



A message from our director

'2010 was an important year. We worked hard to safeguard the continued progress of our work in Africa. And we were successful!

After a long, complex process in late 2010 the Dutch government pledged to contribute to two large-scale, five-year health programmes. In addition, we could count on the support of our corporate partners, foundations and the National Postcode Lottery. We valued not only their financial contribution, but also their commitment and expertise.

We are proud that our work now is supported by over 50,000 donors. We feel that this is an indication of the increasing public support for better health in Africa. This is a fortunate development, with still so much left to be done.

We continue to do everything within our power to meet your trust in our organisation. Our annual report includes information about our various activities in the past year. Also, the report includes a full financial account for 2010. In this summary we offer you a first insight into the full report. Asante sana!



Jacqueline Lampe
Director AMREF Flying Doctors

ANNUAL REVIEW 2010

OUR WORK IN AFRICA

Large groups of people among the African population do not have access to adequate health care. This situation entails that preventable and curable diseases and disorders all too often prove fatal. We feel this is unacceptable, which in 2010 led to our continued efforts towards improving this situation.

The context of our work is subject to constant change. In 2010 67% of all Kenyans voted for a democratic Kenya in a peaceful referendum. Elections were also held in Sudan, Ethiopia and Tanzania, which in Ethiopia unfortunately was accompanied by riots. In addition, the World Soccer Cup took place in South Africa, one of the countries within our professional field. The event meant a boost for South Africa's reputation, but at the same time social contrasts were painfully exposed. And during the finals, bomb attacks in Uganda resulted in a great number of casualties. At the Ugandan government's request, AMREF offered medical support after the incident.

Focus areas

Poverty and health in Africa are complex issues. The UN in 2000 adopted eight goals, the Millennium Development Goals, for 'a better world' in 2015. AMREF Flying Doctors is fully aware of the fact that better health for young women is an important starting point in finding a solution: sexual health, family planning and safe births. Therefore, we focus on sexual and reproductive health and rights for vulnerable groups, such as young mothers and youth. This strategy is in line with the Netherlands' government policy for development cooperation and with the fifth millennium goal – a significant reduction of maternal mortality in 2015.

Health and environment are also included among our priorities. For safe water, adequate sanitation and appropriate hygiene are prerequisites for sustained good health. In addition, we focus on women's rights and we

aim to improve skills and knowledge of professional health workers and health volunteers, offering them training and refresher courses. Our overall aim: to strengthen the general African health system.

This is what we do:

- We improve health care, for example by offering health services and at the same expanding local doctors, nurses and midwives' knowledge and skills.
- We build health awareness, for example by involving the population in the construction of water facilities and offering hygiene information.
- We strengthen vulnerable groups, for example by making women aware of their health rights and by teaching them how to avoid health risks.
- We offer support to the health care sector, including support in financial management, general management and logistics.
- We engage in public sector advocacy, for instance by lobbying for changes in government policies regarding female genital mutilation.

In short

AMREF Flying Doctors is working towards better health for vulnerable people. Health is essential, a healthy person has more opportunities to earn a living and to break out of the poverty trap. We are an African organisation, and therefore, we take the strength of the African people as the basis for our work.

HEALTHY MOTHER, HEALTHY FAMILY

We focus mainly on vulnerable groups in Africa – and on young women in particular. Because when a woman's health improves, her children's health automatically improves as well. In this way we act to ensure an enduring healthy future for communities as a whole.

Young women are the key to healthier communities in Africa, partly because their first pregnancy usually occurs at a very early age. Our focus, therefore, is with them. In our health programmes we work on training, knowledge and equal rights for men and women, as inequality is a significant factor in a major part of health problems. An example: many women are forced to give birth in their own house, because their husbands cannot or do not want to spare any money for transportation to the clinic.

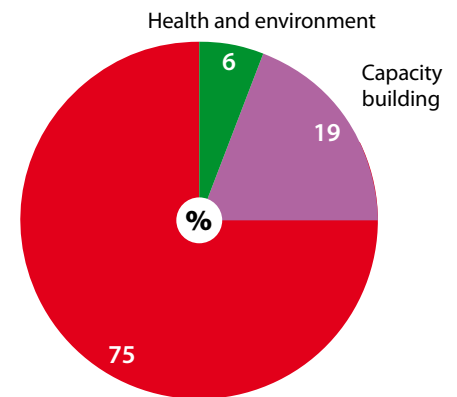
Our method is effective

Better health can only be achieved within a quality health care system, which includes all

the individuals and organisations in a country who are engaged in stimulating, improving or preserving health. Whether this is a mother feeding her child, a doctor treating a patient or a government minister deciding on budgets – all these activities contribute to a country's health care system. And in all of these fields we are active, using as a basis our extensive experience in improving young women's health.

The effectiveness of our method is clear from our results – which you helped us achieve. These pages offer a short impression of AMREF's three major programmes in 2010.

PROGRAMMES AND PROJECTS IN 2010



Sexual and reproductive health and rights

- All of them are representative of our work, and they are in line with our major themes:
- Sexual and reproductive health and rights (75% of our budget)
 - Capacity building (19%)
 - Health and environment (6%)

'A striking result is the changing attitude towards female genital mutilation. People more often opt for alternative rituals.'

Woutine van Beek, portfolio holder for AMREF Flying Doctors

RESULTS IN 2010

For more results, see www.amref.nl/jaarverslag (in Dutch). The annual report includes an overview of all programmes which we contributed to in 2010.

'Sexual and reproductive health for nomadic youth' (2007-2010)

Budget in 2010: € 2,419,000

Nomadic youth in Ethiopia, Kenya and Tanzania generally become sexually active at an early age. However, this is often denied, and their rights are frequently violated. Moreover, this region is characterised by harmful traditions, such as child marriages and female genital mutilation. We aim to achieve better sexual and reproductive health within the nomadic communities.

Selected results in 2010:

Young people were informed about sexuality and family planning, including 40,815 youngsters in Ethiopia. In Kenya we trained 79 health workers and in Tanzania we enabled nine health centres to make HIV counselling and tests available.

'Learning in school about health and hygiene in Kibera' (2010 – 2012)

Budget in 2010: € 418,000

In Kibera slums (Kenya) clean water and adequate sanitation are rare, while these are basic conditions for good health. This is why we strive to improve this situation in schools. At the same time, we inform children about a topic which is of extra importance in a slum environment: responsible sexual behaviour.

Selected results in 2010:

Pupils of 40 schools informed 1,814 other children through peer education. 196 teachers, 57 parents and the public sector were also engaged. We organised three events about healthy hygiene and sexuality and built 15 water tanks and water points.

'Medical care and training in remote areas in eastern Africa' (ongoing)

Budget in 2010: € 247,000

East Africa lacks high quality health care, and where such care is available, long distances make these services difficult to reach. To amend this situation, for over 50 years we have been organising medical flights to those regions. African health consultants, employed by university hospitals, not only perform surgery but also offer refresher training to local health staff. This enables local people to improve health care in their own region.

Selected results in 2009-2010:

AMREF brought teams of African health consultants – the flying doctors – to 150 hospitals in isolated areas. They carried out 26,184 consultations, performed 7,438 surgical operations and offered 8,522 refresher courses.

A MORE DIRECT COURSE FOR IMPROVED RESULTS

Even more and better results. That is what we are aiming for. For the African population, with all our people and means. That is what we are working for in the Netherlands. We believe in a professional and businesslike organisation, and we work according to strategic priorities.

AMBITION 1

More results in Africa

We believe we can improve our achievements even more by working more effectively. This is our reason for further narrowing down our target group, to young African women of 10-24 years of age. They are extra vulnerable, and at the same time they represent an essential link in the development of their country.

AMBITION 2

More income

More income means more possibilities to fund African programmes. In 2010 we could count on the generous contributions of over 50,000 donors. This contributed to an increase in income to € 7,492,329. We participated in two alliances, which resulted in government funding for sexual and

reproductive health, and for health and environment programmes in Africa.

AMBITION 3

More effective cooperation

Our aim for 2015: an (inter)national network of relevant organisations. We will continue to document and share our experiences. In addition we will actively seek partners, including other organisations for development cooperation, knowledge institutions and companies, in order to increase our impact.

AMBITION 4

Work more efficiently

When we employ our means and people even more efficiently, we can increase our achievements. This ambition includes both the Dutch organisation and the African programmes.

AMBITION 5

Continue to build a learning organisation

AMREF in the Netherlands has been a 'learning' organisation for years. This implies that we continue to strive for professional improvement, and that we aim to be an attractive employer for talented, qualified employees.



In the media

It is our aim to create a basis for our work which is as strong as possible. To this end, we inform the general public about health in Africa in newspapers and magazines, radio and television programmes and through our own website. In 2010 we received extensive attention in the media. We were invited as guests in radio programmes and participated in three episodes of the popular television drama series 'De co-assistent'. Also, the National Postcode Lottery made it possible for us to participate in television programmes 'Een tegen 100' and 'Koffietijd'.

A MESSAGE FROM THE SUPERVISORY BOARD

'AMREF was very successful in 2010. I would like to compliment the organisation with the successful conclusion of the 'Sexual and reproductive health for nomadic youth' programme (MFS I) and the funding of its successor MFS II. I would also like to compliment AMREF with its success in boosting the Netherlands' budget for Africa. This was achieved, among others, by increasing the number of private donors to over 50,000. In the current political debate a strong social basis is more important than ever.

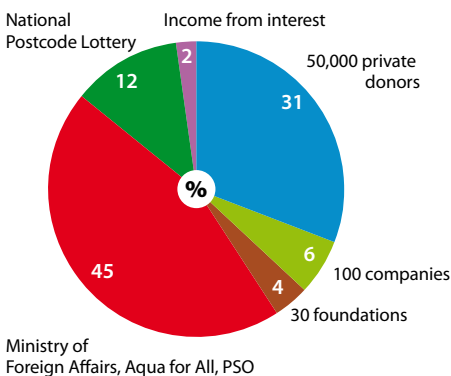
In 2010 the Supervisory Board always received adequate information about developments, which allowed us to fulfill our task as supervisors. The Board reviewed issues such as expenditure and results, finances, the ONE AMREF process (more cooperation between the various AMREF organisations), as well as personnel and organisation.

On behalf of the Board I would like to thank all AMREF staff. And I would like to thank you in particular for your contributions to our goal, better health in Africa. I hope to be able to welcome you again in 2011.'

Marry de Gaay Fortman
Chairwoman of the Supervisory Board
Chairwoman of AMREF's International Forum

FIGURES OVER 2010

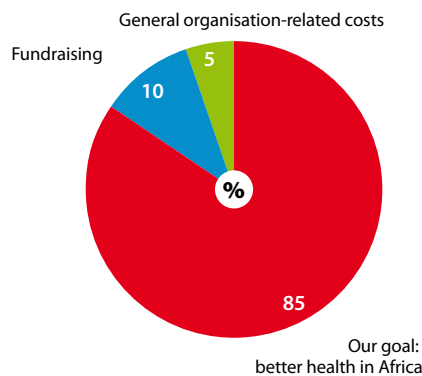
OUR INCOME



WHO SUPPORTED US IN 2010?

50,000 private donors	€ 2,298,000
100 companies	€ 471,000
30 foundations	€ 269,000
Ministry of Foreign Affairs, Aqua for All, PSO	€ 3,366,000
National Postcode Lottery	€ 932,000
Income from interest	€ 156,000
Total income	€ 7,492,000

OUR EXPENDITURE



WHERE DID WE SPEND IT ON?

Our goal: Better health in Africa	€ 6,333,000
Fundraising	€ 764,000
General organisation-related costs	€ 379,000
Total expenditure	€ 7,476,000

The credit balance of € 16,000 was added to our reserves.

OUR CONTRIBUTION TO AMREF IN AFRICA

AMREF in the Netherlands' direct contribution to AMREF's total expenditure in Africa showed a substantial increase from around 5% to nearly 10%. The contribution, in fact, is even larger: as a co-financer we facilitate various EU subsidies. In addition, we contribute, at our African colleagues' request, to the ongoing quality development of our organisation and work in Africa. The anticipated budget for 2010-2011 for AMREF in Africa is \$ 64 million, which is a decrease compared with previous years. The economic crisis means that AMREF's earlier fast growth now has come to a standstill. This results in extra pressure for those partners generating extra funds, such as AMREF in the Netherlands.

Expenditures in Africa (x \$ 1 million)

2010-2011 (prognosis)	64
2009-2010	67
2008-2009	74
2007-2008	70
2006-2007	56

The financial year of AMREF in Africa is from October to September.

PLANS FOR 2011

Finally, we would like to share with you our ambitions for 2011. We will start two new large programmes within the national alliances in which we are participating. We will also work with new methods of fundraising in order to generate more funds for our activities in Africa. In addition, we will organise two major events, the African Experience in June and the Kenya Classic in October, and we will intensify our business relations. Within the international AMREF network of which the AMREF organisations are part, we will seek cooperation in additional fields. By working even more efficiently and taking experiences from the past into account, we will further improve our methods of operation.

Do you want to read more?

Would you like to read our complete annual report for 2010? Or do you prefer specific information, such as our balance sheet or the Supervisory Board's Report? On www.amref.nl/jaarverslag you can read or download the annual report (in Dutch).



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IN 2010, AS IN EARLIER YEARS, AMREF FLYING DOCTORS WAS A GUARANTEE FOR QUALITY

- ▶ In the past year we again met the criteria of the Wijffels Code for Good Governance in Charity Organisations as well as the criteria of the CBF (Central Bureau for Fundraising) quality mark.
- ▶ Salaries of director and employees are in line with regulations.
- ▶ Funds which cannot be spent directly, will be deposited with our bank or will be invested. All our investments meet sustainable and ethical criteria, in line with VFI guidelines (VFI is the umbrella organisation of charity organisations).
- ▶ We continued the professionalisation of our financial policy, within the guidelines of CBF and VFI.
- ▶ In 2009 we obtained our ISO certificate – an official quality mark – and in 2010 we were again successfully monitored for these criteria.