



SOS-MADAGASKIDS

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# ANNUAL REPORT

## 2023-2024-2025

### NGO SOS-MADAGASKIDS



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**OUR PARTNERS AND COLLABORATORS**



**THE MINISTRY OF NATIONAL EDUCATION.**



**THE MINISTRY OF COMMUNICATION AND CULTURE**



**THE MINISTRY OF YOUTH AND SPORTS**



**THE MINISTRY OF POPULATION AND SOLIDARITIES**





## ANNUAL REPORT 2023-2024-2025 NGO SOS-MADAGASKIDS

### 1- MESSAGE FROM THE PRESIDENT

After two years of health uncertainty, between 2023 and 2025 we were able to return to our fundamental social objective: fighting precariousness in Madagascar through sustainable educational projects.

Our method? Education through movement, combined with Art Street events (murals, theatre, music), which allow children to regain confidence, creativity and a desire to learn.

Today, the children, young people, teachers and schools that have benefited from our programmes show the best academic and cultural results. Some schools have seen their infrastructure transformed.

This report is yours. It tells the story of three years of commitment, fieldwork and concrete results.

Thank you to our teams, partners and donors.

**Mrs NOMENJANAHARY Jenie Hanitra – Pedagogical Director  
President of NGO SOS-MADAGASKIDS**

### NGO IDENTITY CARD

Element	Information
Name	NGO SOS-MADAGASKIDS
Status	Malagasy law NGO (Law 2011-020)
Registration No.	129/2025-BIM/ONG/REGAN
Creation	September 2025 (project active since 2023)
Intervention area	Morondava (Menabe) and Antananarivo
Ministerial partners	Education, Youth & Sports, Culture, Population
Technical partner	Feel Harmonie e.V.



## 2- MESSAGE FROM THE EXECUTIVE DIRECTOR

### «Education is the key, empathy is the foundation»

It is with deep gratitude that I address you today. As Executive Director of NGO SOS-MADAGASKIDS, I am honoured to share the journey we have undertaken since 2023, the challenges we have overcome, and above all, the smiles we have sown.

***Our reason for being:*** We were born from a simple conviction: education is the most powerful lever to lift people out of precariousness. But in Madagascar, thousands of children grow up without access to quality education, without books, without desks, without a trained adult to guide them. Faced with this reality, we chose to act. Not only to build classrooms, but to awaken confidence and creativity.

***An innovative method :*** education through movement. We do not believe in passive learning. Our children learn by moving, playing, creating. Education through movement means giving the body and expression their rightful place in learning. It also means, through our Art Street events, transforming public space into a living art gallery, where children become the actors of their own future.

***Concrete results:*** In three years, we have reached more than 1,200 children, trained 100 teachers, rehabilitated 8 classrooms, and organised 4 Art Street events. Behind every figure lies a story: that of a little girl who dares to speak in public, a teacher who rediscovers their profession, a mother who decides to send her daughter to school.

***The future:*** Our ambition for 2026-2027 is clear: reach an additional 1,000 children, train 100 new teachers, and anchor our actions sustainably within communities. But we cannot do it alone. That is why I call on partners, donors, volunteers: join us. Together, we can build sustainable education for all.

***The key, empathy:*** Behind every project, there are faces. Behind every budget, there are lives. At SOS-MADAGASKIDS, we put people at the centre. Because education is not a matter of resources, but of attention. Because a child who feels loved learns better. I warmly thank our field teams, our ministerial partners, and of course, Feel Harmonie, without whom nothing would have been possible.

Together, let us continue to open doors where there were only walls.

Dr. Ebbe TAHVILDARI

*Executive Director*

*NGO SOS-MADAGASKIDS*

### **3- REMINDER OF OBJECTIVES**

**GENERAL OBJECTIVE:** Improve access to and quality of education for vulnerable children and young people in Madagascar, integrating sustainable, innovative and participatory practices, through education through movement and the promotion of art.

#### **SPECIFIC OBJECTIVES (2023-2025 achieved / 2026-2027 targeted)**

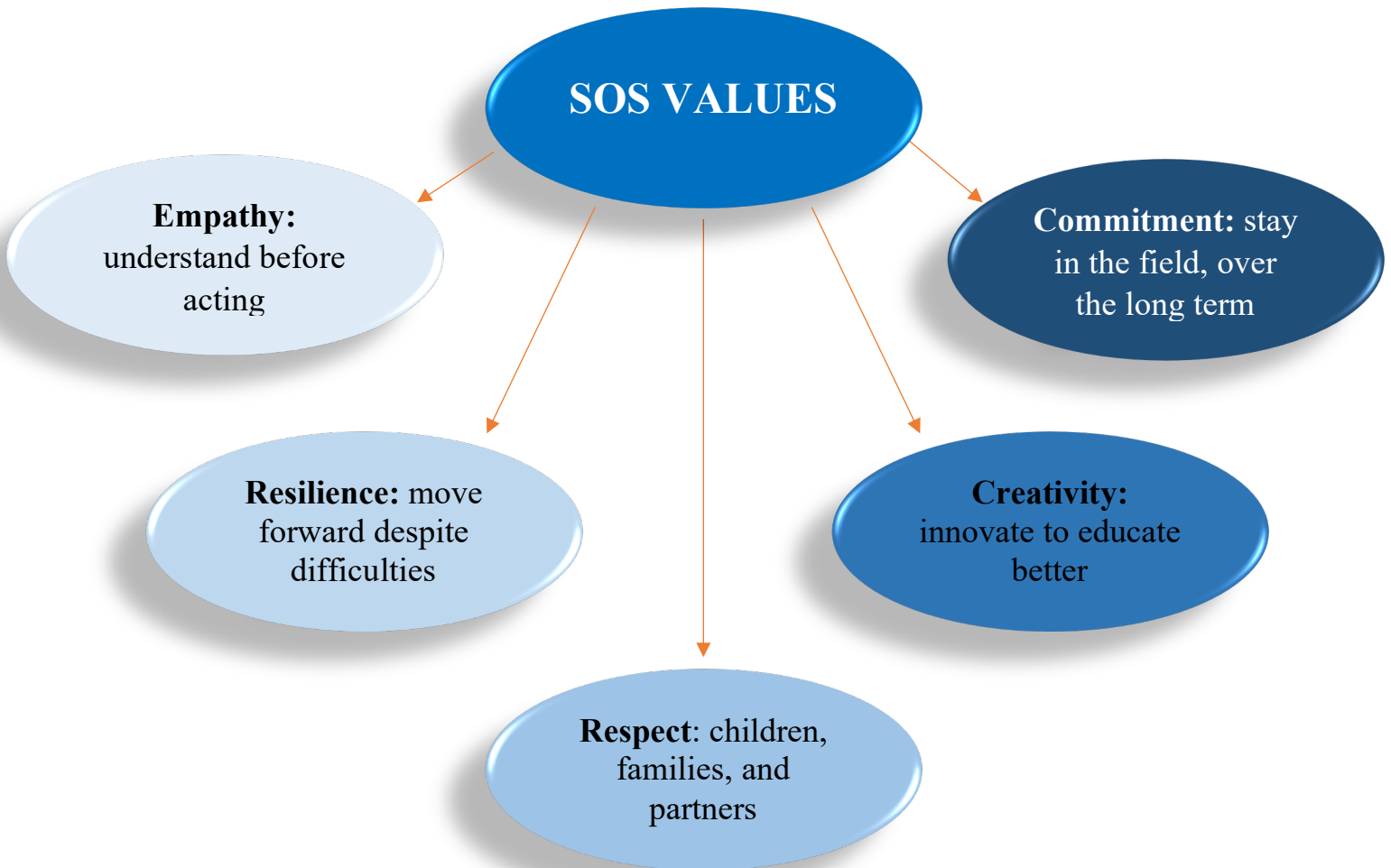
No.	Specific objective	Target 2023-2025 (achieved)	Target 2026-2027 (targeted)
1	Increase access to education for vulnerable children through rehabilitation of school infrastructure	8 classrooms rehabilitated	8 additional classrooms
2	Train teachers in education through movement	100 teachers trained	100 additional teachers
3	Raise awareness among families about the importance of education and creativity	300 parents sensitised	200 additional parents
4	Promote creativity and skills development through artistic activities	2 Art Street and creativity events	2 additional events

#### **EXPECTED RESULTS (2026-2027)**

No.	Result	Indicator	Target
1	Children introduced to education through movement	Number of children	1000
2	Teachers trained	Number of teachers	100
3	Parents, school staff, ministries and athletes trained	Number of beneficiaries	200
4	Family participation	Rate of increase	+30 %
5	Art Street events organised	Number of events	2
6	Classrooms rehabilitated	Number of rooms	8

## SOS PRINCIPLES OF ACTION

No.	Principle	Our commitment
1	Inclusive education	No child should be left behind, regardless of origin or disability
2	Pedagogical innovation	Education through movement is at the heart of our method
3	Participation of all	Parents, teachers, partner staff and collaborators
4	Sustainability	We train trainers so that the impact lasts
5	Creativity as a lever	Art is a tool for expression, confidence and learning
6	Transparency	Each donor receives a clear report on the use of funds



## LINK WITH THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)

	SDG	Contribution of SOS-MADAGASKIDS
SDG 4	Quality Education	Access to education, teacher training, school rehabilitation
SDG 5	Gender Equality	Girls are strongly encouraged, girls' clubs, awareness for mothers
SDG 10	Reduced Inequalities	Support for vulnerable children (orphans, disabled, very poor)
SDG 17	Partnerships	Collaboration with ministries, Feel Harmonie, and schools

## 4- METHODOLOGICAL APPROACHES

### OUR MOTTO

SOS-MADAGASKIDS, initiated by the organisation Feel Harmonie e.V. emerges as a glimmer of hope in the heart of Madagascar. This humanitarian NGO, dedicated to the education, research and support of underprivileged Malagasy children, is a concrete response to the current situation. By placing education at the heart of its mission, SOS-MADAGASKIDS strives to open the doors of learning and illuminate the path towards a more promising future for Malagasy youth.

The fundamental principle of the NGO rests on a powerful motto: "Educate to liberate; liberate to educate". This phrase embodies the organisation's deep mission and highlights 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 organisation helps break the chains of poverty and marginalisation. Education offers children the opportunity to develop their skills, unleash their creativity and explore a world of possibilities previously inaccessible. Our conception of education is based on a vision grounded in respect for the rights of children and adults. We believe that continuous training must be a priority to guarantee the safety and well-being of young people. Therefore, we have set up a continuous training programme for Malagasy children. This programme aims to promote the active participation of children in economic, social and cultural activities.

It is an initiative to foster the social and economic inclusion of Malagasy children in local communities.

***LIBERATE TO EDUCATE***

On the other hand, liberating every Malagasy child from socio-economic constraints creates a virtuous circle. Freed from the constraints of poverty, these children have the opportunity to focus on their education more meaningfully. Social liberation also creates an environment conducive to learning, where every child feels supported, encouraged and empowered to reach their full potential.

The NGO's motto 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 organisation strives to transform lives and shape a sustainable future for Malagasy youth.

**OUR THREE METHODOLOGICAL APPROACHES**

**A- EDUCATION THROUGH MOVEMENT**

<b>Element</b>	<b>Description</b>
Definition	Active teaching method that uses body movement, play and physical interaction as learning supports.
Origin	Inspired by the work of Maria Montessori and positive psychology
Objective	Develop concentration, memory, cooperation and self-confidence
Examples of activities	Role-playing, motor courses linked to letters/numbers, educational dances, breathing exercises.
Beneficiaries	Children, youth , teachers trained in facilitation.





### B- ART STREET AS A TOOL FOR EXPRESSION AND SOCIAL COHESION

Element	Description
Definition	Organisation of participatory artistic events (Art, music, dance, sport) in public spaces.
Objective	Allow children and young people to express themselves, enhance their creativity, and raise community awareness about education.
Examples of activities	Murals on children's rights, forum theatre sketches, street concerts.
Beneficiaries	Children, young people, local artists, parents, community.



### C- TRAINING OF TRAINERS

Element	Description
Definition	Training of local resource people (teachers, educators, and ministerial staff) who can then train others.
Objective	Guarantee sustainability and community autonomy after the project ends.
Examples of activities	Master trainer certifications, pedagogical guides, coaching.
Beneficiaries	Teachers, educators, ministerial staff, professional athletes.



## 4-1 OUR IMPLEMENTATION METHODS BY AREA

### AREA 1: EDUCATION

Activity	Methodology
<b>Introduction of children to education through movement</b>	Weekly 1.5-hour sessions, in groups of 20-25 children, led by a trained educator.
<b>Teacher training</b>	Initial training (3 days) + monthly coaching + advanced training (3 days) + certification.
<b>Training of trainers</b>	Selection of 10 master trainers, intensive training (10 days), validation through practical application.

### AREA 2: INFRASTRUCTURES

Activity	Methodology
<b>Classroom rehabilitation</b>	Needs audit → participatory quote (local carpenters) → works (local labour) → joint handover (school + NGO).
<b>Distribution of school supplies</b>	Local purchase → age-based kits (primary / secondary).

### AREA 3: AWARENESS RAISING

Activity	Methodology
<b>Parent workshops</b>	3-hour sessions (morning or afternoon): games, role-playing, discussions. Themes: importance of education, hygiene, children's rights.
<b>Educational talks</b>	Meetings led by a trained volunteer.

### AREA 4: ART STREET

Activity	Methodology
<b>Art</b>	Co-creation with children
<b>Music, Dance, Sport</b>	Public performance during creativity days.

#### 4-2 OUR METHODS FOR IDENTIFYING AND MOBILISING BENEFICIARIES

Step	Method
<b>Identification of vulnerable children</b>	Interviews with school principals.
<b>Mobilisation of parents</b>	Information meetings in schools, contacts with APEP (parent associations), door-to-door by parent relays.
<b>Mobilisation of teachers</b>	Contact via the DREN Menabe, presentation meeting, call for voluntary applications.

#### 4-3 OUR MONITORING AND EVALUATION (M&E) METHODS

Tool	Method	Frequency
<b>Monthly dashboard</b>	Quantitative indicators (enrolments, attendance, retention) by school and by gender	Monthly
<b>KAP surveys</b>	Knowledge, Attitudes, Practices (parents, teachers) – individual questionnaire.	
<b>Academic tests</b>	Standardised assessments (reading, maths) – pre/post.	
<b>Focus groups</b>	Semi-structured group discussions (children, parents, teachers).	
<b>Home visits</b>	Follow-up of absent children.	
<b>Classroom observation</b>	Observation grid for teaching practices.	Monthly

#### 4-4 OUR FINANCIAL MANAGEMENT AND REPORTING METHODS

Principle	Method
<b>Total transparency</b>	All supporting documents are kept and available for donors.
<b>Separation of accounts</b>	Pre/post project
<b>Traceable co-financing</b>	Semi-annual
<b>Standardised reporting</b>	Quarterly
<b>External audit</b>	Weekly

#### 4-5 OUR METHODS FOR CAPITALISATION AND SHARING

Tool	Method
<b>Methodological guide</b>	"Education through movement – Practical guide" (to be published end of 2026).
<b>Photos and videos</b>	Systematic documentation of activities (with beneficiary consent).
<b>Restitution workshops</b>	Presentation of results to communities, local authorities and partners.
<b>Publication of reports</b>	Annual reports and impact reports published on our website.

## **5- OUR ACHIEVEMENTS BY AREA**

### **- EDUCATION**

We invested 62,500,000 Ariary (12,500€) in education (50% of our total budget).

<b>Activity</b>	<b>Beneficiaries</b>
Introduction to education through movement	1,200 children
Teacher training	100 teachers
Training of trainers	10 trainers
Organisation of creativity days	400 children and young people

### **- INFRASTRUCTURES**

We invested 31,250,000 Ariary (6,250€) in improving school infrastructure.

<b>Action</b>	<b>Achievement</b>
Classrooms rehabilitated	8 rooms
School kits distributed	1 000 kits
Desks and blackboards installed	80 desks / 8 blackboards

### **- ART STREET & CULTURE**

In partnership with the Ministry of Culture and the Urban Commune of Morondava.

<b>Event</b>	<b>Participants</b>
Creativity days	400 children and young people
Art Street events	400 participants (including 100 parents)
Art, music, dance, sport	Carried out in public spaces

## 6- SIMPLIFIED FINANCIAL REPORT

**RESSOURCES (2023-2025) / 5000 Ariary = 1Euro**

<b>Year</b>	<b>Source</b>	<b>Amount (Ar/Euro)</b>
2023	Feel Harmonie e.V.	25 000 000 (5,000€)
2024	Feel Harmonie e.V.	50 000 000 (10,000€)
2025	Feel Harmonie e.V.	50 000 000 (10,000€)
<b>TOTAL</b>		<b>125 000 000 (25,000€)</b>

### **EXPENDITURE BY AREA**

<b>Area</b>	<b>Amount (Ar/Euro)</b>	<b>% of budget</b>
Education	62 500 000 (12,500€)	50 %
Infrastructures	31 250 000 (6,250€)	25 %
Staff costs	25 550 000 (5,110€)	20,4 %
Transport	4 000 000 (800€)	3,2 %
Consumables (water, electricity)	1 400 000 (280€)	1,1 %
General administration	300 000 (60€)	< 1 %
<b>TOTAL</b>	<b>125 000 000 (25,000€)</b>	<b>100 %</b>

### **ANNUAL EVOLUTION**

<b>Year</b>	<b>Income (Ar/Euro)</b>	<b>Expenses (Ar/Euro)</b>	<b>Education (Ar/Euro)</b>	<b>Infrastructures (Ar/Euro)</b>
2023	25 000 000 (5,000€)	25 040 000 (5,008€)	12 500 000 (2,500€)	6 250 000 (1,250€)
2024	50 000 000 (10,000€)	49 980 000 (9,996€)	25 000 000 (5,000€)	12 500 000 (2,500€)
2025	50 000 000 (10,000€)	49 980 000 (9,996€)	25 000 000 (5,000€)	12 500 000 (2,500€)

## **7- PARTNERSHIPS**


We work in close collaboration with:

<b>Partner</b>	<b>Type of collaboration</b>
<b>Ministry of National Education</b>	Institutional support, coordination
<b>Ministry of Youth and Sports</b>	Youth Centre, training of athletes
<b>Ministry of Culture and Communication</b>	Promotion of art, Art Street
<b>Ministry of Population</b>	Awareness raising with families
<b>Feel Harmonie e.V.</b>	Co-financing, expertise
<b>Urban Commune of Morondava</b>	Organisation of cultural events

## **8- OUTLOOK FOR 2026**

<b>Objective</b>	<b>Target</b>
Additional children reached	1 000
Additional teachers trained	100
Parents and staff trained	200
Classrooms rehabilitated	5
Art Street events	4
Improvement in academic results	+20 %

## **9- TESTIMONIALS from beneficiaries**

**ZOOM 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 course in graphic art and free drawing for students at the Saint-Pierre Canisius School in Amphazaza-Antananarivo. Much more than 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 the students, enabling teachers to detect subtle signals: anxiety, pathological shyness, or family difficulties. As the school principal points out:

«Free drawing opened up a non-judgmental space for expression. Children who are usually silent revealed wounds that we would not have detected otherwise.»

Concrete results, lasting impact

- Early detection: Identifying students in need of psychosocial follow-up.
- Sustainable tools: The artistic methods are now integrated into the teachers' daily practice.
- Self-esteem: Students developed new confidence in their ability to express themselves.

**2-A model to be expanded**

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

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

*Financial partner: private donor*



**Testimonial:**

"SOS-MADAGASKIDS did not just train us – they changed the way we look at supporting children."

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

Thanks to this innovative approach, our teachers and facilitators were able to detect subtle signs in children facing difficulties – excessive shyness, anxiety or family problems – that previously went unnoticed. Free drawing, in particular, allowed students to express themselves without fear, paving the way for personalised support.

Today, we have integrated these methods into our daily practice. SOS Madagascar Kids did not merely provide us with training; they gave us the keys to better listen to and understand our students. It is a partnership that is durably transforming the way we teach and support



-RAKOTOARIMANANA Jean Robert -  
Principal of Saint-Pierre Canisius School,  
Antananarivo



Regarding the city of Morondava, many educational and supervisory challenges arise for families and especially for children. It is at the Namahora-Nord Public Primary School in Morondava that SOS-MADAGASKIDS decided to establish itself in 2023-2024 to help local children face the lack of educational quality and the difficulty of the administration to respond effectively to the demand of Malagasy society. The "Training" programme for parents, teachers and staff is developed there. To identify potential problems related to the proper development of young children, we carry out a series of activities. This will result in an overall strategy fully adapted to the identified needs. In this context, group work was carried out and allowed participants to reflect on the messages to convey. Several ideas emerged, with messages such as: "the place of children is at school". Our partners also propose various activities to identify vulnerable children, such as the "free drawing" activity which will give social workers an opportunity for an initial analysis of their psycho-social needs.



*Financial partner: private donor*



**Testimonials:**

«Since the arrival of SOS-MADAGASKIDS in our school in 2023, we have observed a profound transformation. The 'Training' programme has enabled teachers, parents and our administrative team to better understand the specific needs of children, particularly those in vulnerable situations. The message 'The place of children is at school' has become a pillar of our community. Families, made aware of the importance of education, are becoming more involved. The results are tangible: better attendance, more fulfilled children and staff with strengthened skills.

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



- Mr SAID SAID-

Director of Namahora-Nord Public Primary School, Morondava



### ACKNOWLEDGEMENTS

This report is the fruit of the work of the entire SOS-MADAGASKIDS team, our volunteers and our partners.

We thank in particular:

Feel Harmonie e.V. for its financial and technical support

The partner ministries for their trust

Private donors for their generosity

Teachers, parents and children for their commitment

Without you, no humanitarian action could last.

**Mrs. NOMENJANAHARY Jenie Hanitra**

**Pedagogical Director**

**President of NGO SOS-MADAGASKIDS**

