



AMREF's vision is lasting health change in Africa.



We believe that the power for this change lies within Africa's communities. We're proud to be an African organisation, which means that we are uniquely equipped to address the challenges of health development in Africa.

In 2010, our focus on mothers and children has seen us training health workers and educating African women on the importance of good hygiene, basic sanitation and nutrition for themselves and their children.

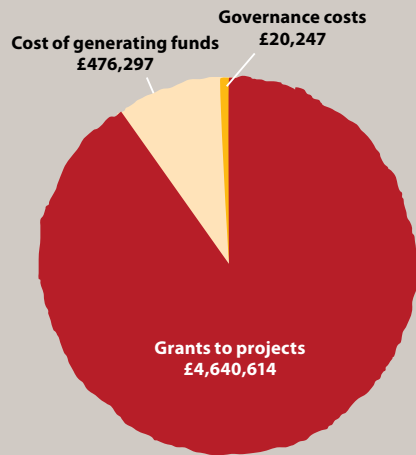
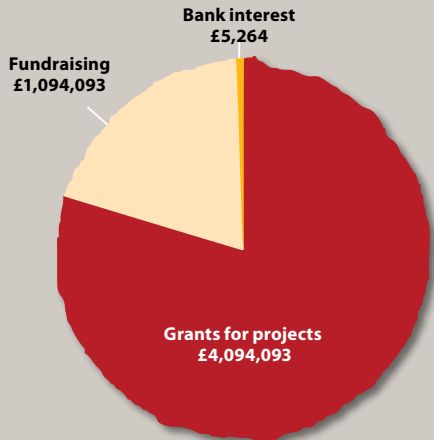
We've also been raising awareness in the UK. Our BBC Radio 4 maternal health appeal in September, for example, reached 1.9 million listeners. They heard about the importance of training midwives and improving maternal health in Africa and raised over £19,000.

AMREF is continuing its successful project in Katine in north east Uganda for another year. Our groundbreaking partnership with the Guardian newspaper and Barclays empowered communities and improved health outcomes in this remote part of Uganda, winning a prestigious Business in the Community Coffey International award.

During the year we spent a total of £4,640,614 on projects and the cost of generating these funds was £476,297. We're proud of the fact that in 2010, for every £1 of gross income, 90p went directly to fund projects in Africa. Looking ahead, we will continue to look for new partners, keep our administrative costs down and invest in our fundraising capacity in order to help more communities benefit from better health.

We are extremely grateful for the generous support of all our donors: individuals, institutions, corporates, and trusts and foundations. It's thanks to you that we are able to provide better health care to those who need it most in Africa. Thank you on their behalf, for your commitment to the people of Africa. With your support, we are closer to our vision of lasting health change in Africa.

Grace Mukasa
CEO



Africa's health in African hands



AMREF in 2010 – at your fingertips

www.amrefuk.org

AMREF UK, Clifford's Inn, Fetter Lane, London EC4A 1BZ | 020 7269 5520 | info@amrefuk.org

Registered charity number: 261488 | Limited by guarantee. Not for profit.

Inspired fundraising from our supporters

Tim Taylor circumnavigated the globe on his bicycle to raise money and awareness for AMREF. He started in June 2009 and completed this amazing feat in September 2010, covering 32 countries and a staggering 19,800 kilometres. AMREF would like to say a huge thank you to Tim for his heroic efforts.

AMREF partner **GlaxoSmithKline (GSK)** held their first 'Run for Africa' event in Windsor. European 5,000m and 10,000m champion Mo Farah lent his support and gave running tips to participants. Over 300 GSK employees and their families attended, raising an incredible sum of £50,000. **Twelve AMREF runners also took part in the 2010 Virgin London Marathon**, together raising £25,000.

Dr Roy Harris and the Sherwood Forest Golf Club participated in a range of activities all dedicated to raising money for AMREF, including Charity Challenge matches, tournaments, social events and even the odd raffle! Over the course of a year, they raised an impressive £5,000 to support AMREF's life-saving work in Africa.

Special thanks to all supporters who have fundraised for AMREF in the past year.



Feeling inspired?

Why not do something amazing for AMREF? Climb a mountain, run a marathon, or organise a knit-a-thon to show your support! Not so hands on? You can make a one-off donation, make monthly payments by direct debit or you can remember AMREF in your will. For more information, visit our website: www.amrefuk.org/donate

Top 10 achievements

Throughout the year, AMREF has been working alongside African communities to create sustainable projects that improve health and save lives. Whether we're working with a doctor in a city hospital, or a village midwife, we make sure that they have the skills, tools and support they need. Here are 10 things we're proud of in 2010.

1. Establishing our first regional programme funded by the European Commission, to improve maternal, newborn and child health (MNCH) and reduce deaths in Kenya, South Sudan and Tanzania. The project will receive more than £4.2m in funding over four years.
2. Winning the prestigious Coffey International Award for our Katine project partnership with the Guardian newspaper and Barclays in Uganda.
3. Improving the lives of over 14,000 people living with HIV/AIDS through support groups in Kenya.
4. Reaching 1.9 million listeners through our BBC Radio 4 maternal health appeal.
5. Strengthening community-based health care in one of the most hard to reach communities in Tanzania through training 1,298 community health workers.
6. Bringing the lives of ordinary Africans to more than 290,000 people worldwide through our innovative social media campaign, The Status of Africa.
7. Securing a partnership with Euromoney that will generate £200,000 for water and sanitation activities in Kechene, Ethiopia up to 2012.
8. Developing the health system in Uganda through supporting laboratory assistants and health workers to improve data collection and drug management.
9. Inspiring more than 200 guests at our African gala in London in May to raise more than £140,000 towards AMREF's work.
10. Raising £50,000 through the inaugural 'Run for Africa' event for GSK employees.



Africa's health in African hands — a snapshot

AMREF works across Africa to get health workers, information and infrastructure to where they're needed most. This map highlights how the money raised in the UK changed lives in 2010.

South Africa

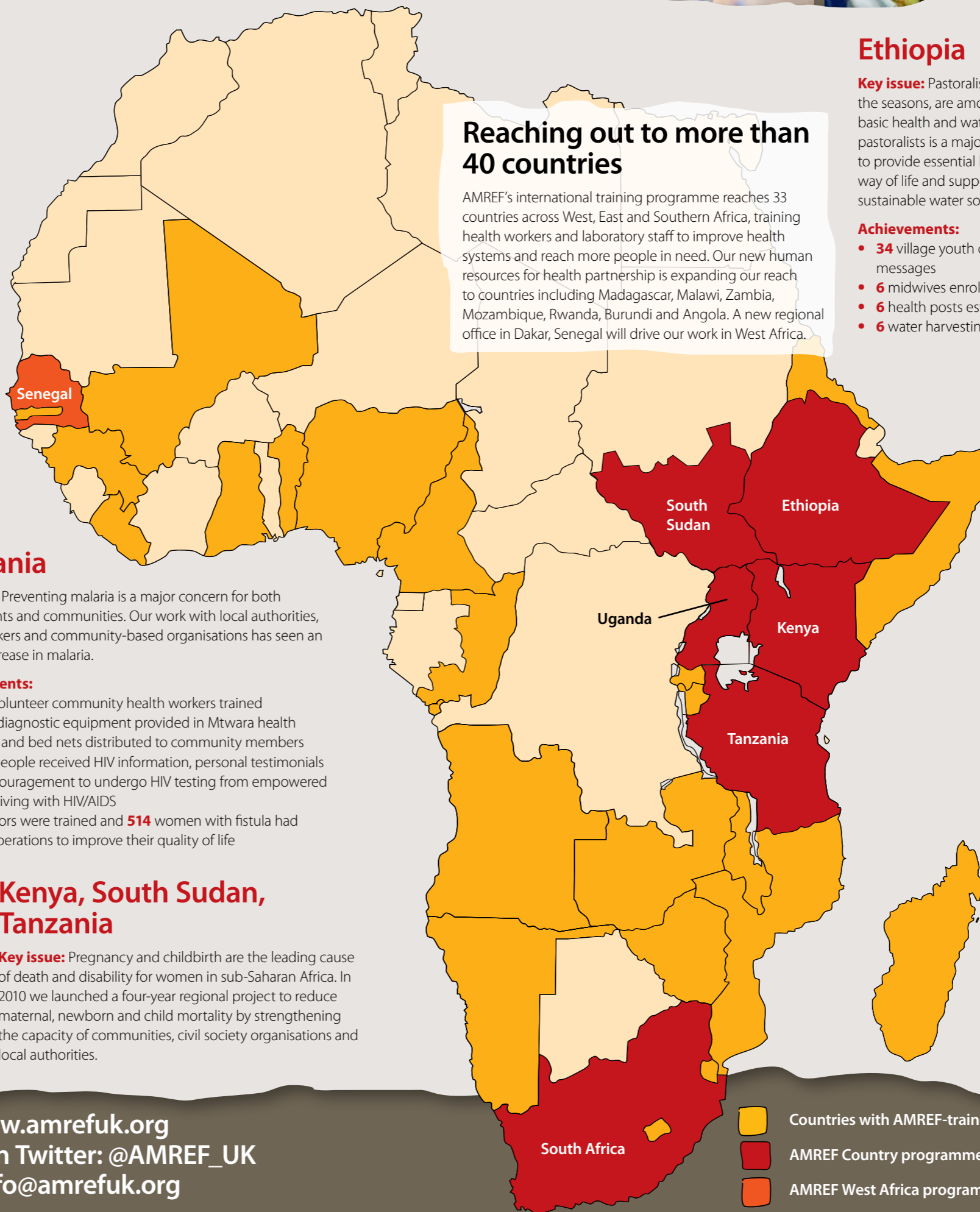
Key issue: Gender-based violence is both a human rights violation and a health concern. Women and girls are often vulnerable, lack knowledge of their rights, and can be poorly served by health and social services. Because of this, they face sexual coercion, discrimination and violence. We are empowering women and girls in rural communities to demand and protect their rights.

Achievements:

- **1,028** people trained since the project began in 2007
- **260** Community Policing Forums trained to identify and refer gender-based violence victims to specialists
- **26** youth advocates trained in life skills, gender awareness and peer training
- **600** parents, pupils and teachers trained in gender issues

Help at hand: the flying doctor service

AMREF's Flying Doctor Emergency Service provides medical outreach and air rescue services to Africa's most remote communities. Operating 24 hours a day and 365 days a year, our dedicated pilots, flight nurses and doctors deliver emergency care and specialist surgical services. In 2010 they visited 150 hospitals, performed 26,000 consultations and over 7,400 operations.



Reaching out to more than 40 countries
 AMREF's international training programme reaches 33 countries across West, East and Southern Africa, training health workers and laboratory staff to improve health systems and reach more people in need. Our new human resources for health partnership is expanding our reach to countries including Madagascar, Malawi, Zambia, Mozambique, Rwanda, Burundi and Angola. A new regional office in Dakar, Senegal will drive our work in West Africa.

Ethiopia

Key issue: Pastoralist communities, farming people who move with the seasons, are among the poorest people in Ethiopia. Getting basic health and water services to the country's 12-15 million pastoralists is a major challenge. We work with local health systems to provide essential health care that is appropriate to the pastoralist way of life and support these remote communities to develop sustainable water sources.

Achievements:

- **34** village youth clubs formed and supported to deliver HIV messages
- **6** midwives enrolled in a two-year training scheme
- **6** health posts established
- **6** water harvesting systems constructed at health posts

Uganda

Key issue: Handwashing and sanitation play a huge part in fighting the spread of disease. Projects such as PHASE (Personal Hygiene and Sanitation Education) are gaining support from the Government in Uganda and we're working to have them adopted as national policy.

Achievements:

- **15** community vaccinators trained in Katine
- **829** Village Health Team members trained in Luwero and Kiboga to enhance health promotion in communities to tackle malaria, tuberculosis and HIV/AIDS
- **4** new districts in remote areas joined hygiene and sanitation programmes

Kenya

Key issue: People living with HIV can often face stigma and fail to access the care they need. We help health workers manage their care and treatment more effectively, reduce stigma and ensure there is treatment and support in communities.

Achievements:

- **14,000** people with HIV/AIDS now accessing support and treatment
- **350** community health workers trained as part of our maternity projects
- **40** health workers trained in child and reproductive health
- **960** enrolled nurses graduated as registered nurses, many through e-learning programmes

Tanzania

Key issue: Preventing malaria is a major concern for both governments and communities. Our work with local authorities, health workers and community-based organisations has seen an overall decrease in malaria.

Achievements:

- **1,298** volunteer community health workers trained
- Malaria diagnostic equipment provided in Mtwara health facilities and bed nets distributed to community members
- **2,500** people received HIV information, personal testimonials and encouragement to undergo HIV testing from empowered people living with HIV/AIDS
- **45** doctors were trained and **514** women with fistula had repair operations to improve their quality of life

Kenya, South Sudan, Tanzania

Key issue: Pregnancy and childbirth are the leading cause of death and disability for women in sub-Saharan Africa. In 2010 we launched a four-year regional project to reduce maternal, newborn and child mortality by strengthening the capacity of communities, civil society organisations and local authorities.

Visit: www.amrefuk.org
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- Countries with AMREF-trained health workers
- AMREF Country programmes
- AMREF West Africa programme hub

