

ANNUAL REPORT



2024

Our impact

PART ONE



Foreword

In 2024, children continued to face abuses across the world, from conflict zones such as Gaza, Ukraine and South Sudan, to within the perceived safety of their own homes, where online exploitation of children continues to rise.

In 2024, Terre des Hommes Netherlands was active in 29 countries, working alongside 49 partner organisations to protect children from exploitation through programmes, humanitarian response, advocacy, and research. In Gaza, through the Dutch Relief Alliance and the Giro555 campaign, one of the Netherlands' largest ever emergency appeals, we delivered critical aid and protection to children affected by the conflict. In India, Terre des Hommes supported formal regulation of mica mining to prevent child labour and improve safety for families. In Kenya and Madagascar, we worked with the private sector to build ethical supply chains. In the Philippines, new municipal laws, developed together with local youth, banned the online sexual exploitation of children. Meanwhile, in Thailand, our child protection and police training programmes contributed to the arrest and prosecution of perpetrators. Across all 29 of the countries we were active in 2024, our work was only possible thanks to our committed partners: organisations rooted in their communities, who delivered vital child protection services, advocated for legal reform, and helped amplify children's voices at every level.

Our advocacy in the Netherlands remained strong. On June 12, we presented a manifesto to the Ministry of Foreign Affairs and Parliament, calling

for urgent action on child labour in global supply chains as part of our Magic Mica campaign. And to strengthen child safety online, more than 10,000 supporters sent letters to Parliament urging the adoption of robust digital safety legislation.

In 2024, we also published Speaking Up For Change, the VOICE research report, created by, for, and with children. It explored young people's and parents' views on online sexual abuse and exploitation in 15 countries across Europe, Asia, and South America. The report highlights their concerns and needs, helping us advocate for better policies with tech companies and governments. To make the findings easier to understand, we worked with Eurochild's Youth Council to create an accessible version, shaped by young people's choices. Importantly, the research revealed how many children blame themselves for their abuse and are unaware that tech platforms often place their safety second to profit, findings that have shaped our global advocacy.

At the end of 2024, the new Dutch government brought bad news: severe budget cuts for development cooperation. How can we sustain our crucial programmes without funding from the Ministry of Foreign Affairs? The year 2025 will be exceptionally challenging, not just for Terre des Hommes, but for all NGOs in the Netherlands and the partners around the world who rely on this funding to do their essential work. Fundraising to continue our mission to stop child exploitation will be a primary focus. How can we position ourselves

even better? And what innovative ways can we use to attract donors? In 2024, we joined forces with fashion designer Addy van den Krommenacker, who designed not only a limited-edition scarf but also a unique festive collection made from upcycling clothes and fabrics from our Terre des Hommes' shops. A resounding success, with returns going to projects combatting child exploitation.

As we look to 2025 we anticipate immense challenges but remain steadfast in our mission. We will continue to establish more innovative partnerships, open new store locations and launch our web-shop, where we will sell beautiful recycled and second-hand products. Most importantly, we will continue to stand with children - wherever they are - and work to stop exploitation in all its forms.



Julie Verhaar
Chief Executive Officer
Terre des Hommes
Netherlands



Gráinne Le Fevre
Executive Director
Terre des Hommes
Netherlands

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Caption picture on cover: Somea, a passionate youth advocate from Cambodia is determined to help girls in her country. Photo credit: Terre des Hommes



For privacy reasons, we do not use the children's real names throughout our Annual Report.



This is part one of Terre des Hommes Netherlands' 2024 Annual Report. Part two, which contains the management report, information about fundraising and communication and the full financial statements is available as a PDF on our website.



Ice, a young person from Bangkok, actively raises awareness and advocates for prioritising the fight against online child sexual exploitation in Thailand.
Photo credit: Nan, Mandolin Media

VISION, MISSION AND CORE PRINCIPLES

Our vision

Children can flourish in a world free of all forms of exploitation.

Our mission

To protect children by preventing and stopping child exploitation. And by empowering children to make their voices count.

Our core principles

There are five core principles at the heart of our organisation. Every plan we make and action we take, should uphold our core principles, which are equally important and interdependent.

- Children at the centre
- Safety and wellbeing
- Intersectionality and power awareness
- Meaningful and strategic partnerships
- Sustainability



**2024 IN
NUMBERS**



8.3

is the overall
satisfaction score
of our donors with
Terre des Hommes



1,600+

committed volunteers



49

active partner
organisations



75,295

individual donors



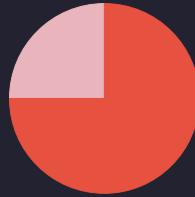
151

employees in
Europe, Africa
and Asia



42

Terre des
Hommes shops



75%

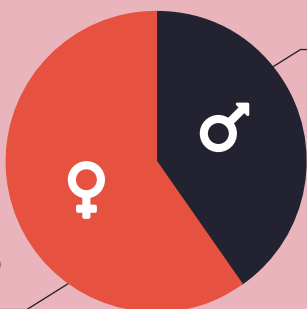
of our income spent
towards realising our
projects and programmes

Reach

265,820 **64**

children under 18 directly
benefited from our projects

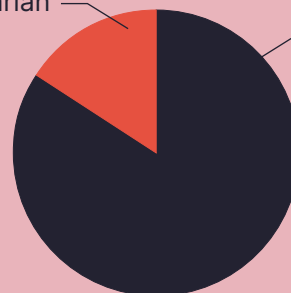
live projects in
29 countries



159,112
girls

106,703
boys

10 projects preventing
exploitation in emergency
and humanitarian
contexts



54 projects
tackling the
systems,
attitudes and
behaviours that
perpetuate child
exploitation

MAP OF COUNTRIES WHERE WE WORK





SYSTEMIC CHANGE

Terre des Hommes seeks to address the root causes of exploitation by using research to better understand problems, creating evidence-based solutions with local partners, and influencing systemic change from community to global level.



Jane, alongside a member of the Iloilo Community Watch Group Heart Organisation, reflects on her childhood scavenging at the dumpsite for an income. With the group's support, she is now empowered through formal skill training for economic inclusion. Photo credit: Kirt John Gardose

What is systemic change?

Systemic change takes a holistic view of a societal issue by addressing its root causes, rather than the symptoms. Systemic change generally requires adjustment or transformation of the policies, practices, power dynamics, social norms or mindsets that underlie the societal issue at stake.

For example: if we take one child or a group of children out of an exploitative labour situation, we can perhaps change the future for these few children, but it will not prevent more children from being exploited there or elsewhere in the world. Children are not exploited by chance; they are exploited because of failures within interconnected systems – such as education, labour, social

protection and justice. These systemic failures, rooted in structural inequalities, economic hardship, and harmful social norms, must be addressed to create lasting change. If we manage to change the system, for instance by cooperating with governments to ensure appropriate and operational child protection systems, transparent and child labour-free supply chains and online environments designed to keep children safe, this will have a positive and sustainable impact on the lives of many more children long into the future. Systemic change often requires the collaboration of a diverse set of actors and can take place on a local, national or international level.¹

¹ Ashoka, Catalyst 2030, Echoing Green, Schwab Foundation and the Skoll Foundation, 2021

Embedding child labour prevention within local governance

An example of systemic change is the passing of Executive Order 60 by the local government of Iloilo City in the Philippines in 2024. This order formally integrates child labour prevention measures. On the basis of this order, the National Council Against Child Labour framework was adapted to enhance the implementation of the Philippine Programme Against Child Labour.

A little technical perhaps, but unlike standalone projects, which have a limited reach, this systemic change ensures long-term, institutional commitment to tackling child labour. By embedding child labour prevention within local governance, a far greater number of children - not just those reached by Terre des Hommes - will benefit from sustained protection, early intervention and stronger enforcement of child rights policies.

Iloilo City is the first local government unit in the Western Visayas region to proactively integrate measures to address child labour concerns. This achievement is the result of persistent lobbying and stakeholder engagement, reinforcing collective action and strategic partnerships among duty-bearers. By taking a systemic and sustainable approach, Iloilo City is paving the way for a child-labour-free Western Visayas, ensuring that more children grow up in safe and supportive environments.



**Funded by
the European Union**

RESEARCH, EXPERTISE AND INFLUENCING



The global Research, Expertise and Influencing team plays a critical role in advancing our organisational goals through strategic research, advocacy and training.

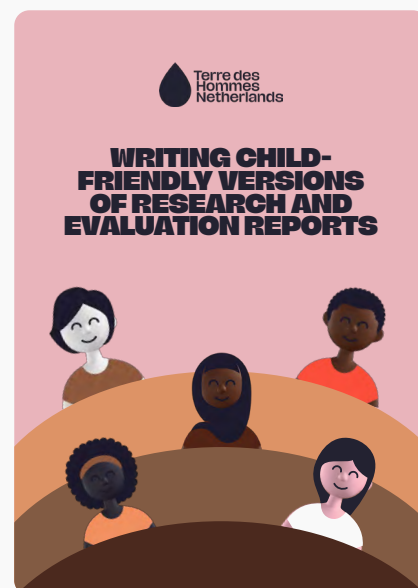
Co-creation of the agenda

In early 2024 the Research, Expertise and Influencing team put a Global Research Agenda into action and in late 2024 launched a Global Influencing Agenda and Strategy (GIAS). The GIAS co-creation process was a collaborative effort, between staff from Terre des Hommes, external experts from different organisations working on child protection, practitioners, academics, child rights advocates and most importantly, children. We conducted workshops with 23 children in Kenya and Thailand to ensure children's voices were captured in the preparation of the GIAS. The children attended workshops on child rights, child participation, advocacy, communication and online safety. 12 of the children subsequently formed a network that will be engaged in influencing work of Terre des Hommes both in Kenya and internationally.



Children at a workshop in Bangkok in May discuss their stakeholder map with Priti Mahara, Terre des Hommes' Global Influencing Lead. Photo credit: Terre des Hommes

This guide was developed to support writing child-friendly reports



Child Participation Policy

As part of ensuring children's voices are consistently included in our work, a Child Participation Policy was developed in 2024. The next steps include training partners and colleagues on the Child Participation Policy as a way of rolling it out in our work.

Earlier in the year, another important resource was developed: a simple guideline on developing child friendly evaluations and research reports so that children are able to contribute to, and lead (where feasible), our research work and programme development and implementation.

Children's role in advocacy

In the influencing space, we as an organisation, also reflected on advocacy efforts at Terre des Hommes over the past 10 years. This highlighted that children and young people who participated in our programmes were pleased with their participation in advocacy at local and subnational levels. They felt they could see the concrete impact of their contributions on themselves, their families and their communities. However, they also mentioned the challenges they faced in engaging with decision makers at higher levels, sometimes feeling that their voices were not listened to and that leaders were not taking them seriously.

Amplifying children's voices

Here are some examples from 2024 where we brought the voices of children to those with the power to make lasting change:

- In February, we launched a campaign on online child safety, calling for EU legislation for safer online experience. The campaign collected over 10,000 signatures to a letter for the Dutch Minister of Justice and Security.
- In April, with the help of child participants, we launched the VOICE research, showcasing how our new strategy incorporates children's voices to make policy and corporate recommendations. Throughout the year, we organised meetings with staff from ministries and members of Dutch parliament to discuss what children experience online and present solutions to online sexual exploitation of children. We also sent several letters to ministers and spokespersons calling for better protection of children online in preparation for important political moments.
- In November, Terre des Hommes was invited by the International Labour Organisation (ILO) to speak at the regional workshop on the current ASEAN Roadmap on the Elimination of the Worst Forms of Child labour by 2025 organised by the Ministry of Labour of Thailand together with the ASEAN Secretariat. We had the opportunity to provide ASEAN delegates with insights into our work on child labour in the mining industry and to share some concrete recommendations.



Children who participated in the VOICE research and during the report launch in April 2024. Photo credit: Terre des Hommes



Social media campaign post about child exploitation

We also brought the voices of children to expert spaces:

- Online in February for USAID Safer Internet Day.
- In August to the annual conference for the International Society for the Prevention of Child Abuse and Neglect (IPSCAN), in Sweden.
- In October to the bi-annual Sexual Violence Research Initiative (SVRI) Forum, in South Africa.
- In November to the First Ministerial Conference for the Prevention of Violence Against Children, in Colombia.
- In December at the Child Sexual Abuse Research Reduction Network (CSARRN), in the Netherlands.

Training staff and partners

The Research, Expertise and Influencing team also trained staff and partners around the world on child exploitation prevention and response. 111 people were trained on Trauma-Informed Care across Ethiopia, Nepal and Kenya, as well as in Italy and Libya in collaboration with Terre des Hommes Italy. More than 250 people were trained globally on Terre des Hommes' Principles to Prevent and Respond to Child Exploitation and we started the co-design of an online course on participatory research approaches in childhood sexual violence research for the Sexual Violence Research Initiative (SVRI).



Every two weeks, the children's clubs of our GOOD project in North Karnataka, India meet. Here, girls from the Devadasi community gain a voice and learn to protect themselves from child exploitation. Photo credit: Terre des Hommes

OUR PARTNERS

At Terre des Hommes, partnerships are not just part of our work, they are the foundation of our impact. Everything we do, from delivering humanitarian aid to preventing child exploitation and driving systemic change, is made possible through close collaboration with our dedicated partners.

In 2024, we worked alongside 49 partners (see the appendices in part two of this Annual Report 2024) in Africa, Asia, the Middle East and Europe, bringing together grassroots and international organisations, civil society networks, advocacy groups, research institutions, and the private sector.

Our new Partnership Policy, approved in 2024, reaffirms our commitment to equitable, trust-based, and impactful partnerships. We believe that sustainable solutions must be locally led and built on shared responsibility, mutual learning, and long-term collaboration. This approach aligns with our Listen Up! strategy, ensuring that children and their communities play an active role in shaping solutions to issues that affect them.

Through our partnerships, in 2024 we:

- Provided child protection services in crisis settings, ensuring that children displaced by

conflict and disasters had access to safety, education, and psychosocial support.

- Fought child labour by strengthening local protections and advocating for better policies, including supporting the formalisation of mica mining regulations in India.
- Tackled the rise of online sexual exploitation, working with digital safety experts and advocacy groups to push for stronger regulations and corporate accountability.
- Built and strengthened child-led research and advocacy networks, ensuring that young people's voices influenced policies at regional and global levels.

The scale and depth of our impact in 2024 were only possible because of the dedication, expertise, and resilience of our partners. We are deeply grateful for their collaboration and remain committed to working together to create a world free from child exploitation.



Kyle looks back at the dumpsite, where, as a child, he collected waste to earn extra money. Photo credit: Kirt John Gardose

KYLE'S STORY

“I used to be a trash collector”



Funded by
the European Union

Like many older children from poor families, Kyle from the Philippines had to work to help provide for what his mother, a manicurist, could not afford. His father left when he was young. At just 13 years old, he worked as a construction helper, earning around €4.00 per day. He soon dropped out of school, working from 8am until late. Living near the city's dumpsite, he also scavenged for junk, earning an extra €4.00 per day.

A community watch group, made up of organised volunteers who identify child rights violations and support children in child labour, noticed that Kyle had become very withdrawn and distant. He was referred to the Bidlisiw Foundation, a partner organisation of Terre des Hommes.

Under Terre des Hommes' project to eliminate the worst forms of child labour in the Visayas region in the Philippines, Kyle took part in a three-day workshop introducing him to different opportunities for economic inclusion. He was also enrolled in various sessions that helped him develop essential life skills, boosting his confidence and communication abilities. With support from the project, he was able to complete high school and qualify for technical-vocational education. He trained in cookery alongside other young people in the project and completed his on-the-job training in March 2024.

Now 20 years old, Kyle believes that sharing his experiences can inspire other young people. He is currently part of a youth association in his village, organising awareness-raising activities on the worst forms of child labour. “I used to be a trash collector and construction worker”, he said. “The Terre des Hommes' project has given me a chance to change my life. The experiences have been truly worth it.”

Kyle's story demonstrates how interventions focused on economic inclusion and life skills development can break the cycle of child labour for individuals. They can offer a pathway towards sustainable livelihoods and educational attainment. Furthermore, Kyle's active involvement in a youth association to raise awareness about child labour showcases the potential for individual empowerment. Through his involvement he contributes to broader systemic change by challenging harmful norms and advocating for child rights within his community.



OUR FOCUS

The United Nations Convention on the Rights of the Child (UNCRC) remains the cornerstone of child protection globally, obligating states to safeguard children from all forms of exploitation. Yet, despite near-universal ratification by 196 states, child exploitation persists as a widespread and deeply rooted issue.

The 2030 Agenda for Sustainable Development, adopted by 193 world leaders, set an ambitious roadmap for securing a better future for children. Goals such as ending violence and exploitation, achieving gender equality and eradicating childhood poverty, are fundamental to fulfilling children's rights. However, nearly a decade since its adoption, progress is falling behind. Multiple crises - including escalating conflicts, economic instability, and climate-related disasters - have reversed hard-won gains and deepened vulnerabilities for children worldwide.

Amidst these global setbacks, new momentum emerged in November 2024 when the inaugural Global Ministerial Conference on Ending Violence Against Children, convened in Bogotá, Colombia, culminated in bold new commitments to scale up existing efforts. This landmark event brought

together leaders, policymakers and advocates, where more than 100 countries made pledges to end violence against children, and where the first-ever global and youth-led movement dedicated to childhood violence prevention was launched.

Building on the momentum generated in Bogotá, Terre des Hommes remains steadfast in our commitment to catalysing systemic change to stop child exploitation and advancing children's rights. Recognising the urgency of structural reforms, we have sharpened our focus through our thematic programme model under the Listen Up! strategy. Since 2023, our work has centred on three priority areas:

- Child Labour
- (Online) Sexual Exploitation of Children
- Humanitarian Action

These priorities were set during a co-creation with children from 12 countries through innovative participatory methods, ensuring that our work reflects their lived experiences, needs and aspirations. By amplifying their voices, mobilising communities, and strengthening laws and policies, we strive to continue to drive meaningful and lasting change by tackling the root causes to stop child exploitation.

In this chapter we highlight a few projects per theme to illustrate our work in 2024.



CHILD LABOUR



**SEXUAL
EXPLOITATION
OF CHILDREN**



**HUMANITARIAN
ACTION**



Lafatra, a young girl sorting mica, in Benato Anosy Region, Madagascar. Photo credit: Aelle Studio

child labour

At the start of 2020, 160 million children - 1 in 10 worldwide - were engaged in different forms of labour, with a sharp rise among those aged 5 to 11. Hazardous work increased to 79 million, and at least one million children laboured in mines and quarrying².

In 2024, Terre des Hommes strengthened efforts to end child labour through 13 projects in India, Kenya, Madagascar, the Philippines and the Netherlands. These projects used an area-based and supply chain approach, engaging governments and promoting responsible business conduct. We welcomed the EU Forced Labour Regulation and Corporate Sustainability Due Diligence Directive as key steps in preventing forced child labour. Additionally, we researched child labour risks in critical mineral mining in Asia and Africa. Through these efforts, we remain committed to a future where every child is free from labour and can thrive.

PROJECT

Combatting child labour in mica mining in India

In India, thousands of families depend on mica mining for their livelihood, but many struggle to earn enough to meet their basic needs. As a result, children are often drawn into dangerous work instead of attending school. Terre des Hommes is committed to breaking this cycle by helping families secure a living income and ensuring that mica mining is free from child labour. We work directly with communities in Jharkhand province, supporting them to find safer, more stable livelihoods while also advocating for a fair and formal mica supply chain. Our efforts span 806 villages, home to around 300,000 people, where children are most at risk due to poverty and a lack of opportunities. By empowering communities and pushing for systemic change, we strive to create a future where every child can learn, play and thrive.

Challenges

Ensuring a stable income for families who depend on mica remains a challenge. Though regulations for Dhibra (mica scraps) were formalised in 2023 after intense lobbying over several years, the

main issue now is the poor implementation of the regulations. This is due to complicated bureaucratic procedures and a lack of coordination between the ruling political parties in Jharkhand and the national government.

Systemic change

We successfully influenced the Government of Jharkhand to issue guidelines for formalising mica collection. These guidelines explicitly include a ban on child labour in the supply chain and recognise cooperatives of mica collectors as the official mechanism for sourcing mica. This systemic change ensures that mica is procured directly from these cooperatives, reducing exploitation and improving working conditions. As a member of the Technical Working Group for developing procedures, tools, and Standard Operating Procedures, Terre des Hommes contributes to ensuring effective implementation of government procedures. This collaboration strengthens oversight and helps create a fairer, more transparent mica supply chain.

PROJECT

Action against child labour project in Kenya

In Kenya, many children are engaged in child labour, working long hours in roles unsuitable for their age, many of which are hazardous. Some handle dangerous tools, toxic substances or pesticides, while others work as motorbike drivers, in hotels, markets, construction or housekeeping. In the worst cases, children are recruited for smuggling or forced into sexual exploitation.

Challenges

Due to a gap in private sector engagement and mainstreaming efforts to address and eliminate child labour effectively, child labour has remained prevalent in the service industry, spanning both the formal and informal sectors. The absence of a clear code of conduct for businesses hinders the adoption of responsible practices to prevent, detect and

address child labour in line with children's best interests.

Systemic change

The project engaged key stakeholders, including the private sector, to drive collective action against child labour. This led to the co-creation of the *County Private Sector Code of Conduct*, a framework promoting ethical business practices and defining business responsibilities in eliminating child labour. As a result 366 private sector actors in Busia will champion prevention of child labour in the service industry. It fosters accountability and commitment within the private sector. Additionally, we facilitated the establishment of the first-ever County Child Labour Committee, tasked with coordinating county-wide efforts to combat child labour.



Sexual exploitation of children is a rapidly growing problem, not only in the travel and tourism industry in the Philippines, but also online.
Photo credit: Terre des Hommes

Sexual exploitation of children

Sexual exploitation of children is a global crisis, often linked to other forms of violence and abuse. It includes commercial sexual exploitation, child marriage, online abuse and harmful practices. Worldwide, in 2024 alone, over 360 million girls and between 240–310 million boys experienced sexual violence before age 18³. The digital world has worsened these risks, with 1 in 12 children facing online sexual exploitation⁴. When sexual photographs and videos of children are reported to hotlines, a significant majority are traced to servers in the Netherlands. According to InHope, the Netherlands hosted on its servers more child sexual abuse material than any other country in the world in 2024, with 1.33 million online records - five times more than 2023⁵.

Digital platforms continue to fuel exploitation, trafficking and AI-generated child sexual abuse, exposing children to harm. In 2024, Terre des Hommes ran 41 projects across 17 countries aimed at preventing and stopping the sexual exploitation of children both online and offline, advocating regionally and globally. Our holistic, child-centered approach drives systemic change, strengthens child protection and builds institutional support to prevent and combat child sexual exploitation.

³ UNICEF, 2024

⁴ Georgia State University & Candlelight, 2025

⁵ INHOPE, 2024

PROJECT CONEC Philippines

In the Philippines, 1 in 5 children aged 12 to 17 is victimised by online sexual abuse. The Creating a safer Online Environment for Every Child (CONEC) Project aims to protect children of all ages and genders in a number of target communities in the Philippines from online sexual exploitation as well as providing support to child victims and survivors of Online Sexual Abuse and Exploitation of Children. The projects' baseline study Transforming Systems: Connecting Children collected initial data on the issue and will enable the measurement of progress and impact over time.

Challenges

Many reported cases of Online Sexual Abuse and Exploitation of Children involve perpetrators

using fake accounts, making prosecution difficult. Additionally, limited child-friendly reporting platforms at the barangay level (smallest administrative unit in the community) remain a barrier, despite ongoing efforts to improve referral systems.

Systemic change

In June, the Municipality of Daus passed a municipal order prohibiting online sexual abuse and exploitation of children, as well as child sexual abuse and exploitation materials, ensuring penalties and survivor support. This was a significant step in child protection, further strengthened by Terre des Hommes through formal partnerships with four barangays in Bohol and two in Mandaue City.

PROJECT SCROL project in Nepal

According to the *Disrupting Harm* project⁶, up to 20% of children in some countries have been victims of online sexual exploitation and abuse. With the widespread use of the internet, specifically social media, children in Nepal are at a very high risk of online exploitation, which can lead to psychological trauma and self-harm. Children need to be safe online. The 'Safety for Children and their Rights OnLine' (SCROL) programme aims to combat Online Child Sexual Exploitation. It was co-designed in 2022 by Terre des Hommes together with partners and stakeholders in Kenya, Nepal, Cambodia, and the Philippines. Children play a significant role in the design, implementation, and evaluation of the programme.

Challenges

Engaging the private sector, particularly Internet Service Providers (ISPs) through the ISP Association of Nepal (ISPAN), was a major challenge in protecting children from online sexual exploitation. When our Nepal SCROL team began working with the association in 2023, many providers saw child online protection solely as the responsibility of the government and parents. Through persistent

awareness-raising efforts, we helped shift their perspective. In 2024, they recognised the need to take proactive action and adopted a safety by design approach to minimise risks for children online. This marks a crucial step toward greater private sector accountability in child protection, ensuring ISPs play an active role in creating a safer digital space for children in Nepal.

Systemic change

With support from Terre des Hommes, ISPAN developed Standard Operating Procedures (SOPs) to strengthen child online safety. These procedures outline clear responsibilities for companies, including educating children and families about online risks, setting up reporting mechanisms for child sexual abuse material and working with law enforcement when needed. The procedures were shared with key stakeholders, including government ministries, law enforcement, and civil society. In 2025, we will advocate for the Ministry of Communication, Information, and Technology to officially endorse them. This is part of our broader efforts to improve Nepal's legal system and better protect children from online exploitation.

⁶ Disrupting Harm is a ground-breaking project that reveals new and crucial insights into online child sexual exploitation and abuse in the context of other forms of violence globally (2022)



Young boy in a camp in Ethiopia where continuous droughts are affecting the livelihood of people. Photo credit: Terre des Hommes

Humanitarian action

In 2024, the global humanitarian landscape faced unprecedented challenges, with an impact on children around the world reaching devastating and likely record levels⁷. Humanitarian crises escalated globally through armed conflicts, climate and socio-natural disasters, with over 300 million people requiring assistance - almost half of them children, who bear a disproportionate burden. Climate change worsened these emergencies, with over 1 billion children living in high-risk areas and 473 million in conflict zones, where they face heightened risks of exploitation, recruitment and abuse⁸. Violations of human rights and humanitarian law further complicated relief efforts, restricting aid access and endangering workers, as seen in Gaza, Sudan and Ukraine.

Terre des Hommes protects children from exploitation during emergencies, addressing both the immediate needs of children, fostering their empowerment by strengthening protective factors over time and advocating for their rights. In 2024, Terre des Hommes was active in 10 humanitarian actions in 13 countries.

⁷ UNICEF, 2024.

⁸ UNICEF, 2024.

PROJECT Ukraine Response

Reaching the 3-year mark, the war in Ukraine has affected millions of children, not only within the country. It also displaced people to neighbouring countries, mostly women and children, increasing the risks of exploitation and gender-based violence. Children are particularly vulnerable to injuries and lack of access to education. An estimated 1.5 million⁹ children are at risk of post-traumatic stress disorder, depression and other mental health issues.

Challenges

Besides essentials like food and shelter, more people need psychological support to cope with the ongoing conflict. However, many parents hesitate to seek help, hoping for quick fixes to improve their relationships with their children. This makes it difficult to address deeper issues like war trauma and personal struggles, creating challenges in building long-term resilience. In 2024, Terre des Hommes piloted the 'My Friend' Mental Health and

PROJECT Gaza Response

The ongoing war in Gaza has led to a catastrophic humanitarian crisis, with devastating consequences for the entire population, particularly children, who make up nearly half of Gaza's inhabitants. Extensive destruction of infrastructure, particularly health facilities, has left the healthcare system in collapse, with targeted attacks on medical sites and injuries among healthcare workers. Additionally, there are no safe spaces, leaving the entire population - especially children - vulnerable to severe and lasting physical and psychological harm.



Terre des Hommes launches life-saving humanitarian aid in Gaza.
Photo credit: Terre des Hommes

Psychosocial Support initiative in Ukraine and Moldova tailored for children aged 5 – 7 and their caregivers. Through their participation, both children and caregivers develop emotional awareness and learn several coping strategies to manage distress. Storytelling is a central feature in this programme, with Lando the hare as the main character guiding the narrative.

Sustainable change

Despite some challenges, our intervention had a significant positive impact on emotional literacy and intelligence for both children and parents. All parents observed positive changes in their children, noting they became calmer, more open and more confident. They also reported a better understanding of their own and their child's emotions, and learning effective ways to calm themselves.

Challenges

Most of Gaza's population has been internally displaced, facing severe limits on access to healthcare, medical treatment, and adequate nutrition. Being in school and family care are among the strongest protective factors, but conflict often breaks these routines and deeply affects children's lives. Despite the extremely challenging circumstances, we were able to provide urgent health services, including primary healthcare, emergency treatment, women's healthcare and psychosocial support to affected communities in Gaza.

Sustainable changes

Despite many challenges, we successfully implemented response activities, thanks to our long-term and stable relationships with partners on the ground. Children, who are especially vulnerable in the ongoing crisis, together with their families received healthcare as well as psychosocial support and recreational activities, helping them become more resilient.

⁹ https://www.unicef.nl/nieuws/2023-02-21-nieuwe-cijfers-unicef-impact-oorlog-oekraïne-op-kinderen-immens?utm_source=chatgpt.com



COUNTRY HIGHLIGHTS

Terre des Hommes works to combat child exploitation across four regions: Asia, Africa, Europe, and the Middle East.

Our impact is only possible thanks to the dedication of our incredible partner organisations¹⁰ worldwide. Their expertise, alongside our national staff, allows us to effectively understand, prevent, and address child exploitation while tackling the systemic issues that sustain it.

Here are some key highlights from 2024 per country:

¹⁰ An overview of our partners can be found in Appendix X in Part 2 of the Annual Report 2024

Asia

Afghanistan

- Following the earthquakes in October 2023, 1,700 community members participated in awareness-raising sessions on child protection and prevention of child exploitation.
- More than 16,000 community members received primary health care services, as well as vaccinations and nutritional support for children.
- 20,183 of the most vulnerable individuals affected by the disaster received winter items as well as cash assistance to help them purchase essential recovery items.

Bangladesh

- In Bangladesh in 2024, a total of 3,412 direct participants were reached, including 500 children and youth who were empowered to lead local advocacy on (amongst others) better implementation of existing child protection policies.
- 1,044 children in early childhood development projects successfully mainstreamed into formal education, another 369 children received different private and public support services through referral and linkages and 1,151 families were supported in strengthening childcare practices.

Cambodia

- In collaboration with the Ministry of Post and Telecommunications, Terre des Hommes developed a model Child Protection Policy for the Internet and Tech industry, with three companies committing to adoption.
- As part of our project to address Sexual Exploitation of Children, victim support materials, including law enforcement and family kits and a Best Practice guide on victim compensation were created and disseminated.

India

- 120 Youth Ambassadors reached 12,295 children across five Indian states through peer-to-peer sessions using project-developed modules on online child sexual exploitation.
- In partnership with the National Action Coordination Group to End Violence Against Children, Terre des Hommes mobilised children from 20 states to voice their demands for ending violence against children, including online safety.



Children in Nepal discuss research findings from a study on online safety. Photo credit: SDG Studios

Nepal

- We successfully lobbied the national Curriculum Development Centre to include the subject of prevention of online sexual exploitation of children in the teacher's training guide.
- 84 children were trained to lead their own research (planning, implementing and analysing) on online safety of children in Nepal.
- Together with the Gender Department of Tribhuvan University we conducted research on online safety of children of non-binary groups, the first research of its kind in Nepal.

Thailand

- 661 children have gained important knowledge to protect themselves from online threats and know where to report violations.
- Specialised cybercrime training improved regional police expertise, leading to successful case resolutions and stronger support for victims.
- Terre des Hommes hosted a child participation network pilot workshop for 11 children from three regions of Thailand.

Philippines

- In Cebu and Bohol, 221 children now confidently identify red flags regarding Online Sexual Abuse and Exploitation of Children, report cases through eProtectKids (a hotline), and raise awareness using theatre and play.
- In a historic move, the municipality of Dauis in Bohol passed an ordinance criminalising Online Sexual Abuse and Exploitation of Children, ensuring penalties for offenders and support for survivors.
- A five-day training together with International Justice Mission (IJM) equipped 25 law enforcement and advocacy professionals with skills on multidisciplinary rescues, legal frameworks, and investigations regarding Online Sexual Abuse and Exploitation of Children, with participation from key national officials.

Africa

Egypt

- A young girl from Egypt joined the prestigious Arab Council for Social Research Fellowship, strengthening her leadership in gender equality advocacy across the region.

Ethiopia

- Girls and young women strengthened through the She Leads programme now engage openly with school leaders and teachers on child marriage and gender-based violence, following life skills and assertiveness training for 192 students.
- As part of our humanitarian response in Ethiopia, 399 parents and caregivers, enhanced their ability to care for, communicate with and build stronger relationships with their children through positive parenting training.



Nasibo, living in a camp for Internally Displaced Persons in Ethiopia.
Photo credit: Terre des Hommes

Kenya

- 537 transport actors (truck drivers, matatu drivers and boda-boda riders) in Mlolongo received targeted sensitisation on preventing and reporting the sexual exploitation of children, including how to identify, respond to, and prevent it in their work environments.

- 1,039 caregivers joined community dialogues on protecting children from online sexual abuse. These dialogues were key in raising awareness, sharing knowledge, and fostering community involvement in safeguarding children in the digital landscape.
- In Busia, 366 private sector actors received training on child labour prevention, leading to the development of a Code of Conduct, now awaiting approval by government agencies and key stakeholders.

Libya

- In response to Storm Daniel in 2023, 1,070 children received psychosocial support to help them cope with trauma and improve their well-being.
- 21,425 individuals benefited from water, sanitation, and hygiene services.

Madagascar

- Following the Child Rights and Business Principles training by Terre des Hommes and UNICEF, the main mica exporter company has begun installing signs in mines stating, "No children allowed in the mines." While a small step, every drop counts.
- Through income-generating activities and village savings and loan associations, parents can afford school fees, supplies and healthcare for their children.
- Thanks to the collaboration with several stakeholders, we have been able to reintegrate 19 children (8 girls and 11 boys) aged 4 to 17 into public schools, 14 (6 girls and 8 boys) into primary school and 5 (2 girls and 3 boys) into secondary school.



Terre des Hommes helped children and families affected by the floods in Nigeria. Photo credit: Terre des Hommes

Mali

- In 2024, an innovative campaign to raise awareness on the rights of girls and young women combined traditional and digital media, reaching more than 500,000 people. A particular focus was put on religious arguments that support women's leadership and tolerance, in response to a social context often marked by misogynistic discourse from certain fundamentalist leaders.

Nigeria

- After the September 2024 floods, safe child friendly spaces were set up for psychosocial and recreational activities for children and adults/caregivers.
- We also launched a project to support affected communities by repairing sanitation facilities and providing safe drinking water, helping prevent waterborne diseases.

Tanzania

- Through the GIVE project, children with disabilities, who are especially vulnerable to sexual exploitation, advocated for their rights, leading to a revision of loan eligibility under the government's social protection scheme. Now, individuals with disabilities or their families can apply for loans independently rather than as part of a group.

Uganda

- Girls and young women are driving change in cultural and social norms. Through the She Leads programme, they have promoted the Succession Amendment Act 2022, ensuring property inheritance rights for girls and women.
- Local media continue to amplify voices of girls and young women in advocating for stronger child protection laws. AKICA FM, for example, launched 'Nate Moti,' a programme promoting girls' education and challenging cultural biases that limit their participation in decision-making.

Europe

Belgium

- In Brussels, our advocacy efforts led to a win on the revision of the EU Child Sexual Abuse Directive. We managed to influence the draft European Parliament report on this revision, which harmonises the criminalisation of child sexual abuse and exploitation across the EU and strengthen victim support.

Ukraine

With funding from the Giro555 campaign, Terre des Hommes responded to the war in Ukraine with projects in Moldova, Poland, Romania, Slovakia, and Hungary.

- In Moldova, Poland, Romania, and Ukraine, we implemented 'Children Telling Stories', a psychosocial initiative that empowers children to express themselves creatively through photography. This intervention enhances children's psychosocial well-being, promotes empowerment, and strengthens social cohesion.
- Continued support to child helpline members to provide access to quality child helpline services for children and young people affected by the war in Ukraine, Hungary, Poland, Romania, and Slovakia.

The Netherlands

- The highly mediagenic fundraising campaign 'Naald en Daad' in autumn, led to a significant increase in brand awareness of Terre des Hommes in the Netherlands – from 53.5% in Q1 to 56.5% in Q4.
- Delegations from our Research, Expertise and Influence, Sexual Exploitation of Children and Kenya country office teams represented Terre des Hommes at several international conferences. These included making oral presentations, posters and hosting workshops at ISPCAN - Child Abuse and Neglect Prevention Congress in Uppsala, Sweden and the Sexual Violence Research Institute Forum in Cape Town.

Switzerland

- In Geneva, She Leads supported young advocates who actively engaged in the 56th session of the UN Human Rights Council and in diverse stages of the Universal Periodic Review process of Kenya, Ethiopia and Uganda.



She Leads advocates for climate action at the UN Human Rights Council.
Photo credit: @Plan International/Enzo Mauro Tabet Cruz.

Middle East

Occupied Palestinian Territories

- In Gaza we provided healthcare to affected populations. Psychosocial workers supported women and girls in shelters with gender-based violence awareness and protection measures.
- People with disabilities received assistive devices, while pregnant and breastfeeding women benefited from nutritional supplements to support their health and newborn babies.

Jordan

- Two women from Jordan joined the She Leads UN Youth Cohort and Global Advisory Board, showcasing the programme's ability to provide participants with international recognition and opportunities.
- In May 2024, the Judicial Council asked Terre des Hommes to develop guidelines for protection orders under the Domestic Violence Law. We held a workshop and roundtable to identify gaps, leading to recommendations for an action plan to strengthen protection for women and girls.

Lebanon

- KAFA, partner of Terre des Hommes upgraded a reporting app to improve access to gender based violence services and increase its use among diverse women and girls. This was supported by public outreach in Beirut, Mount Lebanon, and Bekaa, with materials distributed by girls and young women.



Girls and young women distribute flyers about the app with QR codes in the streets of Beirut to raise awareness. Photo credit: Terre des Hommes Italy

Syrian Arab Republic

- In partnership with the Dutch Relief Alliance, nearly 1,000 individuals received protection services, including mental health support, trauma care, risk identification, referrals and awareness sessions on conflict and displacement.



Somea, a passionate youth advocate from Cambodia is determined to help girls in her country. Photo credit: Terre des Hommes

SOMEA'S STORY

“Many girls don't feel safe online”

16-year-old Somea is a passionate youth advocate from Phnom Penh, Cambodia. As a change agent under the Safety for Children and their Right OnLine (SCROL) project, Somea actively engages in programme planning, awareness raising and advocacy surrounding online child sexual exploitation.

“What motivates me is my determination to help girls in Cambodia”, said 16-year-old Somea. “I know that many girls do not feel safe while being online”.

In 2024, taking her advocacy to the next level, Somea participated in a national consultation in Siem Reap province to review the government's five-year action plan on online child sexual exploitation. As a child representative, she presented key recommendations for a safer online environment to high-level officials from the Ministry of Social Affairs, the Cambodian National Council for Children, and United Nations representatives.

“I think that presenting in front of the government can help a lot of children”, Somea said. “Children's recommendations included prevention of online sexual exploitation of children in schools. They expressed the need for a child-friendly room for victims to report their concerns along with others.”

A total of 15 key children's recommendations will be included in the draft of Cambodia's national statement at the 2025 Global Ministerial Conference to End Violence Against Children in Latin America, where they will contribute to discussions on child protection.



Somea actively engages with children to raise awareness and represent their voices. Photo credit: Terre des Hommes

The background features a stylized illustration of two hands, one white and one tan, cupping a large, light-colored sphere that represents the Earth. The hands are positioned as if they are gently holding or supporting the globe. The overall color palette is warm, with shades of red, orange, and white.

ALLIANCES

Bringing about systemic change requires collective effort. Terre des Hommes remains committed to working alongside our partners in consortia and alliances to create lasting, positive change in the lives of children.

Together, our voices are stronger and our actions more impactful as we continue to transform systems to protect children. In 2024, Terre des Hommes was actively involved in the Down to Zero, She Leads, Joining Forces, the Dutch Relief Alliance, as well as the Dutch Kinderrechtencollectief and Giro555.

Down to Zero

A world where children in all their diversity can live free from sexual exploitation, both online and offline: that is what Down to Zero aims in the programme *Step Up the Fight Against Sexual Exploitation of Children* (2023-2026). We do this together with children, youth, activists, parents, schools, governments, the private sector, and anyone who can make a difference. The Down to Zero alliance consists of Terre des Hommes, Child Rights Coalition Asia, Conexión, Defence for Children - ECPAT, Free a Girl and Plan International, in partnership with the Dutch Ministry of Foreign Affairs.

Key accomplishments

Research

The VOICE project, led by the Down to Zero Alliance, amplified the voices of children and caregivers in digital policy debates on child protection. Through research in 15 countries across the EU, Asia, and Latin America, nearly 500 children and 6,600 caregivers shared their insights, revealing critical risks on digital platforms, insufficient safety measures, and policy gaps. The findings influenced EU, international, and national policies and were presented in April at the “Speaking Up for Child Safety Online” conference in Brussels. With 250+ participants, including EU policymakers and tech leaders, the event drove urgent discussions on improving online child protection.



Influencing milestones

South Asia

Youth changemakers from India and Nepal participated in a regional consultation of children and youth in February in Thimphu, Bhutan. The youth changemakers participated in the conference as session moderators and panellists. They developed and submitted a groundbreaking declaration to the organising bodies, advocating for policy changes to ensure children are safe from all forms of violence, including sexual abuse and exploitation. This regional consultation was followed by national consultations in Bangladesh, India and Nepal, to engage national actors and stakeholders to take the Thimphu Declaration forward.

Asia (regional and global influencing)

Key messages from the regional lobby and advocacy agenda of Down to Zero were brought to the spotlight in global forums organised in the



A still from an [animation film](#) on the Thimphu declaration, co-created with a youth advocate, which garnered over 1.6 million views.

Middle East. At the Internet Governance Forum in December, there was broad participation from governments, the private sector and civil society across the Asia Pacific region. The event focused on combating online sexual exploitation and abuse of children by promoting child protection in digital governance, holding tech companies accountable, and fostering partnerships for safer online spaces to shape a more inclusive and responsible Internet.

Countries

The Down to Zero alliance works in the Philippines*, Thailand*, Laos, Indonesia, Bangladesh*, Nepal*, India*, Brazil, Bolivia, Colombia, Guatemala and the Dominican Republic. *Countries with a * indicate Terre des Hommes' direct involvement.*

She Leads

She Leads is an initiative for and by girls and young women. The She Leads movement fights for the rights, leadership and agency of girls and young women. The aim is to increase their influence in decision-making and transform gender norms in formal and informal institutions. She Leads is a five year joint programme of Plan International, Defence for Children - ECPAT, African Women's Development and Communication Network (FEMNET), and Terre des Hommes, in partnership with the Ministry of Foreign Affairs of the Netherlands.

Systemic change

Throughout 2024, the She Leads movement has successfully influenced legislation, conducted effective lobbying, raised awareness among children and communities, and increased the representation of girls and young women in civil society networks and platforms.



She Leads advocates at the 56th session of the Human Rights Council. Photo credit: Plan International/Enzo Mauro Tabet Cruz



In Uganda, for instance, the Ministry of Gender incorporated recommendations presented by girls and young women into the final draft of the revised National Employment Policy. In Jordan, the *Sports and Safety* campaign successfully lobbied for improved accessibility in public parks for children with disabilities. In response, the municipality issued a formal commitment to install ramps, inclusive playground equipment, accessible restrooms and designated parking spaces. Additionally, one of our partners in Jordan launched a multi-faceted campaign to raise awareness about violence against women and promote the NAFAS app, which provides key information on safety, guidance, and an emergency button for immediate intervention.

Countries

She Leads initiatives take place at local, national and regional levels in Africa and the Middle East (Lebanon*, Jordan*, Mali*, Sierra Leone, Liberia, Ghana, Ethiopia*, Uganda*, Kenya*), as well as globally. *Countries with a * indicate Terre des Hommes' involvement.*

Joining Forces

The "Joining Forces Alliance: Acting Against Child Labour" project, funded by the European Union and implemented by Terre des Hommes and Save the Children, is a contribution to reducing child labour in mica mines in Madagascar in accordance with the Sustainable Development Goals. The project aims to increase the protection and action capacities of targeted children, families and communities, as well as their knowledge of their rights, with a particular focus on possible socio-economic alternatives to the Worst Forms of Child Labour (WFCL). The project also works to strengthen the capacities of local and national mechanisms and systems to ensure the care of targeted girls/boys and the implementation of alternatives to the WFCL. Finally, the project supports state and non-state actors in the prevention and reduction of the WFCL by supporting their actions for better coordination, efficiency, visibility and transparency of interventions.

Systemic change

Parents, guardians and parent committees were trained to become mentors for responsible parenting under the Joining Forces project. The training successfully promoted positive parenting, encouraged experience-sharing and strengthened community bonds. In a rural, patriarchal setting where children traditionally have little voice, the impact has been significant: 78% of parents now engage more with their children, listen to them and recognise birth certificates as part of their rights. Trained parents are now driving change within their

communities, creating a strong foundation for future interventions to expand these positive outcomes to other areas.

Since the project's launch in June 2023, the team has maintained regular contact with the Ministry of Labour, despite political instability. Advocacy by the project team, supported by other child labour-focused NGOs, led the Ministry to agree to develop a new National Action Plan, as the previous plan has been ineffective since 2019. Development began in October with a national launch event and regional consultations involving key stakeholders. The Joining Forces project is playing a leading role, emphasising priorities such as domestic work, child labour in mining and agriculture, and the sexual exploitation of children.

Countries

The project runs in Madagascar and is focused in the Anosy Région, district of Fort-Dauphin and Commune of Ranopiso.



Dutch Relief Alliance

The Dutch Relief Alliance (DRA) is a coalition of 14 Dutch humanitarian organisations working in partnership with the Ministry of Foreign Affairs of the Netherlands and national organisations to provide timely and effective humanitarian assistance. Established in 2015, the DRA drives innovation in humanitarian response with a strong focus on localisation, multi-year funding, accountability, and community engagement. The DRA envisions a world where crisis-affected communities are at the heart of a dignified humanitarian response that saves lives, alleviates suffering, and strengthens resilience. As one of Terre des Hommes' core humanitarian funding streams, the current partnership framework will continue until the end of 2026.

Systemic Change

Humanitarian funding is often short-term and focused on quick fixes, making it hard for local partners to sustain support for communities. The 2024–2026 DRA cycle aims to change this by providing longer-term support to strengthen local organisations. Terre des Hommes and its partners have designed three-year projects that direct more funding to local partners, helping them plan for the future while meeting urgent needs. This approach

boosts local capacity, stability and reduces reliance on short-term aid. In 2024, Terre des Hommes actively engaged in joint advocacy through the DRA Gaza Joint Response consortium while also focusing on child protection in Afghanistan, Ethiopia, Syria, Libya and Nigeria. Alongside food, health and cash support, Terre des Hommes ensured safe spaces for children and protection programming and reached over 30,000 people with sessions on child protection and rights. Through the Alliance's sub-working group, we developed the Inclusion Insight Paper, highlighting six key building blocks of inclusion and best practices from joint responses.

Countries

In 2024, the DRA implemented humanitarian responses in multiple countries through its Protracted Joint Response in Afghanistan, the Democratic Republic of Congo, Ethiopia, Somalia, South Sudan, Sudan, Syria, and Yemen. Additionally, it provided emergency relief in Chad, Haiti, Lebanon, Libya, Nigeria, Sudan, Somalia, South Sudan and the Occupied Palestinian Territories. Under the DRA framework, Terre des Hommes contributed to humanitarian efforts in Afghanistan, Ethiopia, Libya, the Occupied Palestinian Territories and Syria.

Kinderrechtencollectief

Also in 2024, Terre des Hommes remained a committed founding member of *'het Kinderrechtencollectief'* (the Children's Rights Collective), a coalition of approximately 20 Dutch children's rights organisations. The collective fosters knowledge exchange, engages in advocacy and lobbying, and works to ensure the broad implementation of the International Convention on the Rights of the Child.

Systemic change

As part of the Children's Rights Collective, we launched the annual update of Children's Rights in Movement (Kinderrechten in Beweging). This report tracks the Netherlands' progress in implementing the recommendations of the UN Committee on the



Photo credit: Marius van Rij

Rights of the Child. With input from children and experts, we engaged policymakers in discussions on the progress and challenges in combating child trafficking and the sexual exploitation of children in the Netherlands.

Countries

The Children's Rights Collective is active in the Netherlands.

Giro555

In October 2024, a major Giro555 campaign was launched by the SHO (Samenwerkende Hulp Organisaties) alliance: 'Together in Action for Victims in the Middle East'. Terre des Hommes and nine other humanitarian organisations raised funds for all people affected by the conflict in Lebanon, Gaza, the West Bank, Israel and Syria. The campaign generated over 25 million euros. Terre des Hommes allocated its share of the donations to humanitarian aid in Gaza.

Public and political debate

We observed a public and political debate emerging after the announcement of the Giro555 campaign. From the start of this conflict it had a polarising effect in Dutch society. Much effort had to be put in explaining that Giro555 members are neutral parties with no ties to any government policy and offer help where needed.



The TV-show of the Giro555 campaign. Photo credit: ANP

Countries

The ten organisations participating in the SHO alliance are: CARE Nederland, Cordaid, Kerk in Actie, the Netherlands Red Cross, Oxfam Novib, Plan International, Stichting Vluchteling, Terre des Hommes, UNICEF Netherlands, and World Vision. This Giro555 campaign was focused on Lebanon, Gaza, the West Bank, Israel and Syria.



Colleagues on location during the Giro555 campaign. Photo credit: Terre des Hommes

SHOPS AND VOLUNTEERS

Across the Netherlands, 42 Terre des Hommes shops, operated by more than 1,600 dedicated volunteers, make a hugely important contribution to our mission.

Since 1983, a diverse network of charity shops, run entirely by dedicated volunteers, has been collecting and selling donated second-hand goods, especially clothing. These shops have raised significant funds to support Terre des Hommes' fight against child exploitation. We are deeply grateful for the time, care and energy our volunteers invest. It's inspiring to see how giving a second life to pre-loved clothing can create new opportunities for children worldwide. Every donated item not only avoids waste, but also contributes directly to a better future.



We are pleased to share that our revenue continues to grow - a remarkable achievement made possible by our dedicated volunteers.

Milestones

We have invested in strengthening our brand and visibility. Nearly half of our shop facades now feature our new logo and vibrant colours, along with updated in-store communication. This reinforces the message that our shops are more than just thrift stores - they are charity shops with a purpose.

We have also invested in our shops by restyling three existing locations. In Barneveld, a dedicated

bookshop has opened alongside the existing store. Our team in Maastricht put tremendous effort into a complete shop makeover, with outstanding results. The positive energy it generated among volunteers and customers immediately translated into a higher contribution to our mission - exactly what drives our efforts!

One of our key challenges remains attracting new volunteers. With additional support and insights, we have developed an improved recruitment approach to find the right people. While we celebrate our initial successes, we will continue prioritising this in the coming period.

"I come here every now and then and have found some lovely things. I usually buy clothes for myself and sometimes toys for my son. Today, I found a beautiful scarf and this stylish hat."

Next week, I'm going to Paris for a concert, and I think this fits the look of a true Parisienne perfectly."

- Lizidella & Legend in the Amersfoort shop
Photo credit: Terre des Hommes





Great Place To Work employees after taking part in the Haarlem Urban Trail event. Photo credit: Great Place To Work

DONORS

In 2024, Terre des Hommes once again received generous support from a diverse range of donors, including individuals, communities, foundations, companies and institutional funders.

Individual donors and communities

75,295 individual donors contributed to Terre des Hommes in 2024. These donors are part of our loyal and committed group of supporters and we are deeply grateful for their contributions. Others joined forces to organise collective fundraising initiatives to help end child exploitation.

One inspiring example is the company fundraising activity by Great Place To Work, whose employees participated in the Haarlem Urban Trail event. Through their dedication and commitment, they raised an impressive €4,000 to support our work. We are truly thankful for their contribution and proud to have collaborated with such an engaged and impactful organisation.

To attract new donors, we launched an interactive online game. Engagement was high, but donations fell short. Traditional online fundraising proved more effective, though the game offered useful insights for future campaigns.

Foundations and companies

The support of foundations and companies further enabled us to prevent and respond to child exploitation in various countries. Thanks to our funding partner, the Volkswagen Employees Foundation, children and young people in Kenya now face lower risks of sexual exploitation in two hotspots along the transport corridor.

We would like to highlight one foundation in particular that has supported us for over 25 years: the Dutch Postcode Lottery. Among other things, their longstanding partnership has enabled us to develop the groundbreaking programme Safety for Children Online (SCROL), which has made a tangible difference in the lives of many children.

Institutional funders

We are also pleased to have established new partnerships while continuing our collaborations with institutional donors. In 2024, we were awarded a grant of €950,000 from the European Union (EU)

to implement a project in Bangladesh focused on online safety, civic rights, and youth participation. Additionally, we signed a new agreement with the Rijksdienst Voor Ondernemend Nederland (RVO) to support our mica programme in India.

We are profoundly grateful to all our donors for their partnership and trust. It is truly heart-warming to know that we stand together in our mission to protect children and to prevent and stop child exploitation.



Colleagues at the Dutch Postcode Lottery annual relationship event in which Terre des Hommes was nominated for a communications award. Photo credit: Terre des Hommes



Saka wearing the school uniform provided by Terre des Hommes. Photo credit: Terre des Hommes

SAKA'S STORY

“Because of the floods we had almost nothing left”

Nine-year-old Saka lives with his mother, brother, and grandmother in one of the slums in Thika, just outside Nairobi, in Kenya. After his parents separated, Saka and his mother were left homeless and moved into his grandmother's house. His grandmother sells mukimo, a traditional dish made of potatoes, pumpkin leaves, green peas and fresh corn. She earns approximately 70 euro cents per day, which she uses to buy food.

Saka is a determined Grade 4 student. Unfortunately, he has had to miss school multiple times because his family could not afford the school fees. During the floods between March and April 2024, water seeped up from beneath the ground, leaving Saka's home soaked in mud. His older brother's house was completely flooded, and the family struggled to find food. Saka also caught the flu. The floods damaged many of their household and school items.

In June 2024, a local community volunteer working with Terre des Hommes' partner, Action for Children in Conflict, reached out to Saka's grandmother. The volunteer provided information about the Humanitarian Action Flood Emergency Response project. Implemented by Terre des Hommes and Action for Children in Conflict, the project offered much-needed relief to families affected by the devastating floods.

Saka's grandmother received essential supplies, including a mattress, blanket, school bag, water tank, six exercise books, a pencil, and a school uniform for Saka. Additionally, she received a cash transfer of 5,000 Kenyan shillings (€35.60) in two instalments, which she used to buy food, pay for Saka's mother's hospital injections, and cover part of his school fees.

With a new mattress and blanket, Saka now sleeps more comfortably. The regular cash assistance has allowed them to afford food and other essentials. For Saka, the new school bag and uniform mean he can focus on his studies and enjoy school without fear of being sent home for lack of materials. "I eat well, read well, and go to school where I can play football with my friends. I feel happy," says Saka.



Playing children in a village in Madagascar. Photo credit: Arie Kievit

ABOUT TERRE DES HOMMES

Terre des Hommes Netherlands is an international non-governmental organisation dedicated to ending child exploitation. Since 1966, we have built a strong track record in supporting vulnerable children, families, and communities, while establishing a global network of committed partners who share our mission.

Over the years, we have evolved from a purely humanitarian organisation focused on immediate needs to one that addresses the root causes of exploitation. By using evidence and knowledge, we drive sustainable change and advocate for policies that protect children. Guided by children's voices, we prioritise putting children at the centre through empowerment and meaningful participation.

International Federation

Terre des Hommes Netherlands is part of the Terre des Hommes International Federation, a network of nine organisations in Denmark, France, Germany, Italy, Lausanne, Luxembourg, the Netherlands, Spain and Switzerland. Together, we work to uphold children's rights and promote equitable development.

INCOME & EXPENDITURE

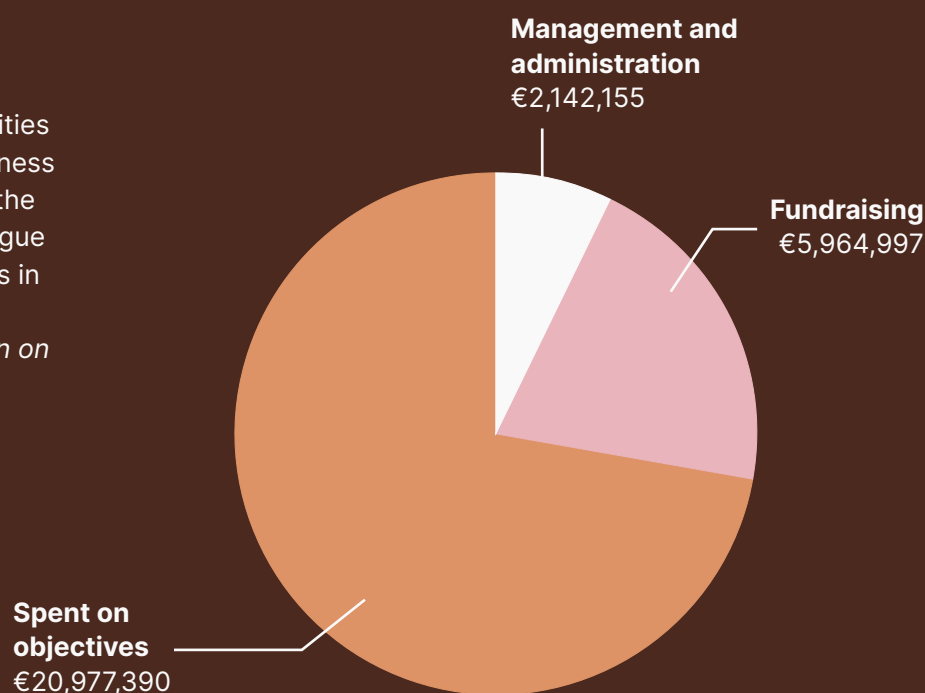
Income

€ 28,143,881*

Expenditure

€ 29,084,542

In 2024, we continued the implementation of our Listen Up! strategy, focusing on our 3 thematic areas of Sexual Exploitation of Children, Child Labour, and Humanitarian Action. These activities were accompanied by work on awareness raising and influencing. We also took the decision to sell our building in The Hague in order to make strategic investments in the future of our organisation.
*(*The income above excludes the gain on sale of the building).*



For more details read our complete financial report including the auditor's approved statements in part two of the Annual Report 2024.

[Download Part Two](#)