finding the courage to reveal my HIV-positive status to all via the media, I've been able to explain that HIV cannot spread through casual contact, such as shaking hands. I've found that education through media and dialogue with communities has considerably reduced stigma."

Sou Butra, *Taste of Life* actor and HIV and AIDS educator, Cambodia

"*House 7, Entrance 4* makes me think, warns me of a lot of problems and educates me. I received a lot of useful information about business. Soap opera is normally about passion, foam and splutter. In your case, it is life's lessons. It is so nice to have people who help our generation to think."

Mrs Savinova, a listener in Ulan Ude, Siberia. *House 7, Entrance 4* was a Russian radio drama broadcast in the 1990s


### IMPACT FACTS

- ▶ *Wetin Dey* ('What's Up?') is a 30-minute weekly TV drama raising awareness about HIV and AIDS. Approximately 20 million Nigerians have seen or heard at least one of our radio or TV programmes.
- ▶ *Taste of Life* was Cambodia's first soap opera, aimed at changing attitudes and behaviour around HIV and AIDS. A national survey showed that 83% of all TV viewers watched the series.
- ▶ *House 7, Entrance 4* was one of our earliest projects in Russia and had a monthly audience of 13.4 million. Broadcast on national radio and 35 regional stations, the storylines offered practical advice about everyday life.

"I play Ruth in *The Archers*, BBC Radio 4's long-running soap. The series began after World War II to encourage food production. This concept of educational drama is a format I've seen working in New Home, New Life. I've been deeply moved by my experiences in Kabul as a trainer. Soaps are an incredibly efficient way of communicating and connecting, over long periods of time, reflecting the ongoing cycles of life."

Felicity Finch, actor, reporter and trainer

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In Kathmandu, Shrijala Prajapati asks the panel a question

# HUMAN RIGHTS & GOVERNANCE

## > The citizen's tale

Access to information is something that those of us living in many parts of the world take for granted. But for those living in poverty or conflict-affected states the lack of access to information can be devastating. What are your voting rights? How can you hold your leaders to account? If you could ask your leaders a question, what would it be?

In Nepal, a country still reeling from decades of civil war, we broadcast *Sajha Sawal* ('Common Questions'), a series of TV and radio political debates. Opening last year's new series, 15-year-old Shrijala Prajapati took a deep breath, stood up from the audience, and aimed her question squarely at the panel. She asked:

"How can the inequality between boys and girls in school be stopped? Boys are given more opportunity than girls to go to school and get an education." Shrijala is top of her class and she knows that poverty, cultural factors, and school fees are keeping many girls out of the education system.

After the show Shrijala said of the experience: "I felt like a real daughter of Nepal after asking the question. When I told my parents I was on *Sajha Sawal*, they were very proud. They now encourage me to speak up as much as possible. I like watching *Sajha Sawal* because it provides a chance for people like me to understand the problems Nepalis are facing. It gives me hope to watch *Sajha Sawal* because I feel it might help things change for the better in the future."

### IMPACT FACTS

- ▶ *Sajha Sawal* tours the country to ensure that those who have been traditionally overlooked or ignored have a voice. And it is making huge inroads: 20% of Nepalis listen or watch.
- ▶ The programmes are broadcast in partnership with a network of 114 community and commercial FM radio stations, local TV and BBC Nepali. Together we produce both drama and discussion programmes to help resolve conflict in Nepal.
- ▶ Similar political debate programmes are replicated in our projects in other parts of the world. In Bangladesh for instance, where *Sanglap* ('Dialogue') political programmes are broadcast, 86% of the audience believe the radio and TV debates have improved public discussion of political affairs.

*"One of the key checks and balances in a society is the media. It is the media which informs citizens of what's going on. Without an effective media you don't get accountability of government for citizens. And the real cost of poor governance is not about money being stolen, it's the diversion of the political agenda from governing to looting."*

*Paul Collier, development economist*

A photograph of the Senegalese singer Baaba Maal performing on stage. He is wearing a patterned jacket over a white t-shirt and a necklace. He is playing a light-colored acoustic guitar and looking towards the camera with a slight smile. A microphone is visible in the foreground to the left. The background is blurred, showing other people and stage lights.

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Baaba Maal at  
our world music  
concert in 2009

## CREATIVITY & INNOVATION

### > The musician's tale

Back in 2003 we asked: '2015 – where will we be?'. This project aimed to raise awareness and create debate about the development issues behind the Millennium Development Goals. Goal number two, achieving universal primary education, has been of particular interest both to us and to Baaba Maal, the acclaimed Senegalese musician. He recorded a song for us along with a stellar cast that included Youssou N'Dour and Salif Kaita. During our tenth anniversary year in 2009 Baaba Maal returned to help us, headlining at a concert we organised in London.

His passion for education has evolved across the last six years to embrace the evolving media scene in Africa. His aim, he says, is to reach the new generation of young Africans who are "connected, going to cybercafés and watching video and TV".

"It's a good thing to use technology. We are all linked in the 21st century and all our problems are shared. Education is all about getting information out. In Africa the first step to combat poverty is to give information. Television has a part to play, music another. We need people to be able to raise their voices on both local and international levels."

It is a belief we share with Baaba Maal. We have been using the rapid proliferation of technology including websites, social media and mobile phones across parts of the developing world to get people connected and talking, to amplify voices and to exchange information.

#### IMPACT FACTS

- ▶ Mobile phones played a central part in a creative campaign that tackled high levels of HIV infection in southern India. By the end of our 'Condom, Condom' campaign in India over 159 million people had seen or heard the adverts, downloaded the ringtone or seen the billboards. Since the campaign aired in 2008 and 2009, condom purchases in India have increased by 85 million.
- ▶ In Iran, where it was impossible to deliver face-to-face journalism training, we created an interactive 'virtual' newsroom. ZigZag has received over three million page views, trainees have written nearly 600 articles and more than 3,400 website users have contributed to the messageboards.

*"Those running the site know Iranian society, the youth and their issues and they discuss these in a very professional way. I think ZigZag has been very successful in making a connection to audiences while performing professional duties."*  
Audience feedback for ZigZag

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A large number of our projects focus on maternal and child health



# HEALTH

## > The mother's tale

Our health-related work combines mass media and community media. We often target mothers and children. The messages are quite simple but the impact can be profound. For instance we might focus on basic sanitation by providing information about hand-washing; this was the focus of a child-centred campaign in Cambodia.

In 2003 we concluded an 18-month campaign in Nigeria, Ghana, Nepal and Ethiopia to help eliminate trachoma, the world's leading cause of preventable blindness. Radio spots, mini dramas, jingles, songs, interviews and films were produced for local transmission broadcast.

In Ethiopia *Aynelam* was a film shot on location and taken by video vans for screenings in remote areas. The following excerpt shows a group of smiling, celebrating mothers:

Mother One: "Your sick eyes now look so much better. Was the surgery painful?"

Mother Two: "It's just a little operation. After the operation I had no pain." [pointing at another young girl] "I think you may have trachoma symptoms - you'd better get to the health centre."

Mother One: "What are the kids doing?"

Mother Two: "They saw a health worker put up a water holder with a tiny hole in it so that many people can wash their faces with a little water. And now the children are copying." [To the children washing] "Not only your hands, you also need to wash your eyes!"

### IMPACT FACTS

- ▶ The trachoma campaign was part of the World Health Organization's International Trachoma Initiative and the SAFE strategy (Surgery, Antibiotics, Face-washing, Environmental changes).
- ▶ In Ethiopia, a country with one of the world's highest trachoma rates, about one million people were blind through the contagious disease and another ten million with active infection. 300,000 Ethiopians were targeted but in the end over 20 million listeners heard the campaign or saw the films.
- ▶ Overall our global health strategy focuses on HIV and AIDS, sexual and reproductive issues, mental health, infectious diseases (leprosy, trachoma, malaria and TB), substance abuse and reducing violence.

*"Women are the engines of development and drivers of improved health. Maternal health is a critical component of the well-being of any society."*

*Ban Ki-moon, Secretary-General of the United Nations*



Researchers gathering opinions on climate

## CLIMATE CHANGE

### > The tour guide's tale

The changing climate is a pressing issue with profound implications for all our lives. Across the decade several projects have explored environmental issues, as they overlap with all our other major themes: livelihoods, humanitarian, health, governance and human rights, and education.

Recently, 'Africa Talks Climate' has been gathering the opinions of over 1,000 citizens from ten countries in video, photos, audio and written reports. The idea is to ensure these people are heard locally and globally, and that their very real concerns, insights and needs are addressed. And here is one of those voices, Jonas Nyange, a tour guide from Moshi, Kilimanjaro, Tanzania:

"We used to see the snow cap of Mount Kilimanjaro, we used to see it very clearly, but nowadays you see just some patches of snow. It is changing the environment of the mountain.

"It is painful for me because we have depleted what nature gave us. I tell people you know, you have to stop cutting down the trees. Something needs to be done concerning the government and other institutions so that we can help in the survival of Mount Kilimanjaro.


"Here in Kilimanjaro the only tourist attraction is Mount Kilimanjaro. But the mountain is also a water catchment area so it is important to us the people of Moshi for our lives here. And Kilimanjaro National Park is the one that has a lot of income compared to other parks here in Tanzania so I think they need it – the government they need it."

#### IMPACT FACTS

- ▶ Africa Talks Climate (ATC) has been launched ahead of the UN climate change summit in Copenhagen, December 2009.
- ▶ ATC discussions were convened with more than 1,000 citizens from DR Congo, Ethiopia, Ghana, Kenya, Nigeria, Senegal, South Africa, Sudan, Tanzania and Uganda.
- ▶ One-to-one interviews were carried out with nearly 200 policy-makers, faith-based leaders, business people, journalists and civil society representatives.
- ▶ Deforestation was a common concern, and many attributed changes in weather to God. For details visit the interactive website: [www.africatalksclimate.com](http://www.africatalksclimate.com)

*"In a few decades, the relationship between the environment, resources and conflict may seem almost as obvious as the connection we see today between human rights, democracy and peace."*

*Wangari Maathai, Kenyan environmental activist and Nobel Peace Prize Winner*



Off to the market  
in Somaliland. Our  
livelihoods programmes  
can help people make  
informed choices.

## LIVELIHOODS

### > The farmer's tale

Tips on access to markets, animal husbandry, advice on crops, basic business skills, farmers' rights: these are just some of the useful pieces of information that can be gleaned from our media work associated with livelihoods.

Arte Dahir Abdille is a livestock farmer in Dilla Village, Somaliland. Thanks to *Bamaamijka Xoolaha* ('The Livestock Programme'), he learned how to increase his income which meant he could build his own house. Here's his story:

"For more than five years I had over 100 sheep and goats, but never benefited much. Instead I incurred more expenses to cater for their needs. I changed my mind when I heard about the benefits of quality over quantity on the 'Livestock Programme'.

"I was able to buy building materials slowly every month until I built myself a permanent house. Before, when I possessed 100 animals, I was living in a shanty. After reducing the number of my livestock my income increased and my standard of living too – truly I'm better off.

"My friends who still have many animals are curious to know how I increased my income and profit. They regularly ask me questions and I explain the situation to them. They are now convinced and some have said that they will also change the way they are rearing their animals."

## IMPACT FACTS

- ▶ In Somalia our programmes have helped more than 250,000 adult Somalis gain basic literacy skills and build the knowledge and skills of those working in the livestock sector.
- ▶ In Nigeria, the livelihoods radio soap 'Story, Story: Voices from an African market' is transmitted in Nigerian English, Hausa, Igbo and Yoruba. Around 20 million listeners tune in each week.
- ▶ 'In Touch for China', was a programme that helped visually impaired people acquire skills, both through the training of production staff and also through broadcasts that reached 30 million people. The project also ran mobile advice clinics in nine poor rural districts, providing essential information and counselling to more than 500 blind people and their families.

*"Being a visually impaired broadcaster comes with big responsibilities. Our programmes should be a bridge between disabled people and the rest of society, helping to build visually impaired people's skills and change attitudes."*

*Yang Qingfeng, journalist on 'In Touch for China'*



## TEN STORIES OF CHANGE

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Seeing is believing? In Iraq the media, whether radio or TV, provide access to information. Radio Al Mirbad strives to be a reliable source

## TRAINING AND INFRASTRUCTURE

### > The journalist's tale

Training journalists is where it all began. Though the scope and scale of our projects has grown, journalism training, media reform and infrastructure support remain a powerful part of our story.

In Iraq, Radio Al Mirbad is our biggest reconstruction project to date. In a country where much of the media answers to vested interests, it is important that independent broadcasters like Al Mirbad exercise a watchdog function. Launched in Basra in 2005 Radio Al Mirbad reaches more than 700,000 southern Iraqis each week – one in ten people tune into the station daily.

Saad Al Saad, news editor and presenter, outlines the impact Radio Al Mirbad has had both on him and his audience:

“My work here represents a very important period in my professional life. I have always felt very strongly that the media have a critical role to play in bringing truth to the people. For this reason, becoming a journalist has been one of my life goals, and Radio Al Mirbad has allowed me to achieve this.

“Radio Al Mirbad stands for impartiality, balance, honesty and objectivity. These are values I embrace not only in my work as a news editor and presenter but also in my personal behaviour and my dealings with family, friends and my wider community.

“At Al Mirbad we aim to respond to developing news quickly and to be responsive to our audience's needs. But we understand the importance of working within the station's editorial guidelines and values, which are always practised in the newsroom. In my opinion, these values underpin the station's success.”

## IMPACT FACTS


- ▶ Through Radio Al Mirbad, authorities in the region are being held to account for their governance – 59% of listeners say the broadcasts make them feel someone is taking up their issues with the authorities.
- ▶ ‘iLearn’, our online journalism courses, promote the principles of balanced, objective journalism. Available in 17 languages there are currently 150 modules.
- ▶ Charles Taylor, former president of Liberia, has been on trial at the International Criminal Courts for crimes against humanity. Since 2007 our reporters from West Africa have been trained up and are now sending stories from the court chambers in The Hague to a network of partner radio stations back home.

*“The Hague link is important because where there is no information, imagination exists. If people cannot get information from The Hague they will come to the wrong conclusions, which is not healthy for us.”*

*Adolphus Williams, Sierra Leonean reporter at the Charles Taylor trial*

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It is all about teamwork:  
colleagues on location  
in Cambodia



## PARTNERSHIPS & SUSTAINABILITY

### > The partner's tale

Ultimately, to deliver long-term change, our work needs to be sustainable at community and country levels. Over 80% of our colleagues are local to the countries we work in. Our goal is to build skills and strengthen media partners, processes and systems. We also work at regional and international policy levels in alliances that advocate the crucial role of media and communication in helping reduce poverty and promote human rights.

When our work *really* works, after a time, often we will no longer be needed. In our final tale, our colleague Charles Hamilton talks about seeing the end of our involvement with partner station Radio Kampuchea (RNK), Cambodia.

"I sat at the back of the studio and watched the last programme of the sexual health phone-in show 'Real Men', being broadcast. A total of 234 programmes were produced since we went on air in 2005. Six years ago RNK had no live programmes and the news was recorded and played out on tape. Now there are four or five live programmes every day. It was great to observe a professional radio production team in action and touching to see interaction with the audience was at the heart of their programmes. It was so good to know that we'd helped facilitate this growth. There's always a key that fits the lock."

A key that fits the lock. It is a good way of summing up what we do – we offer the means for people to gain access to knowledge. Access to information through the media can unlock hope, potential and choice, and provide an opportunity for people to shape their own lives.

#### IMPACT FACTS

- ▶ In Cambodia our work has focused on health, governance and human rights. Media work has included TV drama series, radio phone-in shows, and radio and TV adverts.
- ▶ We work in partnerships with the Cambodian government, national broadcasters and a range of international and local organisations.
- ▶ According to our impact evaluation, 27% of the radio audience listens to 'Real Men'.

*"TV and radio are increasingly powerful tools for change. Together with the BBC, we look forward to making an even greater difference in the lives of the people of Cambodia."*

*Dr Mam Bun Heng, former Secretary of State for Health, Cambodia*



'Innovative': An Iranian ZigZag trainee chooses the word that she feels best sums up this journalism training scheme

## Looking ahead



This booklet has told ten stories, and it represents just a handful of the testimonies of change delivered by the BBC's international development charity. It is an organisation that has come an extraordinarily long way in a short time. At its inception in 1999 the focus was journalism training and education, there was a staff of 12, and it had no reliable funding. Now the charity has a turnover of over £20 million and a staff of more than 500 based in 14 offices around the world, with over 80% of colleagues local to where they are working. Funding is independent of the BBC and comes from external grants and voluntary contributions.

As its Chair I am very proud to see the positive impact its work has had on so many millions of people.

As technology transfer starts to make new media available to millions in the developing world, the scope and potential for media for development is growing. Given its track record and reach the BBC's international development charity is well-placed to continue to respond in innovative and creative ways. From *ZigZag*, the online journalism training project, to health and livelihoods advice services that combine mobile phones and the internet, responsive media can help exchange information and share good ideas quickly and effectively. It then offers people the means to shape their own lives.

The charity will continue to transform lives through media across the next decade and I hope that you, having read this far, will continue to support it on that journey.

A handwritten signature in black ink that reads "Richard Sambrook". The signature is written in a cursive, flowing style with a long, sweeping tail on the final letter.

**Richard Sambrook**

Chair of BBC World Service Trust and  
Director of BBC Global News



# Donors

We are grateful to the following organisations for their support:

- Africa Educational Trust
- Aga Khan Foundation (AKF)
- Al Masry Al Youm
- Al Watan
- Asian Development Bank (ADB)
- African Union's Inter-African Bureau for Animal Resources (AU IBAR)
- Australian International Health Institute
- Avahan
- BBC Group
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- Bryan Guinness Charitable Trust
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- United Nations Development Programme (UNDP)
- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- United Nations High Commission for Refugees (UNHCR)
- United Nations Mine Action Centre for Afghanistan (UNMACA)
- United Nations Population Fund (UNFPA)
- Vodafone Foundation
- World Food Programme (WFP)
- World Health Organization (WHO)
- World Bank Institute (WBI)



# How you can help us

## Keeping in touch

To keep track of our work you might like to sign up to the monthly e-newsletter. In addition to sharing latest news on projects and activities it provides details of opportunities to work with us. You can sign up on the website's homepage: [www.bbcworldservicetrust.org](http://www.bbcworldservicetrust.org)

Another useful resource is our publications. The Research and Learning Group publishes research reports and findings, and we regularly produce Policy Briefings too. These and other publications can be found on the website.

## Willing to give?

In addition to the generosity of institutional funders we welcome the support of a growing number of foundations, individual donors and companies. If you would like to support our work transforming lives through media, consider undertaking one - or more - of the following:

- Making a donation online at our website [www.bbcworldservicetrust.org](http://www.bbcworldservicetrust.org)
- Payroll giving, donating monthly through an automatic transfer of funds from your salary
- Hosting an event to raise funds for us
- Volunteering and coming to work with us
- Donating speaker fees, royalties, hospitality tickets or gifts
- Undertaking a sporting endeavour to raise funds
- Coming up with your own inventive way of raising funds for us, either on your own or with a group of friends or colleagues...

We would warmly welcome your support with any of the above and can provide materials and further advice. Please phone us on +44 (0)20 7557 2462 or email [ws.trust@bbc.co.uk](mailto:ws.trust@bbc.co.uk)

# A decade of transforming lives through media

Further highlights from the BBC's international development charity



**Above:** A show of hands during a *Sanglap* ('Dialogue') topical debate in Bangladesh. Participation, governance and human rights are key issues for us.



**Above:** Knowledge is fundamental to good health. Actor Jackie Chan packs a punch with his messages to encourage safer sex in Cambodia.



**Left:** Journalism training is another critical area of international development. Here our reporter encourages children to share their feelings in Liberia.





**Top:** Burma Lifeline provided vital radio support in the aftermath of Cyclone Nargis.

**Above:** HIV-positive TV detective *Jasoo Vijay* helped tackle stigma through drama in India.

**Right:** An animated parrot – and a cast of Aunties – encouraged Indians to talk about sex and condoms.



## Credits

Words: Kirsty Cockburn  
Design: Sparkloop  
Printed on 80% recycled paper  
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All images were taken by BBC World Service Trust staff and partners except for the following:

Cover Andrew McConnell/Panos.  
Children salvage from the Agbogbloshie dump in Accra, Ghana.

P2 G.M.B. Akash/Panos

P12 Guy Levy

P14 Andy Johnstone/Panos

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P20 Farah Nosh/Panos

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P31 Satellite dish: Matt Davis/Getty Images

P32 Natalie Behring/Panos



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Registered number: 3521587

Registered charity number: 1076235



# Finance summary 2008/09

## Where support comes from

In the year to 31 March 2009, the BBC World Service Trust accrued its highest annual income to date: £20.9m

	2009	2008
<b>Grants</b>	<b>£19.6m (93.7%)</b>	<b>£17.1m (95%)</b>
UK government (DFID, FCO)	£8.0m	£6.7m
European Union	£2.2m	£2.7m
Bill and Melinda Gates Foundation	£1.4m	£1.7m
United Nations	£1.0m	£1.3m
Other (less than £1m each)	£7.0m	£4.7m
Voluntary income	£1.3m (6.1%)	£0.8m (5%)
Investment income	£0.0m (0.2%)	£0.0m
<b>Total incoming resources</b>	<b>£20.9m</b>	<b>£17.9m</b>

## How we spend funds

In the past financial year nearly 99% of spend went directly to charitable activities

	2009	2008
<b>Charitable activities</b>	<b>£20.0m (98.7%)</b>	<b>£18.0m (98.2%)</b>
Africa	£5.2m	£6.4m
Asia	£7.9m	£5.6m
Europe, Middle East and Central Asia	£6.3m	£5.4m
Cross-cutting activities	£0.6m	£0.6m
Costs of generating voluntary income	£0.1m (0.4%)	£0.1m (0.4%)
Governance costs	£0.2m (0.9%)	£0.2m (1.4%)
<b>Total resources expended</b>	<b>£20.3m</b>	<b>£18.3m</b>

As at 31 March 2009, the BBC World Service Trust held reserves of £966,000. This summary information (apart from the analysis of grants) has been extracted from the BBC World Service Trust Annual Report and Accounts for the year ended 31 March 2009, which has been independently audited by KPMG LLP. For a copy of the full Annual Report and Accounts, please contact the BBC World Service Trust, Bush House, PO Box 76, Strand, London, WC2B 4PH or email [ws.trust@bbc.co.uk](mailto:ws.trust@bbc.co.uk)



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