



ANNUAL REPORT

2023-2024



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A WORD FROM THE FOUNDER

« In 2023-2024, SOS-MADAGASKIDS faced immense challenges with unwavering determination. Thanks to our partners and the dedication of our teams, we have helped hundreds of people regain their dignity, health, and hope. This report reflects the concrete impact of your support in a context where every form of generosity counts double.

Supporting the most vulnerable children and youth, parents, teachers, and schools to build a better personal and collective future in difficult and deteriorating contexts is what SOS-MADAGASKIDS and its partners strive to achieve in Madagascar. Our vision is concretely realized through many of our actions, with key achievements detailed in this Annual Report.

In 2023-2024, the trust of our partners allowed us to expand our efforts. Six primary and secondary schools, three kindergartens, 500 students and kindergarten children, 70 parents, 100 teachers, and 60 educators benefited from the program. These rapidly growing numbers reflect different realities depending on the projects. They involve both individual and collective support and broader awareness-raising actions.

SOS-MADAGASKIDS was designed with a central goal: to reduce the school dropout rate by providing targeted educational assistance to vulnerable Malagasy children. Recognizing the challenges faced by these promising young minds, the organization works tirelessly to create educational opportunities and illuminate the path to a better future.

In Madagascar, hundreds of thousands of people, mostly women and children, seek to escape the cyclical crises that afflict the country. These crises do not spare children. Beyond the quantitative aspects, I want to emphasize the quality of work carried out by the SOS-MADAGASKIDS teams. Three examples include the increasing consideration of equality for every child, every parent, every teacher, every educator, and every school in our projects, the deployment of our guiding policy, and the strengthening of our project monitoring and evaluation system.

However, these positive results should not overshadow our concern regarding the growing number of crisis situations. To act in these emergency contexts, we need a fair and supportive team to assist the most vulnerable populations.

On behalf of the SOS-MADAGASKIDS team, our partners, and especially our beneficiaries, I thank you for your renewed commitment and trust. »

Dr Ebhi TAHVILDARI
Founder

KEY FIGURES

6

PRIMARY AND SECONDARY SCHOOLS

3

KINDERGARTENS

500

STUDENTS AND KINDERGARTEN CHILDREN

70

PARENTS

100

TRAINED TEACHERS

60

CHILDREN'S EDUCATORS

OUR VALUES

- Commitment
- Responsibility
- Transparency
- Proximity
- Sustainability

OUR MOTTO

SOS MADAGASKIDS, initiated by the organization Feel Harmonie gGmbH, emerges as a beacon of hope in the heart of Madagascar. This humanitarian project, dedicated to the education, research, and support of underprivileged Malagasy children, is a concrete response to the current situation. By placing education at the core of its mission, SOS MADAGASKIDS strives to open the doors of learning and illuminate the path toward a more promising future for the Malagasy youth.

The fundamental principle of SOS MADAGASKIDS is based on a powerful motto: ***"Educate to liberate; liberate to educate."*** This phrase embodies the organization's deep mission and emphasizes the close link between education and the liberation of individual and collective potential.

EDUCATE TO LIBERATE

SOS MADAGASKIDS understands that education is the key that opens the doors to emancipation. By investing in the education of Malagasy children, the organization helps break the chains of poverty and marginalization. Education provides children with the opportunity to develop their skills, unleash their creativity, and explore a world of previously inaccessible possibilities.

Our vision of education in Madagascar is not to change people and their attitudes, but rather to lead them to independence through education. We view Malagasy individuals as humble and emotional beings who live in close contact with their peers in society. We see our assistance as "helping to help," enabling children and youth to grow individually on their path to life.

LIBERATE TO EDUCATE

On the other hand, freeing each Malagasy child from socio-economic constraints creates a virtuous cycle. Once liberated from the constraints of poverty, these children can focus on their education in a more meaningful way. Social liberation also creates a conducive learning environment, where each child feels supported, encouraged, and empowered to reach their full potential.

The motto of SOS MADAGASKIDS goes beyond mere words; it embodies a vision of a future in which every Malagasy child has access to quality education. By positioning education as a tool for liberation, the organization strives to transform lives and shape a sustainable future for Malagasy youth.

OUR MISSION

SOS MADAGASKIDS is not just an educational project; it is a catalyst for change aimed at eliminating school dropout and facilitating access to education for underprivileged Malagasy children. Our main goal is to open the doors of education and provide Malagasy children with the opportunities they deserve. Our intention extends beyond the classroom. At SOS MADAGASKIDS, we are committed to supporting Malagasy parents in the education of their children. We believe that education is a joint effort between school and home. In partnership with families, we create an environment that fosters the development of children.

THE TOPICS THAT GUIDE US

The pillars of SOS MADAGASKIDS are based on three fundamental themes: education, research, and support. These themes guide our daily actions and define our holistic approach to changing the lives of Malagasy children.

OUR FUTURE

Our story is just beginning, and we are eager to write new chapters, overcome obstacles, and create a lasting impact. Join us on this journey, as together we can build a better future for the children of Madagascar.

1

THE ACTIONS OF SOS-MADAGASKIDS AND OUR PARTNERS



2

CONTEXT

- 20% of Malagasy children have never attended school.
- Only 7% of children aged 7 to 14 have basic knowledge of arithmetic and logical thinking.

3

AREAS OF INTERVENTION

- Access to education
- Support for children and parents and promotion of their well-being
- Training for teachers and staff

4

Hundreds of Beneficiaries

- 1- Supported Schools: 9 preschool, - primary, and secondary schools.
- 2- Training and Support for Children: 500 beneficiaries.
- 3- Sponsorships: 40 children.
- 4- Training: 20 workshops for parents and staff.

PERSPECTIVES 2025



Support: 6 Kindergarten, primary, and secondary schools



Conduct Training and Support for Children: 750 beneficiaries. (+25% vs 2023-2024)



Sponsorships: 30 children
(+50% vs 2023-2024).



Conduct Training for Parents and Staff: 12 workshops.



Innovation: Launch of an exchange program between schools and children in Madagascar and schools and children in Germany.



Join us to write the next chapter: sponsor a child, fund a project, and share our fight.



OUR FOCUS AREAS

SOS-MADAGASKIDS is committed to supporting children, youth, and families in Madagascar. We are contributing to the building of tomorrow's world. To address the inequalities affecting children and youth in Madagascar, we aim to strengthen our grassroots actions, expand our areas of intervention through new themes, and actively contribute to the implementation of public policies for children's rights and youth integration, enabling them to reach their full potential.

1. ACCESS TO EDUCATION

- Preschool and early childhood development
- Access to and retention in the school system
- Support for the quality of teaching and learning
- Inclusive education



2. TRAINING

- Training adapted to the needs of teachers and children
- Quality of teaching
- Follow-up with children, youth, parents, teachers, and staff post-training
- Opening to the world and citizenship



3. SUPPORT AND PROMOTION OF WELL-BEING

- Prevention of harmful practices
- Creation of a protective environment by strengthening existing systems
- Adapted support for children and youth



4. SUSTAINABLE VISION

- Promotion of participation and responsibility among children and youth
- Promotion of social cohesion, conflict prevention, and peacebuilding
- Promotion of environmental respect





FOCUS ON : Art as a Tool for Detection and Psychosocial Support: The SOS-MADAGASKIDS Initiative at Saint-Pierre Canisius School.



In 2023, SOS-MADAGASKIDS conducted an innovative training in graphic art and free drawing for students at Saint-Pierre Canisius School in Ampahateza-Antananarivo. More than just a creative workshop, this project revealed the potential of art as a universal language to decode emotions and identify invisible vulnerabilities in children.

1- A Transformative Educational Approach

Free drawings and graphic exercises served as a psychological mirror for students, allowing teachers to spot subtle signals: anxiety, pathological shyness, or family difficulties. As the school director emphasizes:

"Free drawing opened a space for expression without judgment. Typically silent children revealed wounds that we would not have detected otherwise."

Concrete Results, Lasting Impact

- Early Detection: Identification of students needing psychosocial follow-up.
- Sustainable Tools: Artistic methods are now integrated into teachers' daily practices.
- Self-Esteem: Students developed newfound confidence in their ability to express themselves.

2- A Model to Expand

This success demonstrates that art can be a powerful lever for education and child protection. SOS-MADAGASKIDS aims to replicate this initiative in other schools but needs:

- Funding to train facilitators and provide artistic materials.
- Partnerships with foundations specialized in education or mental health.

Financial Partner: Private donor



Testimonial:

"SOS-MADAGASKIDS not only trained us – they changed our perspective on supporting children."

"The initiative by SOS-MADAGASKIDS to organize training in graphic art and free drawing at our school in 2023 was a true revelation for our educational community. These creative workshops offered our students much more than just an artistic activity: they became a valuable tool for decoding emotions and intuitively identifying psychosocial vulnerabilities.

Thanks to this innovative approach, our teachers and facilitators were able to spot subtle signals in struggling children—excessive shyness, anxiety, or family issues—that previously went unnoticed. Free drawing, in particular, allowed students to express themselves without fear, paving the way for personalized support.

Today, we are integrating these methods into our daily practice. SOS-MADAGASKIDS not only provided us with training: they gave us the keys to better listen to and understand our students. This is a partnership that is sustainably transforming our way of teaching and supporting."



-RAKOTOARIMANANA Jean Robert -

Director of Saint-Pierre Canisius School,
Antananarivo



FOCUS ON and youth.

: Strengthening service quality in response to inequalities affecting children



Regarding the City of Morondava, numerous educational and support challenges arise for families, especially for children. SOS-MADAGASKIDS has decided to establish itself at the Namahora-Nord Public Primary School in 2023-2024 to assist local children facing inadequate educational quality and the administration's difficulty in effectively responding to the demands of Malagasy society.

The program focuses on training for parents, teachers, and staff. To identify potential issues related to the healthy development of young children, we are conducting a series of activities. This will result in a comprehensive strategy tailored to the identified needs. As part of this initiative, group work has been conducted, allowing participants to reflect on key messages to convey. Several ideas emerged, including the message: "Children belong in school."

Our partners are also proposing various activities to identify vulnerable children, such as the "free drawing" activity, which will give social workers an initial analysis of their psychosocial needs.



Financial Partner: Private donor



Testimonial:

"Since the arrival of SOS-MADAGASKIDS at our school in 2023, we have observed a profound transformation. The 'Training' program has enabled teachers, parents, and our administrative team to better understand the specific needs of children, especially those in vulnerable situations. The message 'Children belong in school' has become a cornerstone of our community. Families, now aware of the importance of education, are becoming more involved. The results are tangible: improved attendance, happier children, and a staff strengthened in their skills.

With SOS-MADAGASKIDS, we are not just filling gaps — we are building a future together where every student has the tools to succeed."



- Mr SAID-

Director of Namahora-Nord Public Primary School, Morondava



OUR STRATEGY 2022-2026

SOS-MADAGASKIDS is committed to supporting children and youth in Madagascar: we are playing our part in building their future.

In response to the vulnerability of children and youth worldwide, SOS-MADAGASKIDS aims to strengthen its field actions, expand its areas of intervention, and actively contribute to the implementation of public policies for the rights to education and youth support.

Our 4 Strategic Axes

- Quality: Strengthen the quality of our actions and our expertise.
- Impact: Develop our actions and enhance our impact.
- Influence: Increase our capacity to influence.
- Efficiency: Optimize our organization for greater effectiveness.



In Summary

SOS-MADAGASKIDS combines transparency, emotion, technology, and partnerships to maximize its fundraising efforts, adapting these strategies based on its target audience and resources.

For SOS-MADAGASKIDS, the approaches include:

- Storytelling: Sharing success stories of sponsored children.
- Partnerships: Collaborating with businesses.
- Social Media: Launching targeted campaigns with clear calls to action.

A young girl with dark skin and hair, wearing a red long-sleeved shirt with a blue and white floral pattern, is sitting at a wooden desk in a classroom. She is looking upwards and to the left, with her right arm raised high, pointing her index finger. To her left, another girl in a blue school uniform is also looking in the same direction. In the background, other children are visible, some with their hands raised, and colorful paper decorations hang from the ceiling.

OUR POLICY FOR THE THRIVING OF FUTURE GENERATIONS

Interview with RAMANANDRAIBE Lalaina / Teacher / Project Design and Implementation

What is the policy for the thriving of future generations at SOS-MADAGASKIDS? It is a set of standards, mechanisms, and procedures that SOS-MADAGASKIDS has established and continues to strengthen to prevent and respond to situations that could harm the well-being of children and youth

How is it implemented? Implementation begins with disseminating it among the teams at SOS-MADAGASKIDS, to all our partners, and to the audiences with whom our teams work. This implementation also involves training sessions and evaluations of the practices of our teams, partners, and target audiences, as a means to ensure the acquisition of basic knowledge that will lead to changes in attitudes, ultimately resulting in the adoption of practices that promote the well-being of children.

Why is it important for an organization like SOS-MADAGASKIDS to have a policy for the thriving of future generations? First and foremost, it is a matter of consistency with the core mission of SOS-MADAGASKIDS: to help the vulnerable. It is also a mandatory contribution to the collective responsibility of aiding children, youth, and fragile families. Finally, as a humanitarian actor, it is essential to comply with the humanitarian principle of "do no harm" to the safety and well-being of children.

FINANCIAL REPORT 2023-2024

SOS-MADAGASKIDS

Period: January 1, 2023 – December 31, 2024

Currency: Euro (€)

1. Executive Summary

- Total Income 2023-2024: €36,000
- Total Expenses: €36,000
- Allocation Rate to Missions: 100%
- Number of Direct Beneficiaries: 9 schools, 500 children, 40 children supported, 20 training workshops for parents and staff.

2. Income 2023-2024

2.1. Revenue Structure

Funding Sources	Amount (€)	% total
Private Donations	36000	100%
Grants	0	0
Charity Events	0	0
Other Income	0	0
Total	36 000	100%

3. Expenses 2023-2024

3.1. Distribution by Strategic Axis

Category	Amount (€)	% total
Support and Assistance to Schools	10 800	30%
Training and Mentoring of Children	10 800	30%
Organization of Seminars	9 000	25%
Operations	5 400	15%

4. Financial Analysis

4.1 Balance Sheet

Assets	Amount (€)	Liabilities	Amount (€)
Cash Flow	2 000	Accounts Payable	0
Educational Materials	3 500	Equity Capital	5 500
Total Assets	5500	Total Liabilities	5 500

5. Internal Control

Accounting System

Tools Used: Manual notebooks + Excel

Internal Controls

Expenses: All expenses require two signatures.

Inventory: Annual physical inventory of materials.

6. Perspectives 2025

Objective	Target
Budget	50 000 €

ACKNOWLEDGMENTS

The generosity of individual donors and organizations enables SOS-MADAGASKIDS to continue its work to improve the lives of children, youth, and families throughout Madagascar. We would like to thank everyone who has supported us. We also wish to express our deep gratitude to the following organizations, which have allowed us to help children, youth, and families over the past year:

- Feel harmonie gGmbH
- Ministry of National Education Madagascar
- Ministry of Communication and Culture Madagascar
- Ministry of Youth and Sports Madagascar

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Deutschland | Madagaskar

