

2020

ANNUAL REPORT

SO THAT EVERY CHILD
IS SAFE, HAPPY, HEALTHY,
AND LEARNING...

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Online Annual Report

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Official Website

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OUR DREAM IS THAT EVERY CHILD IS SAFE, HEALTHY, HAPPY, AND LEARNING...

AÇEV has been supporting children in need and their parents through education for 27 years.

We have been striving to increase the number of children in Turkey receiving support for their development from an early age, fathers assuming responsibility in children's care and development, and mothers raising children with self-confidence and hope. In addition to educational programs and field work, we carry out advocacy activities in order to raise awareness and generate support. Our work prioritizes issues addressed within the framework of the United Nations Sustainable Development Goals: Quality education in early childhood, role of families in raising future generations, gender equality, and lifelong learning are the cross-cutting themes in all of our activities. With firm belief in the importance of the immediate environment in early child development, we carry out training programs for parents and strive to build environments conducive to the well-being of children. We develop our training programs in line with the ever-changing needs of the society and evaluations of social impact, and transfer our know-how globally through international collaborations.

Having reached 1,100,000 beneficiaries and nearly 14,000 volunteer trainers since our establishment in 1993, not to mention tens of thousands of donors and an ever-stronger collaboration network, we continue to grow day by day.



THE PRESIDENT'S MESSAGE



Dear Friends of AÇEV,

We left behind a challenging year marked by extraordinary conditions across the world, as each of us had to face all sorts of hardship, limitations, and even losses.

Despite all these challenges, AÇEV continued to work with all its might to ensure that children under risk are happy, healthy, safe, and learning, while growing up in a safe environment supportive of their development. Marked by catastrophes across the globe, the year 2020 did oblige us to suspend face-to-face educational programs, our basic means of intervention, but it also prompted us to step up our strategic investments and restructure our operations to address such extraordinary conditions.

At the beginning of the year, the Elazığ Earthquake shook us all to the core, inciting AÇEV to devise sustainable means of intervention in the face of such a proliferation of disasters. To this end, we devised a mobile psycho-social support vehicle in order to respond to traumas experienced by children, mothers, and fathers during disasters.

By March, in response to the global pandemic, we had already quickly and effectively reformulated our priorities in keeping with the changing needs and conditions of our target audience. As a foundation striving to support children's development in households since its inception, our primary goal in this period has been to enhance the learning environment within homes, prevent domestic violence, and support well-being in the household. To this end, we not only shifted our face-to-face educational programs to online chat groups; but also, to help cope with the pandemic, we created guidelines to be shared with our beneficiaries through these groups, with our followers via social media, and with wider audiences in printed versions through collaboration with municipalities.

We launched our new program, Mother / Father Meetings, to empower at-risk households from a lower socio-economic background. For this purpose, we not only sent to these households materials supportive of child development called "My Toy Box at Home," but also launched 9-week online live chat groups for parents, led by our volunteers.

In spite of this shift in our operations, we continued our efforts to expand our programs and make them sustainable through building strong collaborations -as was the case in previous years. Within the scope of our programs, we continued to reach our beneficiaries via partnerships with municipalities and non-governmental organizations across Turkey, while also continuing the handover of our young women's empowerment program, the POWER Sessions, at the local and regional level.

THE PRESIDENT'S MESSAGE



To transform Istanbul Metropolitan Municipality's (IMM) early childhood education scheme into a model, we continued our training programs within the scope of their Kindergarten Istanbul project, while also collaborating with IMM for the "Project for a Child- and Parent-Friendly Municipality Governance Guide" to help expand policies supporting child development at the local level and to strengthen district municipalities' contribution to parents and children.

Digitalization was among our top strategic priorities in recent years and 2020 created the right conditions for driving digitalization further. To this end, through new collaborations to expand our digital capacity and investment in new channels, we launched a series of initiatives for sustainability to ensure that our target audience and employees fully benefit from digital tools. In 2021, we will continue to gear up our efforts in this field.

At AÇEV, we are cognizant that such investments in early childhood will play a major role in reducing inequalities affecting children, especially since global conditions will be reshaped in the post-pandemic era. We consider such efforts as the sine qua non for putting an end to the humanitarian crises we have faced in the 21st century. With such a vision, I would like to extend my sincere gratitude to our numerous stakeholders, including trainers, volunteers, partner organizations, supporters, and advisors, for making these efforts possible and contributing to our success.

I hope that our collaboration will continue for many more years so that young children may be safe, healthy, happy and learning.

Warm regards,

Ayşen Özyeğın
President of the Board of Directors

AÇEV'S 27-YEAR JOURNEY...



AÇEV was established in 1993 under the leadership of its Founding President Ayşen Özyeğin. The groundwork for AÇEV was laid in the 1980s with a research project by Boğaziçi University faculty members Prof. Dr. Çiğdem Kağıtçıbaşı, Prof. Dr. Diane Sunar and Prof. Dr. Sevda Bekman.

The study showed that only 7% of children in Turkey had access to pre-school education in those years; thus an alternative pre-school education model named the Mother Child Education Program (MOCEP) was developed and implemented. In the light of the successful results, the Mother Child Education Foundation was founded under the leadership of the Founding President Ayşen Özyeğin, and was given a corporate structure so as to organize educational programs across Turkey.

Following the approach that "science should not only be done for the sake of science; it should also serve the society to reveal its true importance," AÇEV's founders showed that social sciences do not have to remain abstract, and can yield accessible and beneficial results for people's well-being. Over time, AÇEV's scientific programs were transformed into successful collaboration models with universities, the government and civil society in Turkey, setting an example for new educational policies.



Within the scope of our international collaborations, we support UN's efforts towards broader goals including the United Nations Global Development Goals, as well as the principles of the UN Global Compact. These goals and principles offer us guidance in drafting AÇEV's future plans and setting our objectives.

**Burcu Gündüz Maşalacı,
AÇEV General Manager and
Global Compact Board Member**

AÇEV'S 27 YEAR JOURNEY...

Embracing an “ecological” approach in its efforts, AÇEV began designing programs to support the growing individual's development by educating those in the immediate environment of the individual, as well. With the goal of empowering preschool children and their immediate environment, AÇEV developed a series of programs addressing not only mothers’ but also fathers' education, preschool education, women's literacy, and women's empowerment. AÇEV consistently incorporated monitoring and evaluation into its programs, thus maintaining a sharp focus on the intersection between science and intervention/practice. AÇEV also continued to initiate scientific research to guide its practices. As such, it has constituted an outstanding example of how science can serve society, by becoming an institution that generates, implements and shares scientific knowledge. At AÇEV, science contributes to society, based on the finding that early childhood is the most critical period of development in life. AÇEV seeks to offer equal opportunities through interventions and advocacy for this age group, continuously complementing these efforts with further research.

AÇEV always conducts its activities by means of national and international collaboration, and receives especially human resources and logistics support from partner institutions and organizations in order to extend its reach. AÇEV also joins forces with local partners to determine the needs of the communities where it conducts activities. AÇEV's scientific programs were transformed into successful models via collaboration with universities, government and civil society, setting an example for and offering guidance to new educational policies, and directly contributing to the government's family education programs. AÇEV also builds international partnerships to conduct its programs overseas, thereby transferring its know-how abroad.

AÇEV'S MILESTONES

- 19** Mother Child Education Foundation (AÇEV)
93 was officially founded, opened its first office in Istanbul and started to implement the Mother Child Education Program (MOCEP).
- 19** AÇEV began developing adult literacy
94 programs based on the need expressed by the beneficiary mothers for such support, and signed a protocol with the Ministry of National Education to this end.
- 19** As a result of these efforts, implementation
95 of the Functional Adult Literacy Program (FALP) courses began.
- 19** Again in response to requests coming from
96 mothers, the Father Support Program (FSP) was developed and the first pilot studies were conducted. AÇEV's international programs: Overseas, AÇEV's mother training programs were first launched among Turkish migrants in the Netherlands.
- 19** AÇEV joined "Consultative Group on Early
97 Childhood Care and Development" and was designated as "the Central Asia Representative for Early Childhood Education".
- 19** In response to requests from abroad,
98 implementations of the Mother Child Education Program (MOCEP) started in Bahrain, in English.
- 19** AÇEV developed the Preschool Parent Child
99 Education Program (PPCE) together with preschool teachers.
- 20** The Mother Child Education Program was
00 launched in Belgium and France, and the Mother Support Program (MSP) in Germany.
- 20** AÇEV received KASAKOM's Millennium
01 Award, and the Best Foundation of the Year Award from the Yeni Olgu Art and Activity Group.
- 20** In cooperation with TRT (Turkish National
02 Television), AÇEV created the TV show "Will You Play With Me?" for preschool children and their families, and the show was selected the "Best Children's Program" by Radio-Television Journalists' Association.
- 20** In the Alipaşa neighborhood of Diyarbakır,
03 AÇEV's Family and Child Education Center was founded; and the Preschool Education Program (PEP) and the associated Mother Support Program were initiated in the form of Summer Preschools in Diyarbakır.
- 20** AÇEV's Father Support Program was
04 extended to 16 provinces across Turkey, and overseas, it was first implemented among Turkish migrant families in Germany.
- 20** In order to raise public awareness on early
05 childhood education generate support and contribute to policies, AÇEV joined forces with 6 NGOs working in the field of education to launch the campaign "7 Is Too Late."
- 20** At an annual competition organized by
06 UNESCO to designate the world's best literacy programs, AÇEV won the "King Sejong Literacy Award" for its Functional Adult Literacy Program (FALP).
- 20** Communication efforts for the second phase
07 of the "7 Is Too Late" campaign continued in the form of new newspaper/magazine ads, and TV/radio messages, and the website 7cokgec.org went online to promote the campaign and inform families on early childhood.

AÇEV'S MILESTONES

2008 Harvard University Graduate School of Education's Center on the Developing Child (HCDC) signed a collaboration protocol with AÇEV.

2009 AÇEV initiated the First Step Ahead Project, supported by Vodafone Turkey Foundation.

2010 AÇEV's Mother Child Education Program (MOCEP) was given the WISE (The World Innovation Summit for Education) award.

2011 In line with its goal of computer-assisted education, AÇEV developed the computer-based literacy program "Read & Write at AÇEV."

2012 Under the scope of the Father Support Program, AÇEV launched the campaign "You Are My Father", which continued for two years.

2013 AÇEV received the "EMPower Champions of Youth Award" for its literacy programs in the framework of the "Champions of Youth Award" geared towards young women.

2014 AÇEV extended its collaboration with the Vodafone Turkey Foundation to support high quality preschool education under the "First Step Ahead Project" reaching cell phones with the mobile app "First6Years" which offered parents information on child development.

2015 AÇEV became a partner of Koç Group's "I Support Gender Equality for My Country" Project.

2016 With support from UN Women's Fund for Gender Equality, the pilot phase of a new women's empowerment and literacy program called the "Power Sessions" targeting young women was initiated.

2017 AÇEV, under the scope of its series Understanding Fatherhood in Turkey, issued the most comprehensive scientific study on fatherhood in Turkey, the report titled "Involved Fatherhood and its Determinants in Turkey," and launched the campaign "Fatherhood First," focusing on "involved fatherhood."

2018 AÇEV opened its new community center in Diyarbakır. The Sur Family and Child Education Center rolled out the Preschool Education programs, various workshops for children aged between 0 and 8, a library for children and parents, as well as play groups.

2019 AÇEV received the Barry & Marie Lipman Award, granted every year to three non-governmental organizations demonstrating exceptional leadership and innovation in social impact across the world, by the Wharton School at the University of Pennsylvania.

2020 AÇEV developed and launched an online training program titled "Mother / Father Meetings" and "My Toy Box at Home" to strengthen low socio-economic level at-risk households during the Covid-19 pandemic.

AÇEV's YouTube Channel was launched to provide parents with children aged 0-6 all the information and tips that they need to promote their child's development.

In the aftermath of the Elazığ Earthquake, AÇEV launched the Mobile Assistance Vehicle Project to respond to possible long-term traumas in the disaster-hit zones.

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2020 IN NUMBERS



Face to Face / Online Trainings

TARGET AUDIENCE	NUMBER
Mothers	2.002
Fathers	2.484
Children	4.888
Women	590
Private Sector	1.813

TOTAL
11.777 PEOPLE



Digital Access by Users Visitors

TARGET AUDIENCE	NUMBER
The First6Years App	68.232
Number of Users	
Acevokuloncesi.org	579.155
İlkişbabalık.org	3.931
Acev.org	123.472

TOTAL
774.790 PEOPLE



Training Seminars

TARGET AUDIENCE	NUMBER
New Trainers	148

TOTAL

148 PEOPLE



Awareness-Raising Seminars

TARGET AUDIENCE	NUMBER
Mothers	1.816
Fathers	1.178

TOTAL
2.994 PEOPLE



Number of Followers on Social Media

TARGET AUDIENCE	NUMBER
Facebook	158.275
Instagram	31.592
Twitter	18.549
Linkedin	11.377
YouTube (Number of subscribers)	9.538

TOTAL

229.331 PEOPLE

Sum Total

1.019.040 PEOPLE





2020 PROGRAM AND

IMPLEMENTATION SUPPORTERS





With gratitude to our partners and supporters joining forces with AÇEV...

COLLABORATION WITH THE PRIVATE SECTOR AND FOUNDATIONS






AÇEV

COLLABORATION WITH THE PRIVATE SECTOR AND FOUNDATIONS		
PARTNER	PROJECT	PROGRAM
FIBA GROUP 	Corporate Supporter	
ESAS SOSYAL 	First Opportunity Program	Supporting new university graduates in finding full time work at an NGO for 12 months
KOÇ SİSTEM 	Family Hour Project	
GENERALİ SİGORTA / THE HUMAN SAFETY NET 	Parenting Programs Project	First6Years App
MULTINET 	Parenting Programs	Educational programs for young children and their families
GIZ (German Development Agency) 	First6Years App	
UNDP 	UNDP Turkey Resilience Project in Response to the Syria Crisis Project	I Take Action for Equality and I am Aware of Equality (Asynchronous Training Program) Training, Father Meetings
BANK OF AMERICA 	Diyarbakır Sur Family and Children's Center	Preschool Education Programs Mother Support Program





COLLABORATION WITH THE PRIVATE SECTOR AND FOUNDATIONS

PARTNER	PROJECT	PROGRAM
UNICEF /GAP ADMINISTRATION /TKV 	Summer Kindergartens Project	Summer Preschool Education Program
UNICEF /GAP ADMINISTRATION /SWEDEN INTERNATIONAL DEVELOPMENT AGENCY 	The Future Belongs to All of Us Project	Young Women's Empowerment Program Mother Support Program
MERIDIAM 	Mobile Assistance Vehicle Project	Provision of post-disaster psychosocial support services, reestablishment of ties at the family and community level, and psychosocial support including the return to normal of those affected by disasters
FIBA GROUP 		
TURKISH PHILANTHROPY FUNDS 		
UNFPA 	Project for Supporting Fathers and the Society to Prevent Child, Early and / or Forced Marriages	Father Support Program, Father Meetings, Campaign and Advocacy Work, Community Information and Awareness-Raising Seminars
SIDA 	Transforming Masculinities Through Involved Fatherhood Project	Father Support Program, Father Meetings, Campaign and Advocacy Work, Trainings, Seminars, Online Work
UN WOMEN ECA (REGIONAL OFFICE) 	Regional Program for the Implementing Norms, and Changing Minds	Father Meetings, Digital Community Management Tools, Local Meetings with Women's Organizations

COLLABORATION WITH THE PRIVATE SECTOR AND FOUNDATIONS

PARTNER	PROJECT	PROGRAM
CREDIT EUROPE BANK RUSSIA 	Step by Step Project	Reading for the Future Program
TÜRK HENKEL KİMYA 		Melek Erman Köni Education and Culture Center Implemented the Preschool Education Program and the Reading for the Future Program
PRESIDENCY OF THE EUROPEAN UNION, CENTRAL FINANCE AND CONTRACTS UNIT 	Stronger Civil Society for Involved Fatherhood Project	FSP, Capacity Building for Local Fatherhood Initiatives, Campaign and Advocacy Work, Workshops, Trainings, Meetings
INDITEX 	Stronger Together Project	Young Women's Empowerment Program Gender Equality Trainings
UNDP 	Boost Project	Civil Society Technology Challenge Program
KOÇ UNIVERSITY ENTREPRENEURSHIP RESEARCH CENTER		

COLLABORATION WITH THE PRIVATE SECTOR AND FOUNDATIONS EQUALITY MATTERS

COLLABORATION WITH THE PRIVATE SECTOR AND FOUNDATIONS		
PARTNER	PROJECT	PROGRAM
FIBA GROUP 	We Are Equal Project	Raising awareness in the corporation's employees and training change agents who will drive and manage change within the organization
UN WOMEN / FENERBAHÇE 	HeforShe We Are Equal Together Project	"I Am Aware of Equality" Seminar, Gender Sensitive Parenting Seminars, Gender Talks with Experts, Change Agents Workshops
SABANCI UNIVERSITY / TUSIAD / UNFPA / SABANCI FOUNDATION 	Business Community Stands against Domestic Violence Project	Gender Equality Trainings
UNFPA-BADV	Equality Matters Training Program	I Take Action for Equality
ODEABANK 	Equality Matters Training Program	Raising awareness on gender equality within the organization, training change agents who will drive the organization's transformation and ensuring that corporate communication activities uphold gender equality
FORD OTOSAN 	Young Women's Empowerment Program in the Automotive Industry	Father Support Program, Father Meetings, Campaign and Advocacy Work, Trainings, Seminars, Online Work
GLISS 	Young Women's Empowerment Program	Civil Society Technology Challenge Program



2020

ACTIVITIES

Disaster Response and Support

In the face of the pandemic beginning in March 2020 and continuing during the rest of the year, AÇEV's top priority was **preserving the well-being within** households. To this end, we created and distributed a guide book titled **"Protecting Well-Being at Home During the Pandemic"**. Since we had to suspend face-to-face training during this period, we stepped up our **digitalization** efforts. We produced digital content for children, parents, volunteers, and the general public. In our social media and YouTube channels, **we focused mainly on communication efforts to support children's development** within the household and streamlined our entire discourse according to the pandemic.

Focusing mainly on well-being at home, we worked to prevent risks such as **domestic violence and unequal division** of labor at home. We organized campaigns and other awareness-raising activities to prevent **child, early, and forced marriages**, whose risk was increased during the pandemic.



In a period when the importance of meeting basic needs was felt even more, we provided in-kind support to specific regions with our partners as part of our **"Disaster Support"** project. In this project, we provided clothing to those affected by the refugee crisis in Edirne. To contribute to building a society that is prepared for possible disasters, we took part in the newly created **NGO Disaster Coordination Platform**.

To provide psychosocial support to children and adults living in the Elazığ region struck by earthquake, we joined forces with the Ministry of Family, Labor and Social Services - Elazığ Provincial Directorate and secured support from Meridiam SAS, the Fiba Group and Turkish Philanthropy Funds to launch the **"Mobile Assistance Vehicle Project"**. The mobile assistance vehicle designed for this project has reached Elazığ. The vehicle has three session rooms and a playroom/interview room. Through the activities organized in this vehicle, we aim to support the children and parents in the region, and help prevent emergence of psychological trauma in the long run. The vehicle will deliver support services in other disaster-hit regions across Turkey in the coming days.

Mother/Father Meetings

The Covid-19 pandemic has had an adverse impact on young children and their families in areas such as health, nutrition, education, and protection. At AÇEV, in order to support our target audience and contribute to the work against unequal access to opportunities, we empowered households as learning environments and focused on protecting the well-being of family members.

In this regard, we started hosting online meetings for parents so as to help reduce inequalities between households in terms of supporting children's development.



How are the Meetings Organized?

- Prior to the meetings, we send kits to the participants.
- At the weekly online meetings organized under the guidance of AÇEV's volunteer trainers, the trainers provide information to the participants about the materials in the kits and how to use them. The 50-minute online meetings are organized once a week, and last for a total of 9 weeks.
- The kits consist of 8 separate packages containing various materials which are to be opened on a weekly basis.
- The kits include basic stationery material, materials to support the development of children, a range of children's books, materials to facilitate communication between parents, as well as internet data package support. The package also includes instructions for the use of materials.
- In order to measure the impact of the Mother/Father Meetings on the households, a questionnaire is filled out by a randomly selected sample of households before and after the meetings.



Our Centers

AÇEV conducted an evaluation at its community centers to conduct more effective and focused interventions in line with its mission. As a result of the evaluation, we decided to discontinue our activities at the Melek Erman Köni Education and Culture Center and İz Child Development Center and continue our work at Sur Family and Child Center, where we reach children facing the biggest socioeconomic risks, limiting our activities to Early Childhood Education, which constitutes our main field of activity.

Sur Family and Child Center

In this center we normally offer face-to-face programs for children; however, due to Covid-19 restrictions, we started to deliver distance education programs since March 2020. During the pandemic, we sent the instructions, videos and audio recordings for games to be played at home to the families of 34 children registered at our center. We delivered the Mother Support Program face to face with the mothers of children registered to the center.

In October, we launched distance education **with the participation of 63 children and their mothers.** We sent **books, stationery materials, distance education materials** and **educational games to these** children.



Gender Equality and Women's Empowerment Trainings

We brought together our training programs for gender equality and women's empowerment under the **"Equality Matters" Initiative**. Equality Matters was rolled out in 2020 with the vision of building a society that upholds equality, by transforming the private sector and corporations through the social entrepreneurship model.



In Every Moment
and Realm of Life,
"EQUALITY MATTERS!"

As part of the Equality Matters
Initiative in 2020,

We reached 1,813 employees in 37
companies via our training programs.

During the pandemic, we shifted most of
our face-to-face trainings to online
channels.

We initiated communication efforts via
our social media accounts and website.

Local and Regional Handover of the Empowerment Program for Young Women

In line with our goal of enhancing the capacity of our stakeholders to deliver early childhood care and education services and parenting programs, we conducted activities for the local and regional handover of our young women's empowerment program.

To this end, we collaborated with the GAP Regional Development Administration and various municipalities. For the regional handover, we organized training activities in Gaziantep, Urfa, Kilis and Mardin, and for the local handover, we organized joint training activities with the municipalities of Sarıyer, Beşiktaş and Ataşehir in Istanbul, as well as Nilüfer in Bursa, and Mersin.

AÇEV YouTube Channel

In April, we launched AÇEV's YouTube channel with our first video series dubbed First6Years with Experts, which offers the information and tips that parents of children aged 0-6 years need to support their children's development.

Throughout the year, we published videos featuring experts on various topics, such as measures to support children's cognitive development, the father's role in child development, the benefit of reading books and selecting books suitable for age groups, coping with challenging behaviors and encouraging positive behavior, as well as prevention of domestic violence.

To support well-being during the pandemic, we launched the series **AÇEV Meetings with Experts** on our YouTube channel. The three meetings reached **1500 people**.



35 Videos
105.000 Views
9.400 Subscribers
2:04 Average Video
Dakika View Time



As of December, we have included in our broadcast plan videos designed for our YouTube channel, titled "**Expert Guests**," "**Small Talk with Big People**" and "**How To**" with support from professional directors.

We also made our YouTube content accessible via Instagram IGTV and Spotify (as podcasts).



Reading for the Future Platform

The platform Reading for the Future was inspired by AÇEV's face-to-face book reading project with the same name.

On the digital platform, authors, illustrators, early childhood experts, and well-renowned actors will be reading out loud children's books selected by AÇEV experts and academic advisors. Each book will be accompanied by activities that can be carried out at home, vocabulary that the children should learn while reading the book, and thought-provoking questions to ask children.

The books read out loud on the platform may also be purchased via the online store and donated to families in need.

The project's soundtrack will be composed by Fazıl Say, and there are ongoing efforts to involve well-known actors, such as Genco Erkal, Selçuk Yöntem, Cem Yılmaz, Beren Saat, Demet Evgar, Mert Firat, and Songül Öden in the project.



OKUYAN BİR GELECEK

In 2020, AÇEV participated in charity runs together with the Step by Step initiative **to raise funds and create awareness** for the campaign "A Reading Future Will Come with Our Footsteps." In the Antalya Marathon organized in March, and in the Istanbul Marathon held in November for the first time as a **"virtual run"** due to the pandemic , we collected **878,400 TL in donations** with the contributions of 98 runners and **1,750 donors supporting our project.**



First6Years Mobile App

With the First6Years mobile app launched in 2014, we help parents access reliable information on children's development--instantaneously and free-of-charge.

In 2020, we planned to create a larger ecosystem by expanding the scope of the First6Years app and took action:

- We learned about our users' needs and suggestions by conducting surveys over the app.
- In response, we carried out various innovations in terms of design, software, and development to improve our app.
- In a content partnership with the Koç Healthcare Group, we expanded our app to cover pregnancy-related issues.
- Upon request from parents using the app, we enhanced our game category and created a game score function to help parents keep track of the games they play with children.
- Upon another request for making our content more comprehensible, we began work on an audio version of our content, using AI, under the sponsorship of SESTEK.



The First6Years mobile app has to date been used in 550,000 homes to access parenting guidance. Access to the app will remain free of internet data fees.



Collaboration with Local Governments

As part of our work in Istanbul Metropolitan Municipality's (IMM) **"Kindergarten Istanbul"** project, designed to provide a safe and healthy educational environment for preschool children, we organized professional development trainings in August. Child development specialists, preschool teachers and Kindergarten Istanbul unit assistants attended the 1-week training programs. AÇEV's experts and advisors have supported the project's components, such as Family Participation Scheme, Teacher Trainings, and Parent Trainings. In addition to these efforts, we also provided 2 million TL in donations to IMM for the establishment of another kindergarten under the project.



AÇEV is among the stakeholders of the **"Project for a Child- and Parent-Friendly Municipality Governance Guide"** which was launched online in December . Conducted with support from the Istanbul Metropolitan Municipality, the project aims to expand policies supportive of child development at the local level, and to enhance district municipalities' contribution to the development of parents and children.



The project's aim is to design municipal services centered on children and their environment, beginning from early years. The ultimate goal is to mainstream child-friendly best practices.

Campaigns and Awareness Raising

In 2020, **with a view to preventing child, early and forced marriages**, we implemented various awareness-raising activities and campaigns under different programs in collaboration with local governments.

In partnership with the GAP Administration and UNICEF and the support of the Swedish International Development Agency (SIDA), AÇEV launched the **“Child, Early, and Forced Marriage Prevention Program”** in Gaziantep, Hatay, Kilis, Mardin, Siirt, and Şanlıurfa in November 2019. In 2020, our Parent Seminars -organized online due to the pandemic- reached out to 1,178 individuals. The program's goal is to promote across the society positive social norms meant to prevent child, early, and forced marriage.

Under the **"Project for Supporting Fathers and the Society to Prevent Child, Early and / or Forced Marriages"**, featuring United Nations Population Fund (UNFPA) as the implementing partner, **we launched** the campaign **"I Am a Father"** . To increase the number of fathers who respect children's rights, stand against child, early and forced marriages, are aware that such marriages will harm their children, and value their children's future despite challenging conditions, we have spread our message through different channels, mainly social media.

On social media, during the "16 Days of Activism" lasting from November 20, World Children's Day, to December 10, Human Rights Day, we issued messages for the **prevention of child, early, and forced marriages together with the UNFPA**, for the promotion of involved fatherhood and an egalitarian division of labor at home with the **Transforming Masculinities through Involved Fatherhood project (SIDA)** and **for the prevention of domestic violence** with UN Women. Through these projects, we reached out to over 1 million people with 16 different pieces of content.



Fundraising Efforts

With the onset of the pandemic in March 2020, we revised our fundraising strategy. We enhanced our ties with companies active in the fields of technology and e-commerce. The results of our new strategy include an annual collaboration agreement signed with Zoom, our involvement in Trendyol's "Strength in Unity" app designed for NGOs, and our participation in Garanti Bank's birthday donation scheme.

In March 2020, at the Runatolia Marathon, we collected **792.000 TL** from individual and corporate donors under "A Reading Future Will Come with Our Footsteps" campaign.

This was the highest donation in the last three years.

A donation panel was launched under the Riot Games-licensed game, League of Legends, for the benefit of AÇEV.

Throughout the year, Donations from the Zekeriyaköy Rotary Club, ALD Automotive, and ADEL Kalemcilik helped us meet the needs of our center in Diyarbakır. These donations covered the expenses of the educational kits sent to children enrolled in our programs.

We contacted over 100 companies and institutions to sponsor AÇEV's programs and established collaborations with **28** of them.

Total unconditional corporate donations in 2020 reached **880,668 TL**, while total unconditional individual donations reached **393,405 TL**.



Social Media

During the Covid-19 pandemic, we created content to enable parents to interact with their children and have easy access to the recommended exercises to support their development.

On our social media accounts, we shared information and suggestions, while also posting content from our guide books on how to maintain well-being at home during the pandemic.

As a result of these efforts, we became **"the NGO with the highest reach during the pandemic"**. 97 percent of our social media followers participating in an online survey stated that they considered our posts to be beneficial.

On special occasions, such as April 23, Mother's Day, Father's Day, and the 16 Days of Activism against Violence Towards Women, we organized campaigns featuring highly



AÇEV's social media accounts in 2020

- **11.460**
New Followers
- **15.550.000**
Views
- **540.00**
Interactions

“

What do Mothers Want?

This year, we wanted to raise awareness about mothers' real wishes and needs through our Mother's Day short film. **Featuring a child dreaming to offer a gift to her mother through a fantastic journey, the film reached 1,800,000 people and became the most viewed post on AÇEV's social media accounts to date.** The movie **#WhatDoMothersWant** was also covered by the magazine Campaign Turkey, which included it in its selection of top 10 films of the year.

AÇEV's Capacity Building Efforts

In 2020, we reviewed our in-house capacity building efforts through a competence-centered approach, while focusing on finalizing our quality standards. Within the scope of capacity building work, we organized activities, such as

Knowledge Building Days, Distance Education Talks, Feedback Workshops, Deep Democracy Training, the Boost Program and English classes.

Throughout the year, we conducted two **Covid-19 and Online Work Environment Surveys** and one **Employee Engagement and Experience Survey**. We evaluated the results of the Covid-19 and Online Work Environment Survey to formulate action plans for enhancing the efficiency of remote work.

To this end, we organized the monthly **How are we?** meetings to improve our overall communication, to employ our technological tools to best meet our needs, and to establish our remote work policy by drafting work procedures outside the office. We will soon start work on a long-term action plan based on the findings of the "Employee Engagement and Experience Survey."

AÇEV Quality Standards

In 2020, we completed work on the revision of AÇEV Quality Standards initiated back in 2019. We designated the following measures to ensure the internalization and mainstreaming of these standards:

- **Quality Guide:**

We created a shorter, generalized, and practical guide applicable in daily life.

- **Quality Workshop:**

We organized a workshop to inform AÇEV headquarters staff on the quality standards.

- **Orientation Video:**

We began creating content for an orientation video designed for new recruits.

- **Maintaining Quality Standards:**

We established the AÇEV Quality Committee for monitoring, reporting, and revising quality standards.



Office Feedback Guide to Enhance AÇEV's Competencies



As part of our capacity building efforts, we identified AÇEV competencies in 2019. In 2020, we expended further efforts to hone these competencies. In this respect, we launched the Feedback Workshops.

These workshops resulted first in the creation of AÇEV Ethical Principles for Feedback and then a guide. The guide covers the basic principles, approaches, and methods to help AÇEV employees provide effective feedback for enhancing competence.

Ethics Policy and Code of Conduct Guidelines



The AÇEV team believes that it is possible to provide benefits to every individual in the society, especially children and families, by joining forces around universal values and adding meaning to life with each action. In this spirit, we published and shared **AÇEV Ethics Policy and Code of Conduct Guidelines** which outline the general code of conduct expected from all Foundation employees and volunteers in their daily activities and in their relationship with other institutions and individuals, the groups that it serves, and the third parties it works with. In line with the guideline, an **Ethics Committee** has been created.

Work on the Strategic Plan

In the final months of the year, we started working on a strategic plan to determine AÇEV's future trajectory not only for the next 5 years, but also for the longer term, as well as which areas to invest in and how to manage resources. In this process conducted under the consultancy of Rizwan Tayabali, founder of the international strategic consultancy firm, Fractal, we established working groups according to levels of expertise and experience. We conducted workshops with the involvement of all employees, founders, and the Board of Directors. Our aim is to complete the strategic plan and submit it to the Board of Directors in February 2021.

Digital Capacity Building Efforts

- We have started to provide free internet data packages to the beneficiaries whom we reach via online tools due to the pandemic, thus providing them the necessary infrastructure for internet access.
- We initiated a collaboration with the Fiba Group for the cyber security of all our corporate applications. We migrated our apps such as the First6Years, Myrequest, and Logo to Fibabanka's infrastructure so as to eliminate possible sustainability and security risks associated with infrastructure.
- AWe began work on the infrastructure, Sharepoint Online, to ensure that all AÇEV documents are accessible via a single platform.
- We also initiated other infrastructure and training programs to expand the use of the Microsoft Office 365 cloud structure.

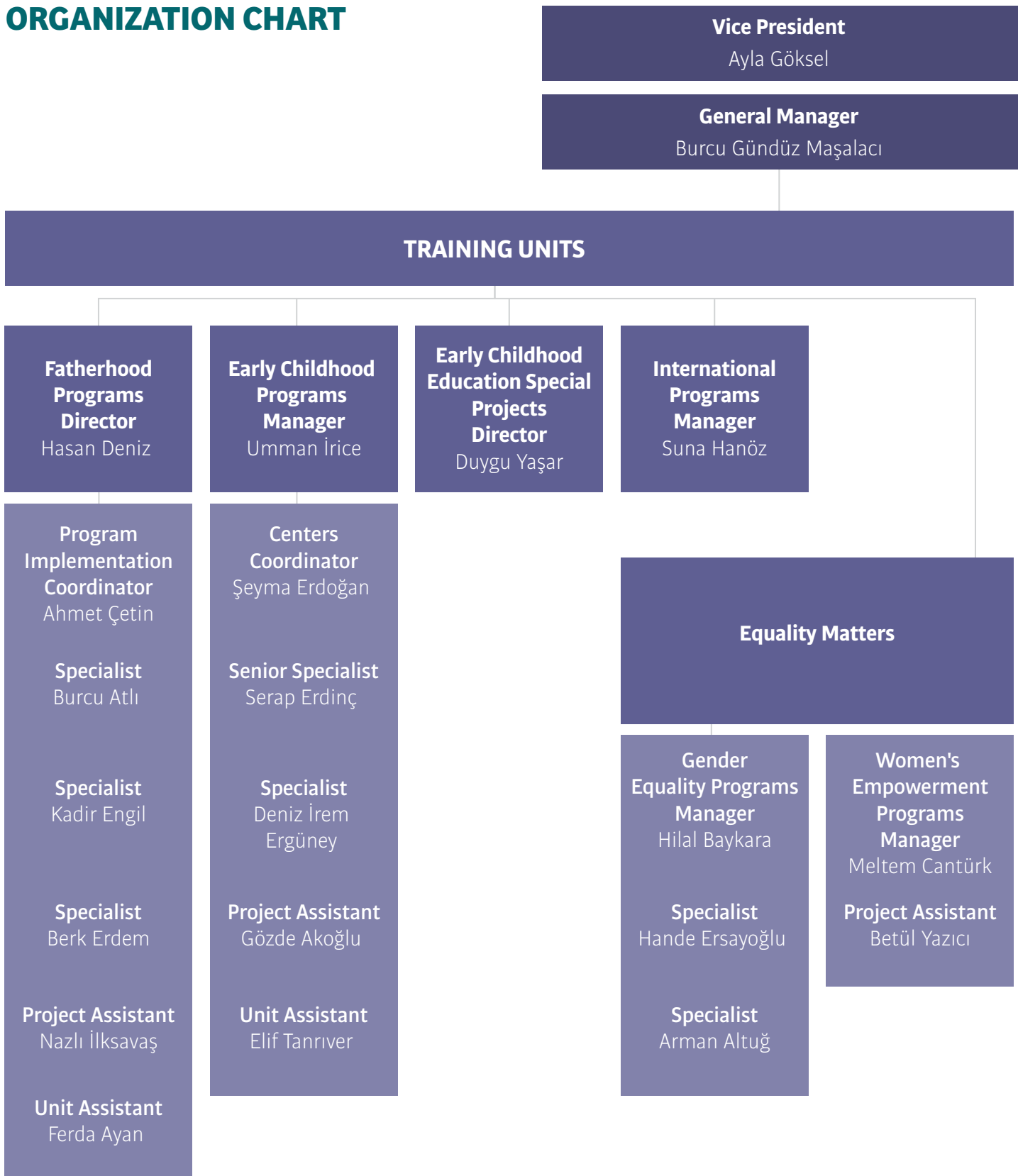
Collaborations for Digital Capacity Building

- Our mobile app First6Years has been included in the international grant program of **The Human Safety Net (THSN)**. While evaluating our application for this grant designed to address the negative impact of Covid-19, THSN took into account AÇEV's digital mobilization to respond to the requirements of the pandemic.
- In order to enhance the efficiency of our online education programs conducted during the pandemic, we initiated a partnership called the "Digital Education Program" with the integrated communication platform Zoom. Having shifted our entire video conference infrastructure to Zoom, we now have the chance to hold sessions of up to 500 people.
- In order to meet the rising need for mobile internet during the pandemic, we reached an agreement with Vodafone to allow the users of our First6Years to access the mobile app without spending their data package. Vodafone's mobile subscribers can now access our application without spending from their internet data package.



2020

ORGANIZATION CHART



ORGANIZATION CHART

Vice President

Ayla Göksel

General Manager

Burcu Gündüz Maşalacı

SUPPORT UNITS

**Research
and Monitoring
Evaluation
Senior Specialist**
M. Uğur Kaya

Project Assistant
Kübranur Şahin

**Fundraising,
Communications,
and Advocacy
Director**
Başak Tuğsavul

**Communications
and Fundraising
Manager**
Sait Beyazyürek

**Senior
Specialist**
Filiz Öztürk

**Fundraising
Specialist**
Gizem Diler

**Digital
Communications
Senior Specialist**
Özen Aydın

**Communications
Assistant**
Sinan Karaoğlu

Advocacy Specialist
Selin Sezen

**Project Development
Specialist**
Ceren Yalın

**Communications
Specialist**
Mehmet Can
Bediroğlu

**Esas Sosyal Project
Assistant**
Esra Avcu

**Digital Projects
Manager**
Can Aksoy

**Content and
Promotion
Senior Specialist**
Melisa Andırın
Çakıcı

**Information
Technologies
Specialist**
Kerem Baysal

**Esas Sosyal
Project
Assistant**
Begüm Başcı

**Financial and
Administrative
Manager**
Cenk Kansak

**Accounting
Specialist**
Paşa Ercan

Finance Specialist
Ercan Şahin

Office Manager
Şermin Erşan

**Warehouse
Supervisor**
Hüseyin Gelgeç

**Receptionist &
Office Assistant**
Gül Senetçi

**Receptionist &
Office Assistant**
Mehmet Akçaova

**Transportation
Support**
Zekai Keskin

**Transportation
Support**
Tevfik Aslan

**Esas Sosyal
Project
Assistant**
Damla Karaaslan

**Esas Sosyal
Project
Assistant**
Erva Şahan

**Ankara
Representative**
Seda Yılmaz

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TABLE 6) 2020 REVENUE BUDGET/ACTUAL

2020 REVENUE	BUDGET	ACTUAL	DIFFERENCE (TL)	DIFF. (%)
Gliss Project		90.000	90.000	
Women's Empowerment Total	-	90.000	90.000	
GAP UNICEF Project	532.510	427.758	- 104.752	-20%
Turkish Publishers Association Project		38.195	38.195	
Koç Sistem A.Ş. MSP Project	118.000	236.000	118.000	100%
Total Early Childhood Education	650.510	701.953	51.443	8%
Koç Sistem A.Ş. FSP Project	118.000		- 118.000	-100%
Parenting Programs Total	118.000	-	- 118.000	-100%
Step by Step 7	900.000	756.029	- 143.971	-16%
SMS Donations		327	327	
Digital Transformation Projects	60.000		- 60.000	-100%
First Opportunity Donations from Esas Sosyal	20.024	78.764	58.740	293%
Other	980.024	835.120	- 144.904	-15%
Total Conditional Donations (Turkey)	1.748.534	1.627.073	-121.461	-7%
UNICEF	2.175.000	1.166.169	- 1.008.831	-46%
Benefit	206.000		- 206.000	-100%
Women's Empowerment Total	2.381.000	1.166.169	- 1.214.831	-51%
Generali Sigorta MSP	133.906	81.898	- 52.008	-39%
Credit Europe Bank Russia-Reading for the Future Step by Step		122.436	122.436	
BOA		367.815	367.815	
Early Childhood Education Total	133.906	572.149	438.243	327%
SIDA	1.422.241	1.422.241	-	0%
UN Women 3		13.818	13.818	
UN Women 4		166.762	166.762	
European Union	476.124		- 476.124	-100%
Generali Sigorta FSP	478.156	81.898	- 396.258	-83%
UNFPA	1.080.764	447.568	- 633.196	-59%
UN Trust Fund	117.000	94.099	- 22.901	-20%
Parenting Programs Total	4.137.424	2.226.386	- 1.911.038	-46%
MERIDIAM (for Natural Disasters)		654.925	654.925	
Digital Transformation THSN		758.089	758.089	
Other	-	1.413.014	1.413.014	
International Conditional Donations Total	6.652.330	5.377.718	- 1.274.612	-19%
Corporate Donations	1.500.000	554.718	- 945.282	-63%
Corporate Unconditional Donations	1.500.000	554.718	- 945.282	-63%
Individual Donations (Turkey)	700.000	227.531	- 472.469	-67%
Individual Unconditional Donations	700.000	227.531	- 472.469	-67%
Funeral Donations		20.880	20.880	
Unconditional Donations on Special Days	-	20.880	20.880	
Donations from Yuvarla.com	15.000	41.774	26.774	178%
Event Donations	25.000	9.060	- 15.940	-64%
Other Unconditional Donations	40.000	50.834	10.834	27%
Retail AÇEV Product Sales	250.000	135.423	- 114.577	-46%
Special Product Sales (net)	25.000		- 25.000	-100%
Product Sales Total	275.000	135.423	- 139.577	-51%
Unconditional Donations Total	2.515.000	989.386	- 1.525.614	-61%
Fiba (Birth/Other) Donations	137.146	139.504	2.358	2%
Donations Total	10.915.864	7.994.176	2.921.687	27%
SUMMARY STATEMENT				
Conditional Donations (Turkey) Total	1.748.534	1.627.073	- 121.461	-7%
International Conditional Donations Total	6.652.330	5.377.718	- 1.274.612	-19%
Unconditional Donations Total	2.515.000	989.386	- 1.525.614	-61%
Fiba Annual Donation		700.000	700.000	
Fiba (Birth / Other) Donations	137.146	234.821	97.675	71%
Interest and Ordinary Revenue	4.497.119	3.545.653	- 951.466	-21%
DONATIONS TOTAL	15.550.128	12.474.650	- 3.075.479	-20%

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TABLE 7) 2020 EXPENDITURE BUDGET/ACTUAL

2020 EXPENDITURE	BUDGET	ACTUAL	DIFFERENCE (TL)	DIFF. (%)
General Administrative Expenses	2.130.132	2.089.659	- 40.473	-2%
Office and Operational Expenses	1.008.023	877.262	- 130.760	-13%
Staff Expenditure - Salaries	1.122.109	1.212.397	90.288	8%
Institutional Development	1.547.940	1.136.921	- 411.019	-27%
Institutional Development Expenditure	447.428	342.635	- 104.793	-23%
Research Unit Expenses	73.260	4.748	- 68.512	-94%
Consultancy Expenditure	265.000	49.500	- 215.500	-81%
Institutional Development Fees	535.431	534.806	- 625	0%
Research Fees	226.821	205.232	- 21.588	-10%
International Activities	240.873	325.673	84.800	35%
International Activities	240.873	325.673	84.800	35%
General Projects	250.000	4.349.551	4.099.551	1640%
Edirne Social Assistance Project		1.132.007	1.132.007	
Elazığ Social Assistance Project		67.544	67.544	
IMM Kindergarten Project	-	2.900.000	2.900.000	
ERG (Education Reform Initiative) Teacher Network Project	250.000	250.000	-	0%
Digital Transformation	588.430	662.102	73.672	13%
Digital Transformation Expenses	162.590	68.435	- 94.155	-
Digital Transformation Covid THSN		155.523	155.523	94.155
Digital Transformation Expenses - Fees	425.840	438.144	12.303	12.303
Gender Training Programs	214.451	223.277	8.827	4%
Borusan Expenses		7.960	7.960	
Gender Equality Activities		1.661	1.661	
Gender Equality Activities - Fees	214.451	213.656	- 794	0%
Centers	1.132.216	705.535	- 426.681	-38%
Diyarbakır Center	228.043	125.694	- 102.348	-45%
Diyarbakır Center - Fees	656.075	475.712	- 180.363	-27%
Renovation Fund (Diyarbakır and Headquarters)	20.000		- 20.000	-100%
Melek Erman Koni Center	142.582	32.828	- 109.754	-77%
Melek Erman Koni Center - Fees	85.517	71.301	- 14.216	-17%
Communication and Fundraising	1.693.828	1.419.927	- 273.901	-16%
Advocacy, Communications and Fundraising Expenses	509.727	290.792	- 218.935	-43%
Advocacy, Communications and Fundraising - Fees	1.184.101	1.129.135	- 54.966	-5%

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TABLE 7) 2020 EXPENDITURE BUDGET/ACTUAL

Early Childhood Education	2.604.360	1.617.671	- 986.690	-38%
ECE General	32.045	48.690	16.645	52%
ECE MSP	300.992	49.212	- 251.780	-84%
ECE - Mother Support Program with Refugee Mothers	20.575	-	- 20.575	-100%
ECE - Reading for the Future	427.012	124.063	- 302.949	-71%
ECE - GAP UNICEF Summer Schools	255.150	74.880	- 180.270	-71%
ECE - Partnership with Municipalities	114.428	-	- 114.428	-100%
ECE - Play Rooms	203.830	-	- 203.830	-100%
ECE - Generali	42.840	128.309	85.469	200%
ECE - Koç Sistem	65.541	115.041	49.500	76%
ECE - Fees	1.141.947	1.077.476	- 64.472	-6%
Women's Empowerment	2.127.626	1.305.145	- 822.481	-39%
Women's Empowerment Literacy Programs (WELP) - General	19.227	7.890	- 11.337	-59%
WELP - Unicef	1.292.895	679.796	- 613.099	-47%
WELP - Gliss		1.640	1.640	
WELP - Benefit	90.000	29.314	- 60.686	-67%
WELP - Fees	725.504	586.505	-138.999	-19%
Fatherhood Programs	3.752.361	2.355.576	- 1.396.785	-37%
FSP	12.818	-	- 12.818	-100%
FSP Fund	246.862	23.670	- 223.192	-90%
SIDA - FSP	818.278	215.442	- 602.837	-74%
UNFPA - FSP	737.294	611.347	- 125.947	-17%
European Union - FSP	626.321	102.296	- 524.025	-84%
UN Women 3 - FSP		1.027	1.027	
UN Women 4 - FSP		75.833	75.833	
Koç Sistem - FSP	52.936	89.963	37.027	70%
Generali - FSP	100.738	73.621	- 27.117	-27%
Fees - FSP	1.157.114	1.162.378	5.263	0%
Personnel Fund	300.000	145.042	- 154.958	-52%
TOTAL	16.582.217	16.336.081	- 246.137	-1%



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