

Abstract of Annual Report 2024

Members' Assembly, 25th June 2025





AGENDA

Executive Summary

2024 in figures

Activity focus:

- Fundraising and expenditure
- Programs in Italy and in the rest of the world
- Our Staff
- Volunteers
- Communication

Balance Sheets

SC Italy in 2024

Executive Summary (1/5)

HIGHLIGHTS

- 2024 **total income**, equal to **€173M**, grew by **7.1%** compared to the previous year (€161.6M M in 2023). Total Income also includes the acquisition of the assets of the *Biscaretti Foundation* for a total amount of €4.1M.
- Funds from **Individual Donors** remained at 2023 level (€110.5M vs € 109.9M), with a slight growth in revenues from *regular donors* (+3%) and from *5 per mille** contributions (+4.5%) but offset by lower income in particular from *One-off donors* (-12%) and *major donors and legacies* (-8%).
- Among the activities with **High Roi** (*Return On Investment*), equivalent to 43% of total revenues for a total amount of **€75.6M** (+16% vs 2023) - in addition to the increase in the *5 per mille* - there was a **4%** growth from **Corporate donors & Foundations** (€21M vs €20.2M) and **32%** from **Institutions and other NGOs** (€40.5M vs €30.8M), the latter thanks to the consolidation of our positioning with key institutional donors and the expansion of our international programming through European Commission - in particular DG ECHO - with projects in response to emergencies in strategic countries such as Ethiopia and Somalia. In addition, partnerships with the Italian Ministry of Foreign Affairs - AICS, IOM (International Organisation for Migration), OCHA (United Nations Office for the Coordination of Humanitarian Affairs) and UNICEF were consolidated.
- The percentage of **unrestricted funds** grew at **56%** (vs 53% in 2022), at a very good level and above the average of the other Save the Children's members.
- The **organizational efficiency index** (*cost-ratio*: being the percentage of program expenditure over total expenditure) continued to improve to **82.4%** (vs 81.1% in 2023); **14.4%** (vs 15.5 %) were allocated to **fundraising and communication**; **3.2%** was allocated to **admin and support costs** (vs 3.4% in 2022). For every euro spent in fundraising, the Organisation has collected/raised 5.6 euros (*0.177 the ratio of fundraising efficiency*).

* donation based contributions from Italian citizens' tax incomes declarations

SC Italy in 2024

Executive Summary (2/5)

PROGRAMS

- In 2024, through its network of 30 member offices and Save the Children International, Save the Children global movement supported **66.1 million people**, of whom 41.2 million children (-13%vs 2023) in **113 countries**. Save the Children Italy contributed with a total program expenditure of **€141.7M** (+9% vs 2023), of which **€101.9M** to implement projects around the world (+6.7%) and **€34.2M** (+16.4%), for domestic projects, whereas the remaining **€5.3M** were invested into Campaigning, indirect and other activities costs.
- Most part of the **International Programs budget, €90.7M**, was used to fund **166 projects** in **37 countries** to promote wellbeing of children at risk, both in development (e.g. in Mozambique, Nepal and Vietnam) and humanitarian contexts (e.g. in Ethiopia, Somalia, Occupied Palestinian Territories, using also institutional donors' support). Over **€11M** were invested in the **Humanitarian Fund** which allowed Save the Children Italy to contribute to **145 humanitarian responses** in **71 countries**.
- Our **domestic work** counted **118 projects**. Thanks to the support of our **86 implementing partners**, **we reached more than 179,000 people throughout Italy** (+9% vs 2023), including over **137,000** among the most vulnerable children and adolescents in the Country. In 2024 we consolidated the program **"Qui, un Quartiere per crescere"**, with the aim of transforming five Italian neighborhoods into environments where equal growth opportunities are guaranteed for all children and adolescents. Through our programs, during the year we have continued to offer **educational support** in both school and extracurricular contexts to prevent and reduce early school dropout rates; assisted the **most vulnerable and socio-economically disadvantaged families** through tailored, needs-based interventions; ensured **protection to migrant** children fleeing conflict areas or extreme poverty with our activities at border areas and in major cities; **promoted pathways for the growth and integration** for minors with difficult or often traumatic backgrounds; Carry out interventions targeting children and adolescents who are **victims of domestic violence by exposure**. We also responded alongside affected communities during the **flood emergencies in Emilia-Romagna** and the **collapse of an external walkway in a housing block in Scampia** (Naples), ensuring that children received timely and concrete support.



SC Italy in 2024

Executive Summary (3/5)

ADVOCACY

- On 30 and 31 May 2024 we launched the **second edition of** the biennial event **IMPOSSIBLE**, that Save the Children dedicates to children's rights: **4 thematic workshops, about 850 participants and over 70 speakers**. A space for dialogue aimed at building new alliances needed to tackle ambitious challenges, by bringing together the best knowledge, resources, and energies from the worlds of politics, economy and business, culture, the third sector, and civil society — to make possible what today may seem out of reach: investing in the most important capital we have, children and youth, so they can become a driving force for societal development.
- In 2024 we **influenced 11 changes in policies, laws and practices** by national and international public and private actors on child and adolescent policies:
- At the international level, we contributed in particular to the definition of the **Italian Cooperation's three-year strategy** (Three-Year Programming and Policy Document) and to the positioning of Civil Society Organizations within the **Steering Committee of the Mattei Plan for Africa**. We also contributed to the creation of a formal **mechanism in Italy for youth consultation and participation in climate-related processes** and facilitated the adoption—by the Environment Committee of the Chamber of Deputies—of a **resolution on strategies for preventing the negative impacts of the climate crisis**, with specific attention to the perspectives of younger generations. We facilitated the adoption of a shared policy between major Italian NGOs and/or the Ministry of Foreign Affairs and International Cooperation (MAECI) **on the localization of humanitarian aid** — that is, strengthening local response systems and gradually transferring power and responsibility to local actors. We also contributed to the **approval of the European Guidelines on Children in Armed Conflict**, thanks in part to a productive dialogue with the MAECI Emergencies Office; supported the reintegration of Education into the G7 Agenda under the Italian Presidency; and, last but not least, contributed to the **inclusion of the UN Convention on the Rights of the Child in the Annex of the EU Directive on Corporate Sustainability Due Diligence**.
- At the national level, the Budget Law established a dedicated **Fund to combat food poverty in schools**. There has also been an increase in applications to the **Fund for Victims of Violent Crimes by orphans of femicide and their caregivers**, thanks to new regulations adopted in 2023—following our advocacy—aimed at facilitating access to the Fund. We have also observed sustained attention to the **protection of migrant minors and to the prohibition of pushbacks in identification procedures at the northern border**.
- Also in 2024, **we also promoted and facilitated youth participation in processes/events relevant to advocacy** including: **Post COP28 Dialogue; COP29 in Baku** (Azerbaijan) with the presence of two girls from the Youth Movement for Save the Children, participation in the **IMPOSSIBLE 2024 event**.



SC Italy in 2024

Executive Summary (4/5)

COMMUNICATION & CAMPAIGNING

- In 2024, we launched several public awareness campaigns. The three main ones were: ***Stop the War on Children, IMPOSSIBLE 2024, Hunger eats Children***. These initiatives were supported by communication and media outreach activities, including press work, the involvement of celebrities and content creation, with an effort of integration between the various types of media.
- There were **22,795 media outputs** (+15% vs 2023), confirming Save the Children's strong presence across both mainstream/generalist media and new media platforms, thanks especially to strengthened digital communication. **Brand recognition** remained stable at 94%, and the **trust levels** rose slightly (+1%, vs 2023 from 52% to 53%).
- In 2024, around **1.2 million users** were mobilised through social media (+1.7% vs. 2023), with **52,000 total web mentions**, generating **1,100,000 reactions** (*engagement level*), ranking us first among peer organizations (Amnesty International, Caritas, Emergency, Doctors Without Borders, UNHCR and UNICEF).

OUR STAFF & ORGANISATION

- Our staff in 2024 counted **391 members** (+4% vs 2023).
- There were **5,022** volunteers in our database, including both regular and occasional volunteers, who contributed a total of **34,203 hours** of service. Specifically, 1,001 regular volunteers (engaged for at least 3 months) were involved in **three main activities**: *Volunteers for Education*, support to domestic programs (including legal volunteering) and *Volunteers at School*.
- In terms of **safeguarding**, **53 reports** were **handled**, all related to suspected maltreatment. Of these, 50 involved individuals external to the organisation (e.g. family members, teachers, acquaintances, peers); 3 reports involved staff of our partners. The first related to a breach of the code of conduct, specifically a child beneficiary was transported in a private vehicle outside working hours, without formal authorization. The second concerned insufficient supervision of a diabetic child during an event; immediate mitigation measures were taken, and formal warning letters were issued to the coordinator and staff involved. The third, reported via the whistleblowing channel, involved an allegation that a partner hired someone unfit to work with children on a Save the Children project. Upon investigation, the claim was found to be unsubstantiated.



SC Italy in 2024

Executive Summary (5/5)

2022-24 STRATEGY

- In 2024, **Save the Children Italy concluded its 2022–2024 strategic cycle**, which was developed with a strong focus on transforming the way we work and act. The emphasis was not only on the thematic priorities (“what”)—which largely continued from previous years—but especially on our approach and modalities (“how”). Overall, the implementation of the strategy has been positive: the organisation pursued the identified guidelines and carried out the planned programs and organizational changes. Some areas for improvement remain, such as diversifying funding sources (especially corporate and major donors), implementing new programmatic areas (such as the development of social innovation districts), and simplifying internal procedures and processes (including agile leadership practices).

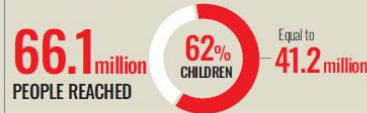
In particular:

- We increased the **diversification of our funding sources**, especially by growing revenues from institutional donors, developing high-return on investment areas (with a focus on major and middle donors, foundations and corporations) and consolidating regular donors contributions. We also began exploring alternative social funding models and strengthening transformative partnerships, particularly with a focus on the supply chain.
- We initiated a **significant transformation in our ways of working**, to make the organisation more agile, innovative and effective. Today, 91% of staff are proud to work for Save the Children, and 82% would recommend it as a great place to work. 71% feel that the organisation has taken care of its people over the past few years—a strong improvement (+10%) compared to 2020.
- We strengthened our ability to **influence positive policy** and practice **changes**, by implementing the ‘Impossibile’ initiative and by contributing to 41 regulatory changes.
- We created a **Research Hub** to expand and disseminate knowledge on the condition of childhood and adolescence in Italy and globally.
- We enhanced our **field-level innovation capacity** and launched the program ***Qui, un Quartiere per crescere*** with the aim of transforming five neighborhoods — Ostia Ponente (Rome), Zen 2 (Palermo), Pianura (Naples), Macrolotto Zero (Prato) and Porta Palazzo-Aurora (Turin) — by integrating public, private and non-profit resources, and promoting the participation of children. In the area of digital innovation, we launched and completed 99 **digital transformation projects** through synergic cross-organizational collaboration.



2024 IN FIGURES

THROUGH THE WORK WITH ITS PARTNERS
SAVE THE CHILDREN GLOBAL MOVEMENT
HAS SUPPORTED:



of whom **30.8 million** people reached
in humanitarian emergency context

TOTAL REACH PER THEMATIC AREA (millions of people)*	
Child poverty and food security	7
Protection	5.1
Education	9
Health and Nutrition	47
Child rights and participation	1

*The total number of adults and children reached in all thematic areas is greater than the total reach figure (81.1) because some people benefited from cross thematic interventions.

SAVE THE CHILDREN ITALY SUPPORTED:

75
COUNTRIES

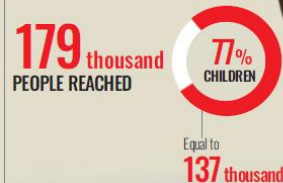
166
PROJECTS

Through a global dedicated fund,
contributed to:

145
HUMANITARIAN RESPONSES
Humanitarian Fund

IN ITALY SAVE THE CHILDREN HAS
IMPLEMENTED AND SUPPORTED:

118
PROJECTS

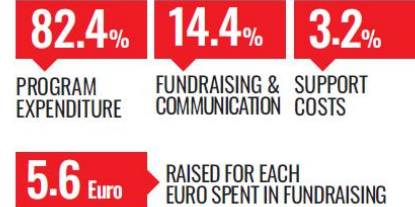


FUNDRAISING AND EXPENDITURE

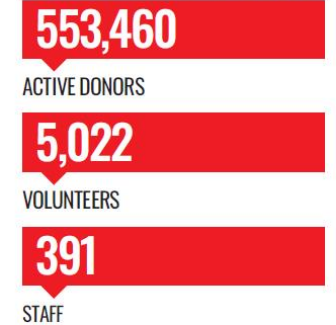


Difference between total income and expenditure were allocated to "reserves"

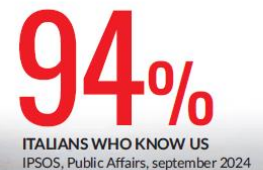
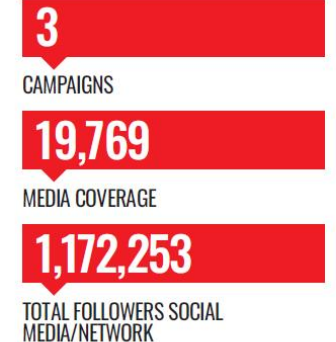
HOW WE SPEND EACH EURO



DONORS, VOLUNTEERS & STAFF



COMMUNICATION & CAMPAIGNS





2024 ACTIVITY FOCUS

Highlights of fundraising and fund allocation activities, programs, staff, volunteers and communication.

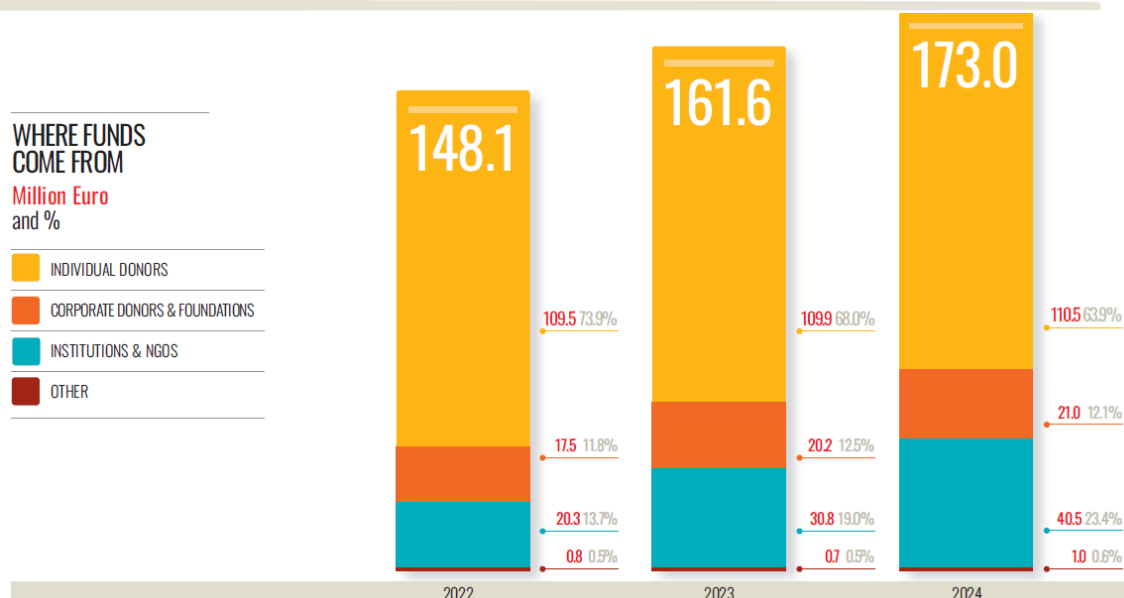
Income (1/3)

Overview

76% of the total income is raised from **Private donors** (Individual donors + Corporate donors & Foundations).

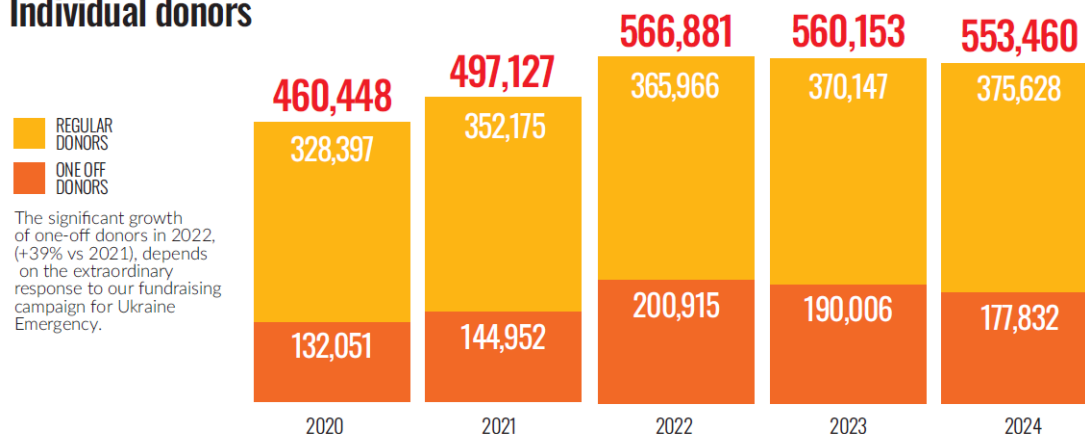
- Funds from **Individual Donors** remained stable compared to 2023.
- Income from **Corporate donors & Foundations** grew by **4%** vs 2023.

23.4% came from Institutions & NGOs, whose revenues in 2024 increased by **32%** (€ 40.5M vs. € 30.8M).



In 2024, the **total number of donors** supporting Save the Children decreased by 1% compared to 2023, with a 1.3% growth in regular donors and a 6.4% decrease in One-off donors (*see graphical note*).

Individual donors

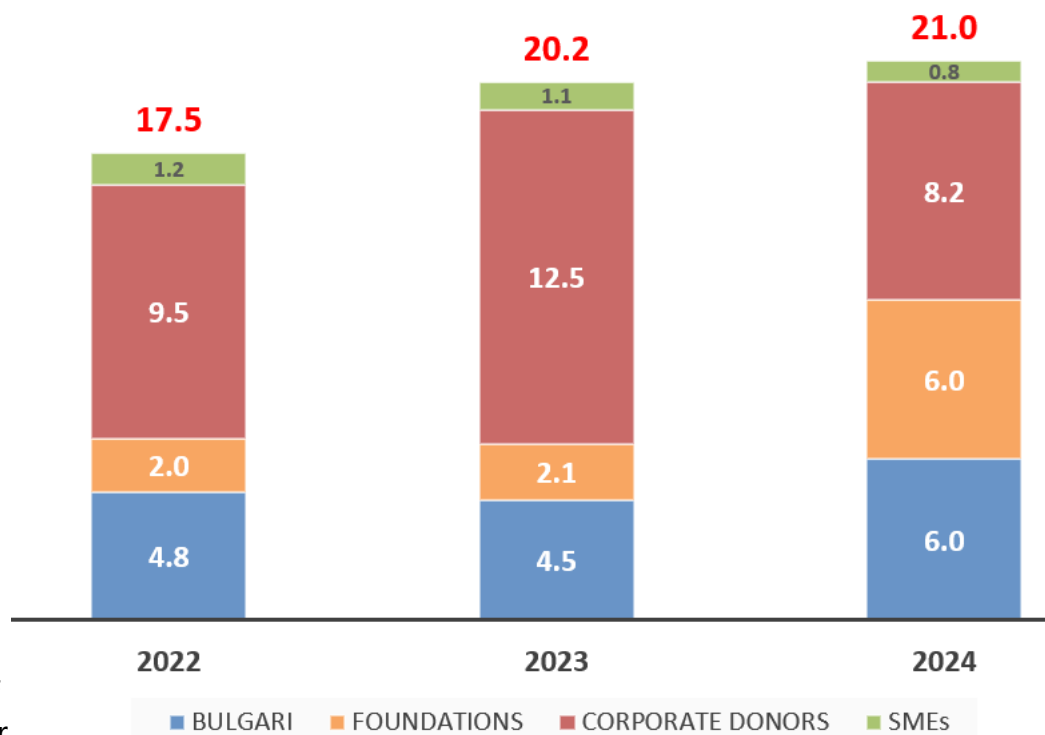


Income (2/3)

Corporate donors & Foundations

Income from **Corporate donors and Foundations** in 2024 amounted to € **21M** (+4% vs 2023).

- In 2024, there were **no extraordinary fundraising campaigns related to the Turkey earthquake and the Emilia-Romagna floods**, which had driven the 2023 fundraising efforts, generating a total of €3.8 million.
- Bulgari** recorded +34% revenue vs 2023, linked to the launch of the new jewellery and related media campaign in Q1. In addition, around € **1M** of donations planned by December 2024 were postponed to 2025.
- The growth in donations from Foundations sees the enhancement of the acquisition of **Biscaretti** (€ **4.1M**), but also € 1.5M less for donations planned in 2024 but then postponed to 2025.



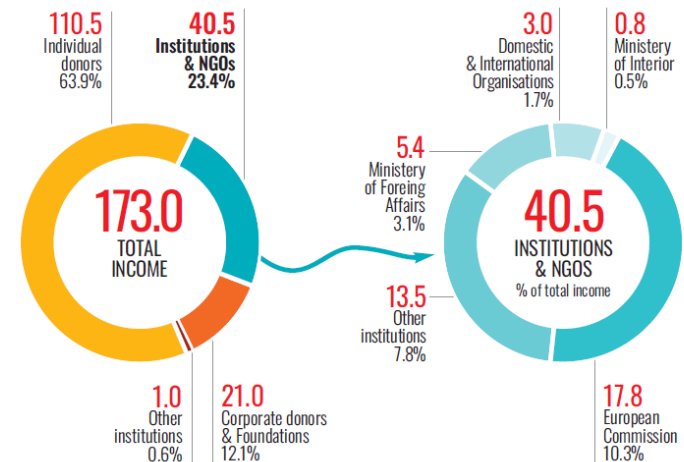
Income (3/3)

Overview on Institutions and other NGOs

In 2024, Save the Children Italy received **€ 40.5M** from Organizations and Institutions, **equal to 23.4% of total revenues**, of which **€ 39.3M** received for specific projects and services and **€ 1.2M** received from other organizations and not bound to specific projects.

Where funds come from

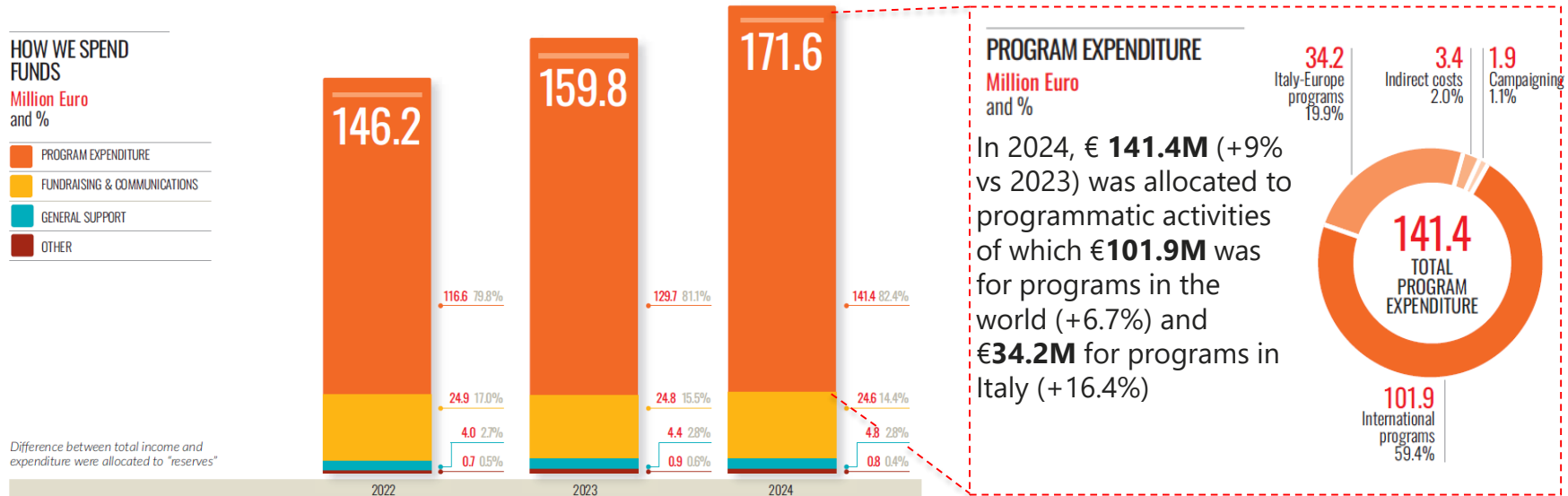
Million Euro and %



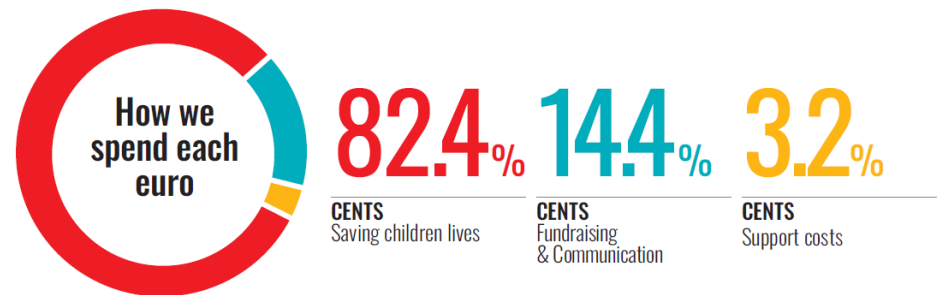
- In line with the progress made in previous years, we have consolidated our partnership with Organizations and Institutions, **recording a significant increase in revenues** compared to 2023 (+31% vs 2022).
- We have strengthened our partnership with **key and strategic institutional donors** and expanding our international programming through European Commission - in particular DG ECHO - with projects in response to emergencies in strategic countries such as Ethiopia and Somalia.
- In addition, partnerships with the Italian Ministry of Foreign Affairs - AICS, IOM (International Organisation for Migration), OCHA (United Nations Office for the Coordination of Humanitarian Affairs) and UNICEF were consolidated.

Expenditure

How we spend funds



- The **organizational efficiency index (cost-ratio)**: being the percentage of program expenditure over total expenditure) continued to **improve to 82.4%** (vs 81.1% in 2023);
- 14.4%** (vs 15.5%) were allocated to **fundraising and communication**;
- 3.2%** was allocated to **admin and support costs** (vs 3.4% in 2023).



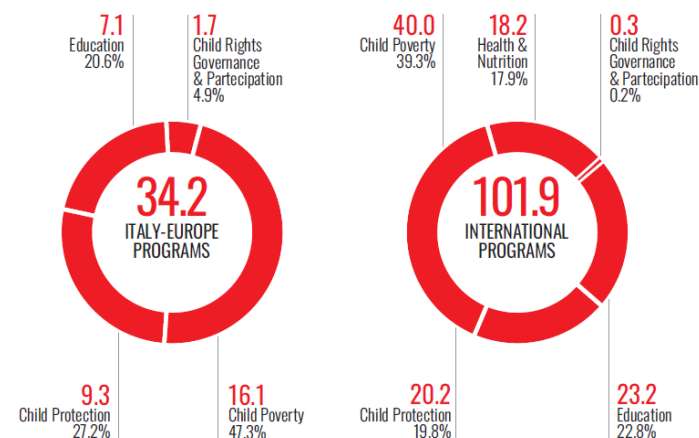
Our Action

By thematic and geographic areas

- Within **domestic programs**, projects targeting **child poverty** played a major role with 47.3% of the resources allocated, followed by **protection** (27.2%) and **education** (20.6%) projects.
- Of the resources for **international programs**, 39.3% was allocated in **child poverty** area while **education and child protections** interventions received 22.8% and 19.8% of the funds and **health and nutrition** 17.9%
- 41.5% of the funds went to **Sub-Saharan Africa**, with a significant share to **Ethiopia** (€ 24M), **Somalia** (€10.9M), **Malawi** (€ 6.2M), **Uganda** and **Mozambique** (€ 2.8M).
- **25.1%** of funds supported projects **in Italy**.
- **13%** of funds were spent in **North Africa and the Middle East**, in particular **Occupied Palestinian Territories** (€ 5.5M), **Lebanon** (€ 4.9M), **Egypt** (€4.2M).
- The funds allocated to **Asia** represented **10.5%** and were mainly used in **Afghanistan** (€ 3.6M) and **Nepal** (€ 2.8M).
- **5.6%** went to **Eastern and South-Eastern Europe**, particularly **Ukraine** (€ 2.3M) and **Albania** (€ 1.2M) while **4.2%** went to **Central and South America**, mainly **Bolivia** (€ 2.4M) and **El Salvador** (€ 2.2M).

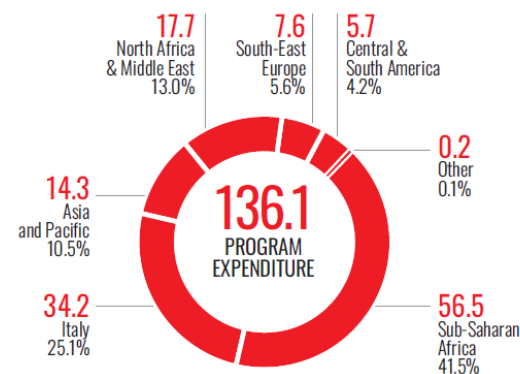
How we spend funds By thematic areas

Million Euro and %



How we spend funds By geographic areas

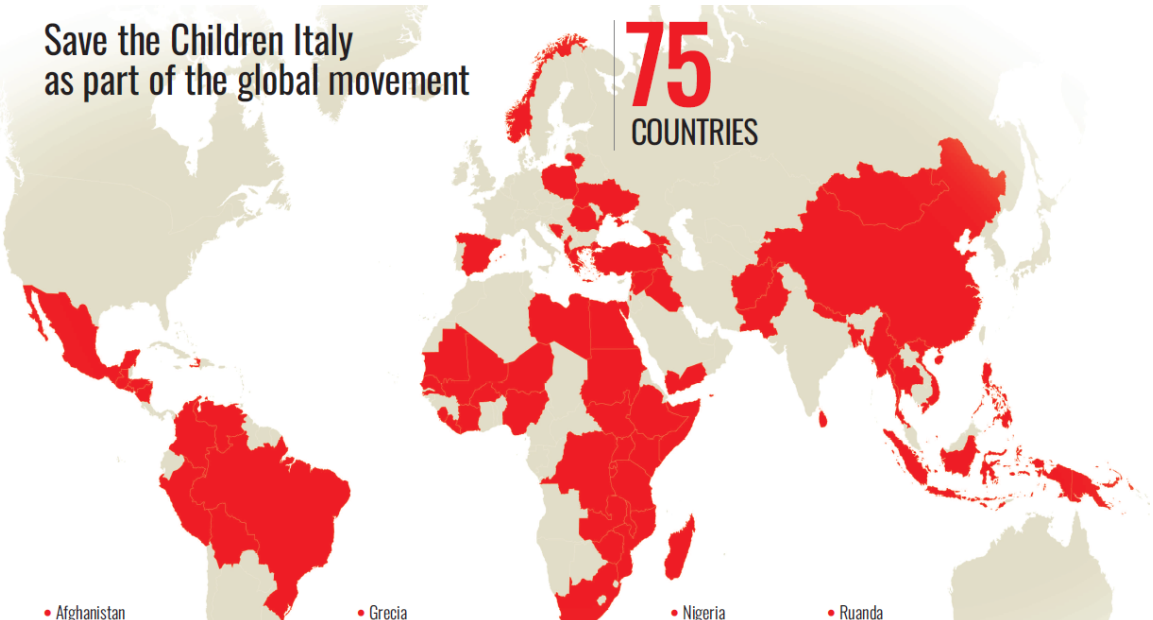
Million Euro and %



Our support to global movement

Save the Children Italy
as part of the global movement

75
COUNTRIES

- 
- Afghanistan
 - Albania
 - Armenia
 - Bangladesh
 - Bolivia
 - Bosnia-Erzegovina
 - Brasile
 - Burkina Faso
 - Burundi
 - Cambogia
 - Cina*
 - Colombia
 - Costa d'Avorio
 - Egitto
 - El Salvador
 - Etiopia
 - Filippine
 - Georgia
 - Grecia
 - Giordania
 - Guatemala
 - Haiti
 - Honduras*
 - Indonesia
 - Iraq
 - Kenya
 - Kosovo
 - Laos
 - Libano
 - Liberia
 - Lituania
 - Madagascar
 - Malawi
 - Mali
 - Mauritania
 - Messico
 - Mongolia
 - Mozambico
 - Myanmar
 - Nepal
 - Nicaragua
 - Niger
 - Nigeria
 - Norvegia*
 - Pakistan
 - Papua Nuova Guinea
 - Perù
 - Polonia
 - Repubblica Democratica del Congo
 - Repubblica Dominicana
 - Romania
 - Ruanda
 - Senegal
 - Sierra Leone
 - Siria
 - Somalia
 - Spagna*
 - Sri Lanka
 - Sudafrica
 - Sud Sudan
 - Sudan
 - Tanzania
 - Territori Palestinesi Occupati
 - Thailandia
 - Tunisia
 - Turchia
 - Ucraina
 - Uganda
 - Vanuatu
 - Venezuela
 - Vietnam
 - Yemen
 - Zambia
 - Zimbabwe

*Member countries that have received support from the Global Humanitarian Fund for responding to domestic emergencies.

In 2024, Save the Children Italy supported the global movement in **75 countries**, by providing technical expertise, funding, strategic support in programs and advocacy, responding to major emergencies and implementing innovative development programs.

These 75 countries were funded by Save the Children Italy for project implementation or benefitted from the support of ***Humanitarian Fund*** for a more efficient and impactful global action.

€90,7M were invested to fund **166 projects in 37 countries**; **€11.2M** were used to contribute to **145 humanitarian responses** through the *Humanitarian Fund* in **71 countries**.

Our domestic Programs

Where we work and what we do

- Our **domestic work** included **118 projects**. Thanks to the support of our **81 implementing partners**, we reached over **179,000 people throughout Italy** (+9% vs 2023), including more than 137,000 children and adolescents (+5% vs 2023), many of whom are among the most vulnerable in the country.
- In 2023, we consolidated the program "*Qui, un Quartiere per crescere*", with the aim of **transforming five Italian neighbourhoods into environments where equal growth opportunities are guaranteed for all the children and adolescents**.
- Through our programs, we provided **educational support** in schools and extracurricular settings to prevent and reduce school dropout rates; assisted **the most vulnerable or socio-economically disadvantaged families** through tailored, need-based interventions; **protected migrant children** fleeing conflict areas or extreme poverty, through activities at border areas and in major cities; **promoted pathways for growth and integration** for minors with difficult and often traumatic backgrounds; implemented support interventions for children and adolescents who are **victims of domestic violence by exposure**.
- Finally, we responded alongside affected communities during the **flood emergencies in Emilia-Romagna** and the collapse of an external walkway **in the housing block in Scampia**, Naples, ensuring that children received timely and concrete support.



Our People (1/3)

Driving change

In 2024, we have acted in continuity with work carried out in previous years, building on past achievements and further strengthening our role and initiatives, while also shaping a vision for the future and preparing for a new, crucial and fundamental strategic phase.

Main initiatives:

- We continued to boost our organizational development by always placing people at the centre, as they are our driving force. We further strengthened **individual well-being, work-life balance, and concrete support measures**.
- We invested in **agile leadership** because we believe in management as a lever for organizational transformation. In parallel, we promoted high-quality training courses for all staff on key priority topics.
- We have continuously nurtured **dialogue, sharing, relational capital, a sense of belonging and commitment** to the mission, through numerous internal communication initiatives.
- We continued to **align our organizational structure with strategic objectives**, in order to be increasingly responsive and effective.

OUR STAFF

391 people, high level of education, mainly women

AVERAGE AGE

42 YEARS

GENDER DIVERSITY

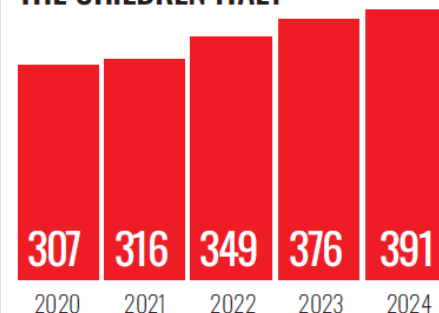
294 WOMEN



97 MEN



STAFF TREND AT SAVE THE CHILDREN ITALY



CONTRACTS

256
Permanents
26
Fixed terms
109
Collaborators



SENIOR MANAGEMENT TEAM

6 WOMEN

2 MEN

Our People (2/3)

Investing in Leadership and Skills Dissemination

In 2024 we invested heavily in skills development through innovative and high-quality projects. Internal professionalism has become a key driver in facing future challenges, and the ability of our managers to be agile and innovative is crucial to effectively leading change.

AGILE LEADERSHIP

In 2024 the *Agile Leadership project*, conceived and designed in 2022-2023, entered its implementation phase. After having developed an Agile Leadership competency model in previous years through a co-design process, the organisation began putting it into practice by promoting the model's skills and behaviors through a team of internal Ambassadors. Over the course of the year, a Team of 11 People Managers led the organisation in spreading one of the core competencies of the model: *The Growth Mindset*, that is the ability to be inspired by passion, while maintaining a focus on change and continuous learning, even in complex situations. Through workshops training sessions and round tables, new habits were identified to help nurture ambition, manage stress effectively, and view mistakes and experimentation as key learning opportunities.

QUALITY TRAINING FOR ALL



*Total hours of training were counted by summing up the hours of all courses conducted, with the exception of those related to compliance and health and safety, which were not included in the calculation.



Our People (3/3)

The well-being of our people

The main measures of our Wellbeing Plan

A plan designed to focus on three key areas:

- **Providing tangible support to people**, through a significant organizational effort
- **Supporting parents and caregivers**, in line with what we do in the field
- **Supporting physical and mental health**



1 TANGIBLE SUPPORT

- **Welfare Credit:** for all employees granted with a web platform to buy fringe and flexible benefits or available for refunds.
- **Additional leave** for medical examinations, own or of family members.
- **Flexibility** with 60% of smart working for our people and total flexibility during periods of school closures.
- **Special support** to staff through interventions salary and food vouchers
- **Conventions and discounts** with services and professionals.



2 PARENTING AND CAREGIVERS

- **6 hours** of additional leave per child for the period of reopening of schools.
- **Solidarity holidays** with the possibility to donate your holiday to a colleague who needs it to care for their children or because they are caregivers of other family members.
- **45 parents** involved in **3 workshops** on parenting responsive parenting.
- **Full flexibility** during periods when schools are closed to support families, economically and logistically.



3 WELLNESS AND HEALTH

- **50 yoga classes.**
- **7 Mindfulness sessions.**
- **60 colleagues involved in the 3 health days:** free in-house screening breast, physiotherapy and nutritional screening.
- **1 day dedicated to blood donation.**
- **Convention with 'Psychologists in Listening' Association** or psychological support at discounted rates.

Volunteers

Our network and key initiatives in 2024

A total of **5,022 volunteers**, both regular (non-occasional) and occasional, are registered in our database and collectively donated **34,203 hours** of their free time.

Specifically, **1,001 individuals** were engaged as non-occasional volunteers (participating in activities or services that ensured continuity of at least three months) within our domestic programs in **three main activities**: *Volunteers for Education*, support to domestic programs (including legal volunteering) and *Volunteers at School*.

Types and hours of volunteer work



32,023
HOURS OF OCCASIONAL VOLUNTEER

2,180
HOURS OF NON-OCCASIONAL VOLUNTEERING

FOR SAVE THE CHILDREN A NON-OCCASIONAL VOLUNTEER IS:

A volunteer involved in activities or services that provide for a minimum continuity of at least three months

FOR SAVE THE CHILDREN A OCCASIONAL VOLUNTEER IS:

A volunteer involved in a single activity or service that not provide for a minimum continuity. Occasional volunteer can participate in several individual initiatives with a limited commitment

Volunteers network on the ground

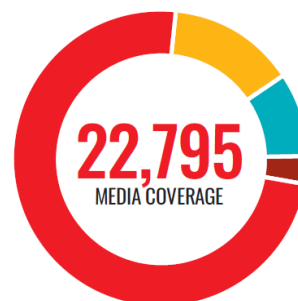


Communication

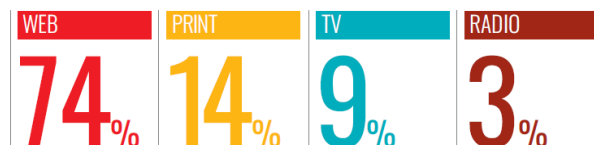
Media coverage and mobilization of digital channels

- The press reviews in 2024 totalled **22,795 media items** (+15% vs 2023), consolidating Save the Children's consistent presence both in mainstream and generalist media, as well as in new media, particularly thanks to the enhancement of digital communication.
- A **significant presence in all types of media** was confirmed. In particular, large information sites and web platforms were among the main assets of the 2024 media coverage, helping to amplify the voices of children we met on the field.
- Brand awareness** remained stable at **94%**, and the **level of trust** showed a slight increase (+1% vs 2023 from 52% to 53%).
- In 2024, about **1.2 million total users** were mobilised (+1.7% vs. 2023) through social networks, and we recorded **52,000 total mentions** on the web, generating **1,100,000 reactions** (*engagement level*), ranking first among competitors *

*Amnesty International, Caritas, Emergency, MSF, UNHCR e UNICEF.

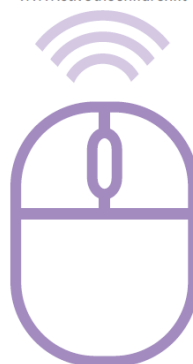


2024 coverage by media



Digital technologies and Social networks at the core of our mission

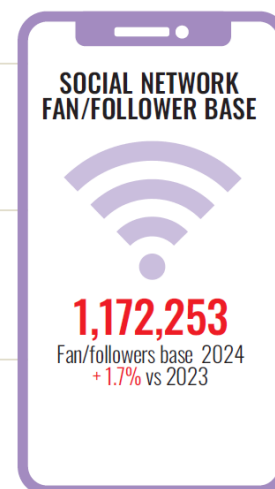
5,070,322
UNIQUE VISITORS
www.savethechildren.it




Facebook fan
608,405
0% vs 2023


X follower
328,153
-2.8% vs 2023


Instagram follower
144,606
+7% vs 2023




LinkedIn follower
51,733
+15% vs 2023


Tik tok follower
39,356
+51% vs 2023

Strategic Framework 2022-24: Enablers

The five enabling factors to accelerate impact



ADVOCACY & ENGAGEMENT

- Create an 'aggregated study centre' (see **Data Hub**) to document the condition of children in our country and internationally.
- Strengthen the **youth movement** for Save the Children (*SottoSopra and Change for Future*) and increase the involvement and mobilisation of boys and girls.
- Develop the **role of volunteers** in education and project activities.
- Enhance **digital communication** to strengthen positioning on digital platforms and increase engagement of the target audience.



DIGITAL, DATA & INNOVATION

- Increase the use of **digital technologies** within programs (cf. Digital programming).
- Promote the **definition of a data strategy & governance 2022-2024** to measure and accelerate impact, guide decision-making, and improve relationships with our stakeholders (cf. *BIMS project, Marteking Personas & Automation*, etc.)



ORGANISATIONAL MODEL

- Support the evolution towards an **agile organisational culture**, with specific actions focused on Leadership, People, Work and Processes.
- Develop a **flexible and innovative working model** that influences how and where work is done, to support motivation, well-being, and performance.
- Establish a **new organisational structure that fosters collaboration and empowerment**, while simplifying operational mechanisms.
- Create a **Learning Organisation** model that maximizes the use of knowledge, competencies, skills and embraces diversity.
- Encourage **active and responsible participation** in organisational life, strengthening people's sense of belonging.



STRATEGIC PARTNERSHIP

- Define **collaboration protocols** with organisations, institutions, and networks to add quality and innovation at both program and organisational level (cf. *Alliances*)
- Strengthen the activation of **community pacts and territorial networks** in Italy.
- Contribute, at an international level, to the development of programs capable of transferring skills, competencies, and ad hoc funding to the **local level** (cf. *localisation*)
- Develop **fundraising partnerships**, particularly by enhancing and innovating the role of the private corporate sector (cf. *transformational partnership*).



FUNDING BUSINESS MODEL

- Develop **high ROI areas** (cf. legacies, major donors, foundations, corporate and 5X1000) as well as institutional funding.
- Consolidate and **innovate key income sources** where we are market leaders (especially regular donors).
- Explore **alternative models of social funding and transformative partnerships**.
- Test **new approaches and initiatives in digital fundraising** to reach new target audiences.



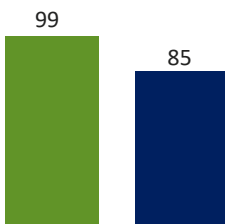
2022-24 Strategic Highlights (1/3)

Enablers (1/2): 24 results vs target

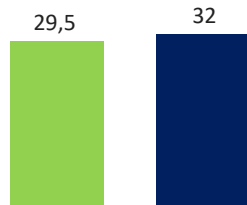


DIGITAL, DATA & INNOVATION

digital transformation or digital empowerment projects initiated

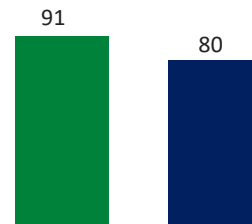


% of donors who donated online (*)

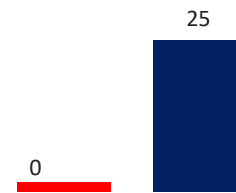


STRATEGIC PARTNERSHIP

% of partners who rate their relationship with Save the Children as positive and in line with the partnership principles

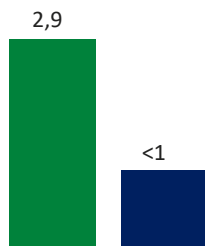


% of increase in the total number of Corporate and Foundations partner

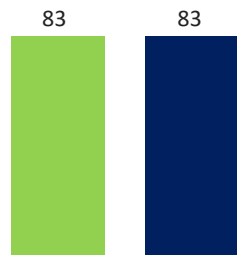


ORGANISATIONAL MODEL

% Gender pay gap

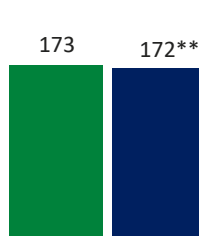


% Staff engagement index

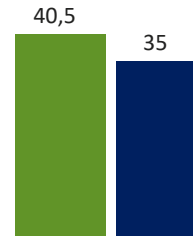


FUNDING BUSINESS MODEL

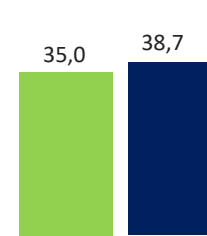
Total Revenues (€M)



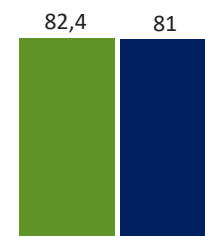
Total Income from Institutions & NGOs (€M)



Total Income from high ROI areas (€M)

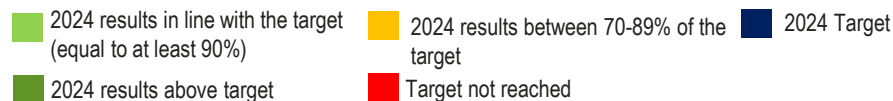


% of Programs Expenditure (cost-ratio)



Some KPIs express cumulative values referring to the entire strategic period (2022-24), while others express annual values (*), depending on the measurement criteria. For a detailed description of KPIs, please refer to the tables in the 2024 Annual Report

** Original target of the 2022-24 strategy: 152 million Euro

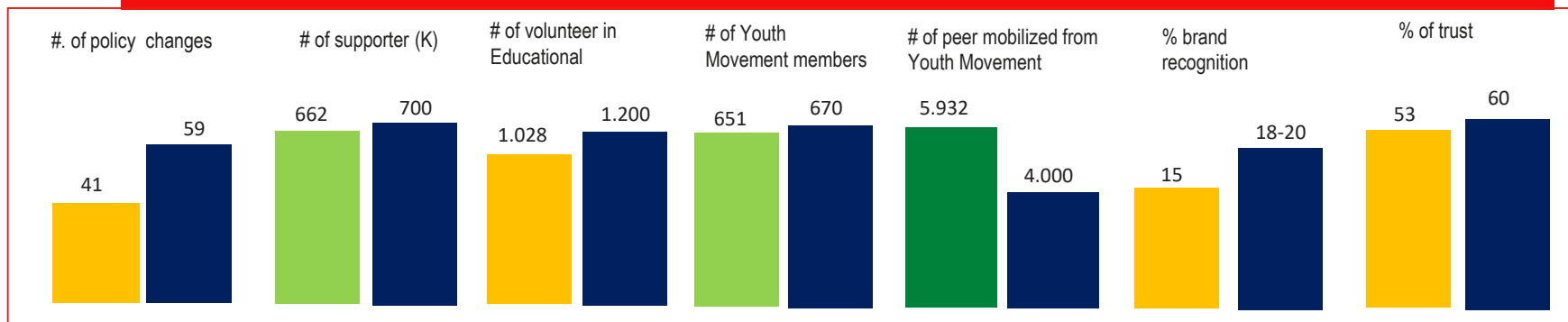


2022-24 Strategic Highlights (2/3)

Enablers (2/2): 24 results vs target



ADVOCACY & ENGAGEMENT



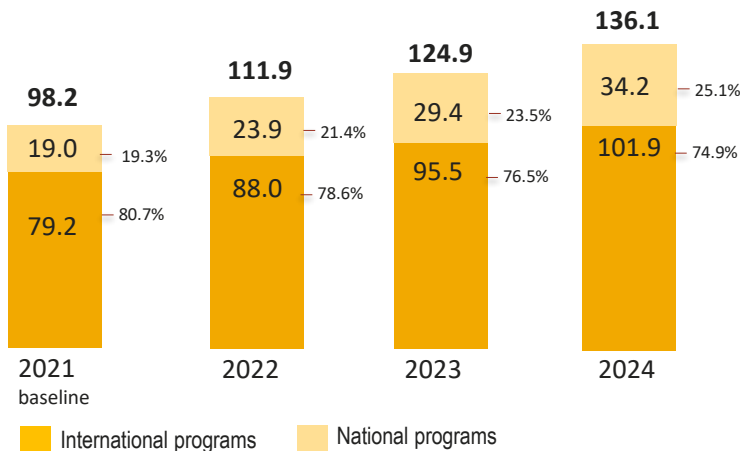
Some KPIs express cumulative values referring to the entire strategic period (2022-24), while others express annual values (*), depending on the measurement criteria. For a detailed description of KPIs, please refer to the tables in the 2024 Annual Report

2024 results in line with the target (equal to at least 90%)
2024 results above target
2024 results between 70-89% of the target
2024 Target
Target not reached

2022-24 Strategic Highlights (3/3)

Investments to support 2022-2024 programs (vs Baseline)

Programs funding in 2022-2024 (vs Baseline) - (€M)



- Funding program activities grew steadily over the three-year period 2022-24, marking a percentage increase of 38.6% vs. 2021.
- Increased financing affected both international (+40% vs. 2021) and national (+80%) programs.
- Distribution of expenditure between international and national programs has progressively shifted from a ratio of 80%-20% to 75%-25%.



Total reach in Italy

2021	2024
112K of which	179k of which
63k children	137k children
(56%)	(76.5%)

The number of people reached in Italy in 2024 increased by 63% (vs 2021). The number of children by 117%

Funding by theme 2024 vs baseline – (€M)

	International Programs 2021	National Programs 2021	Total 2021	International Programs 2024	National Programs 2024	Total 2024	'24 vs '21
Health and nutrition	13.4	-	13.4	18.2	-	18.2	+36%
Education	31.3	5.4	36.7	23.2	7.1	30.3	-17%
Child Protection	13.9	3.5	17.4	20.2	9.25	29.5	+70%
Child Poverty	20.3	9.3	29.6	40.0	16.2	56.2	+90%
Child Right Governance	0.3	0.8	1.1	0.25	1.7	1.9	+73%
	79.2	19.0	98.2	101.9	34.2	136.1	

- The investment in thematic areas increased significantly in the strategic three-year period compared to 2021, with the exception of the Education area, which shows a decrease in the international area..
- Compared to 2021 in particular, the area of Fighting Poverty grows very significantly, followed by Protection and Health and Nutrition. Although minor in absolute terms, the Rights and Participation area also shows an important increase in funds.

Insights e learning for the future

Open challenges for the three-year period 2025-2027

- During the 2022-2024 strategic cycle, Save the Children Italy demonstrated strong responsiveness, resilience and consistent progress in line with the objectives set.
- We initiated a **significant transformation in our way of working**, making the organisation increasingly agile, innovative, and effective. Over the past few years, we have succeeded in developing impactful projects capable of generating positive change in the lives of children.
- **We must continue in this direction**, broadening our scope of action both in Italy and globally, while becoming ever more effective and efficient in our work. At the same time, **we aim to continue experimenting, building, and systematising knowledge, approaches, and tools** that we intentionally want to make available to third parties as part of a shared “toolbox” to support them in shaping plans and policies that benefit children.
- It is essential that Save the Children **Italy continues evolving its role**: from a leading implementer and authoritative voice in the defense of children’s rights, to a recognized driver of knowledge and innovation, able to share this expertise with key stakeholders—locally, nationally, and internationally.
- This strategic transformation requires a rethinking of certain operational practices and organisational positioning – moving increasingly towards a role as a **knowledge partner**, a strategic interlocutor for policy makers, an **enabler of local ecosystems**, a **promoter of youth leadership** and active citizenship, and a relevant actor in impact financing.
- To support this transformation, Save the Children intends to invest in three priority areas:
 - **People** - through the development of skills and an organisational culture grounded in collaboration and co-creation with local, institutional, and non-institutional actors (including the private sector, academia, and others);
 - A **sustainable fundraising model** - ensuring a strong foundation of unrestricted funding, essential to fuel the transformative process;
 - A **secure, effective and efficient internal operating model** - enhanced systems and processes that can sustain both day-to-day operations and the broader change agenda.

Annex– Financial Statements

Introduction

- The FY24 Financial Statements have been prepared in accordance with the new Third sector Code. Specifically, the Organisation adopted the new reporting format in line with the Decree n. 39/2020 and the OIC 35 – Accounting Standard for Third Sector Entities, issued in February 2022.
- The following slides present the following data:
 - (i) the Statement of Income and Expenditure, with opposing sections and separate classification of results across different management area;
 - (ii) the Statement of Income and Expenditure presented according to the format used until FY21, where income is classified by the 'nature' of the donor or donation, and the ratio of program expenditure and total expenditure is shown;
 - (iii) the Balance Sheet Statement.

All values in the following slides are expressed in Euro

Annex – Financial Statements

Income and Expenditure Accounts - according to the new law (1/2)

Expenditure	2024	2023	Income	2024	2023
A) Expenditures related to Institutional Activities			A) Income from Institutional Activities		
1) Materials	2,280,792	2,866,968	1) Income from membership fees and contributions by the founding members	-	-
2) Services	13,075,342	12,629,696	2) Income from associates for institutional activities	-	28,127
3) Lease and rental costs	1,303,304	1,024,371	3) Income from associates for services rendered and supplies		
4) Personnel	13,144,254	11,953,604	4) Donations	121,196,699	119,019,841
5) Depreciation and amortization	293,741	305,604	5) Income from "5 per mille"	6,904,460	6,608,371
5 bis) write-downs of Intangible and Tangible Assets	-	-	6) Grants from private entities	4,370,148	5,171,576
6) Provisions to risk funds	-	-	7) Income from others for services rendered and supplies	150,783	121,955
7) Other operating expenses	71,643	113,944	8) Grants from public institutions	25,630,995	25,339,621
8) Inventories at the beginning of the year	27,925	-	9) Income from public institutions related to Service Contracts	18,621	5,000
9) Provisions to restricted reserves allocated by institutional bodies	7,963,973	7,100,000	10) Other Income	41,031	8,964
10) Use of restricted reserves allocated by institutional bodies	- 7,250,900	- 9,880,000	11) Inventories at the end of the year	224,712	27,925
11) Costs for Program Implementation - Partners of the same network	98,324,841	92,543,928	12) Other grants	13,622,191	4,351,681
12) Costs for Program Implementation - Other Partners	12,169,827	11,034,517	Total	172,159,641	160,683,060
Total	141,404,743	129,692,633	Surplus/ deficit from Institutional activities (+/-)	30,754,898	30,990,427
B) Expenditures related to Other Activities			B) Income from Other Activities		
1) Materials	-	-	1) Income from associates for services rendered and supplies	-	-
2) Services	-	12,083	2) Grants from private entities	-	30,193
3) Lease and rental costs	-	-	3) Income from others for services rendered and supplies	45,334	1,600
4) Personnel	-	-	4) Grants from public institutions		
5) Depreciation and amortization	-	-	5) Income from public institutions related to Service Contracts	-	100
5 bis) write-downs of Intangible and Tangible Assets	-	-	6) Other income	-	
6) Provisions to risk funds	-	-	7) Inventories at the end of the year	-	
7) Other operating expenses	-	-			
8) Inventories at the beginning of the year	-	-	Total	45,334	31,893
9) Costs for Program Implementation - Partners of the same network	-	-			
Total	-	12,083	Surplus/ deficit from Other activities (+/-)	45,334	19,810

Annex – Financial Statements

Income and Expenditure Account- according to the new law (2/2)

C) Expenditures related to Fundraising activities			C) Income related to Fundraising activities		
1) Expenditures related to regular Fundraising activities	23,402,829	23,656,130	1) Income from regular Fundraising activities	-	-
2) Expenditures related to occasional Fundraising activities	-	229	2) Income from occasional Fundraising activities	318,630	293,734
3) Other expenditures	0	0	3) Other Income	195,435	167,126
3 bis) Expenditures related to communicating activities	1,195,432	1,154,957	Total	514,065	460,860
Total	24,598,262	24,811,316	Surplus/ deficit from Fundraising activities (+/-)	- 24,084,197	- 24,350,456
D) Financial Expenses			D) Financial Income		
1) from bank accounts	-	-	1) from bank accounts	27,897	2,580
2) from loans	-	-	2) from other investments	142,561	283,668
4) from other assets	4,067	3,784	4) from other assets	1,630	919
5) Provisions to risk funds	-	-	5) Other Income	64,652	12,617
6) other expenses	147,140	233,172	Total Financial Income	236,741	299,783
Total	151,208	236,955			
E) General support expenses			E) General support Income	-	
1) Materials	48,364	34,786	1) Income from secondment of staff	69,217	5,091
2) Services	1,520,221	1,378,867	2) Other Income		141,677
3) Lease and rental costs	507,527	457,817			
4) Personnel	2,418,142	2,233,514			
5) Depreciation and amortization	196,236	201,148			
7) Other operating expenses	120,849	120,911	Total	69,217	146,768
Total	4,811,340	4,427,043	Total Income	173,024,998	161,622,365
Total Expenditures	170,965,552	159,180,030	Surplus/ deficit before taxes (+/-)	2,059,446	2,442,335
			Taxes	589,911	656,270
			Surplus/ deficit (+/-)	1,469,535	1,786,064

Annex – Financial Statements

Income and Expenditure Account- old scheme

INCOME		
	2024	2023
1. INCOME FROM PRIVATE DONORS	131,529,094	130,060,389
1.1 Individual Donors	110,545,491	109,904,353
1.1.1 One-off donations	8,573,763	9,737,540
1.1.2 Regular Giving	85,655,697	83,498,986
1.1.3 Special gifts	1,722,516	1,917,713
1.1.4 Events	543,280	381,654
1.1.5 Major Donors & Legacy	7,145,773	7,760,088
1.1.6 "5 per mille"	6,904,460	6,608,371
1.2 Corporations and Foundations	20,983,604	20,156,037
1.2.1 Corporation and Foundation partnerships	20,171,848	19,099,484
1.2.2 Small and Medium Corporations and "Christmas" programme	811,756	1,056,552
2. GRANTS FROM INSTITUTIONS AND NGOS	40,539,439	30,766,953
2.1 European Commission	17,786,462	17,100,628
2.2 International/National Institutions	19,743,972	11,557,066
2.3 International/National NGOs	3,009,005	2,109,258
INCOMING RESOURCES FROM PRIVATE DONORS, INSTITUTIONS AND NGOS	172,068,533	160,827,342
3. COMMERCIAL INCOME	410,173	325,974
4. USE OF RESERVES	-	-
5. FINANCIAL INCOME	236,741	299,783
6. OTHER INCOMING RESOURCES	309,552	169,265
TOTAL INCOME	173,024,998	161,622,365

EXPENDITURE		
	2024	2023
1. PROGRAMS EXPENDITURE	141,404,743	129,704,716
1.1 International Programs	101,930,067	95,534,304
1.1.1 Education	23,202,721	23,893,305
1.1.2 Protection from abuse and exploitation	20,186,866	26,345,035
1.1.3 Health and nutrition	18,244,151	18,490,382
1.1.4 Child poverty	40,044,325	26,423,996
1.1.5 Child Rights Governance and Participation	252,003	381,586
1.2 Italy-Europe Programs	34,183,600	29,378,122
1.2.1 Education	7,056,270	7,537,843
1.2.2 Protection from abuse and exploitation	9,287,269	7,815,108
1.2.3 Health and nutrition	-	-
1.2.4 Child poverty	16,170,546	12,832,936
1.2.5 Child Rights Governance and Participation	1,669,515	1,192,236
1.3 Campaigning	1,884,575	1,717,519
1.4 Indirect costs	3,231,486	2,939,241
1.5 Commercial expenses	175,015	135,530
2. GOVERNANCE AND FUNDRAISING EXPENDITURE	29,391,101	29,211,004
2.1 Communication	1,195,432	1,154,957
2.2 Fundraising	23,402,829	23,656,359
2.3 General support	4,792,839	4,399,688
TOTAL OPERATING EXPENDITURE	170,795,844	158,915,720
3. FINANCIAL EXPENSES	147,140	233,172
4. OTHER EXPENSES	22,568	31,139
5. TAXES	589,912	656,270
TOTAL EXPENDITURE	171,555,463	159,836,300
NET BALANCE	1,469,535	1,786,064
PROGRAMS EXPENDITURE/TOTAL EXPENDITURE	82.4%	81.1%

Annex – Financial Statements

Balance Sheet

Assets	31.12.2024	31.12.2023
B) FIXED ASSETS		
I – Intangible assets		
4) Concessions, licenses, trademarks and rights	178,924	254,043
6) Assets under constructions and Advance payments		-
7) Other Intangible Assets	10,949,542	11,065,342
Total	11,128,466	11,319,385
II – Tangible assets		
1) Land and buildings	1,300,000	
4) Other Assets	46,712	138,583
5) Assets in progress and advances	1,599,421	
Total	2,946,133	138,583
III – Financial assets (with separate indication of receivables due over 12 months)		
1) Investments in:		
c) other companies	5,577	5,577
2) receivables:		
d) from others	1,360,482	1,515,543
3) other bonds	5,136,554	4,667,414
Total	6,502,613	6,188,534
Total Fixed Assets	20,577,212	17,646,502
C) Current Assets		
I – Inventory	224,712	27,925
Total	224,712	27,925
II – Receivables (with separate indication of amounts due over 12 months)		
1) from customers	304,802	299,531
2) from associates and founding members	5,730,064	8,319,118
3) from public institutions	4,571,528	5,390,374
4) from private entities for grants	269,321	300,850
5) from entities of the same network	31,062	133,184
6) from Third Sector Entities	858,131	723,960
9) tax receivables	60,150	854
12) other receivables	5,873,346	8,185,414
Total	17,698,404	23,353,285
III – Short- term investments		
3) other bonds	-	3,178,908
Total	-	3,178,908
IV – Cash at bank and in hand:		
1) Cash at bank	12,501,293	8,631,606
2) Cheques in hand		219,200
3) Cash in hand	2,942	2,442
Total	12,504,235	8,853,248
Total current assets	30,427,351	35,413,366
D) accrued income and prepaid expenses	406,257	433,500
Total ASSETS	51,410,821	53,493,370

Liabilities	31.12.2024	31.12.2023
A) Equity and Reserves		
I – endowment fund	50,000	50,000
II – restricted reserves		
2) restricted reserves allocated by institutional bodies	7,963,973	7,250,900
3) restricted reserves allocated by third parties		124,307
4) other reserves	14,074,541	12,288,477
III- free reserves		
IV) net income for the period	1,469,535	1,786,065
Total	23,558,049	21,499,749
C) pension liability fund	3,802,235	3,339,174
D) payables, (with separate indication of amounts due over 12 months)		
4) payables to entities of the same network	1,226,532	1,458,119
7) payables to suppliers	9,385,272	9,757,645
9) tax payables	632,168	688,119
10) social security payables	1,063,975	932,240
11) payables to employees	1,223,499	1,019,810
12) other payables	10,318,485	14,791,119
Total	23,849,931	28,647,052
E) Accrued expenses and deferred income	200,607	7,396
Total LIABILITIES	51,410,821	53,493,370

THANK YOU



Save the Children