



Annual Report

2014





In the right direction

WE LIVE IN an unusual, exciting and challenging time. Since the end date for UN'S Millennium Development Goals is in 2015, new global goals to change the world will take over from 2016. The point of departure, according to the UN Secretary General, is that we are the first generation that can rid the world of extreme poverty, while also being the last one that can save the planet from an environmental and climate perspective. We like that idea. We like to talk about hope and possibilities. And things are going in the right direction in many areas.

But in other places we are still seeing an increase in violence and injustice. 50 million people are currently fleeing from war and conflict. Although extreme poverty in the world was reduced by 50 percent from 1990 to 2010, 1.2 billion people still live on less than USD 1.25 a day. 748 million people still do not have access to clean water and 100 million children are undernourished. Half of all the women in the world have no access to maternal care and close to 60 million children do not go to school. And when it comes to democracy, equality and respect for human rights, we are all aware that there is still a lot to do.

THE MISSION OF the church – and therefore also PMU's mission – is to embody God's goodness and love. We are therefore inviting more people to participate in our campaigns, work with us on our projects, start second-hand shops and send young people out into the world to try international service. Despite our 50 years of joint commitment, we still need to intensify our efforts for a more fair and just world.

As we look back at 2014 we are grateful that we, together with the Swedish churches and local partners, have been able to support so many important projects that improve people's lives, give them dignity, promote belief in change, influence authori-

ties and reduce poverty in many other ways. We are also happy that we have been able to help bring important issues into the public discourse in Sweden, raise money, educate and motivate people in our network and meet thousands of people through our second-hand shops.

Our aim is to be an organisation that works with you to continue spreading hope and faith; one that sees opportunities where others see problems. To all of you who are working with us on this important mission, we would like to thank you for what you mean to us. We are delighted to see the commitment, passion, expertise and devotion of the Swedish churches, local partners, donors and individuals.

Together we are achieving something fantastic.



Photo: Roger Svanell

Niclas Lindgren, Director PMU

Annual Report 2014

This is PMU's Annual Report for 2014. PMU is the international development cooperation and humanitarian assistance section of the legal entity Pingst – fria församlingar i samverkan (the Swedish Pentecostal Alliance of Independent Churches). For a full financial report on PMU's operations, see the Pingst Annual Report 2014.

The Annual Report includes an audit report.

The head of PMU is Director Niclas Lindgren. The Chairman of the International Steering Group for the Swedish Pentecostal Alliance of Independent Churches is Peter Kammensjö.

Who are we?

With around 180 projects in some 40 countries, PMU is one of Sweden's main development cooperation and human rights organisations, with broad popular engagement within some 500 churches, with 83,000 members and around 60 second-hand shops. Internationally, our main relationships are with churches in the Charismatic movement with an estimated 700 million members worldwide.

Our partners today represent tens of millions of people. Our partners' local presence and knowledge of local conditions and needs are very valuable. The churches in the countries where we have partnerships play a key role in promoting development and justice in both urban and rural areas.

Our value foundation

PMU's value foundation is based on our belief that the world was created by God and that all of mankind is God's creation, giving every life inviolable value. The church has a responsibility to be a role model in building a good society in which everyone is treated equally and which aspires to distribute economic resources fairly. People have needs that are both material and existential in nature.

Poverty and oppression can be regarded from a spiritual, cultural, social and materialistic perspective, and efforts to bring about positive change need to encompass all of these aspects. PMU's aim is to promote unity, recognize diversity and regard the capacity of everyone as a resource.

Our mission

PMU's mission is to coordinate and advance the joint development cooperation work of the Swedish Pentecostal churches. Together we want to reduce all aspects of poverty by working with people living in poverty through development programmes and humanitarian projects, and to give a voice to the voiceless. Our mission includes ensuring that our programmes generate resources and deepen a commitment to fairness and restoration. The key words are respect, openness, quality and involvement.



Programme planning seminar (PPS) Burkina Faso

Focus on quality

In 2014 PMU continued working on, among other things, developing internal governance and control systems. PMU is a member of HAP International whose aim is to improve accountability and quality in aid work. We have developed a framework defining our organisation's responsibility to our stakeholders as well as a complaint management system.

PMU is a member of FRII (Swedish fundraising council for non-profit organisations) which is tasked with promoting a favourable climate for non-profit work in Sweden and for public fundraising. PMU adheres to FRII's Quality Code.

PMU also complies with the directives established by Svensk insamlingskontroll (Swedish Fundraising Control), Sida (Swedish International Development Cooperation Agency), ECHO and other cooperation organisations. PMU has a so-called 90-account granted to fundraising organisations (90 00 50-6). PMU's operations are examined by authorised public accountants.

Cooperation with Sida

Sida is PMU's principal institutional donor. PMU had a framework agreement with Sida from 1981. Our status as a framework organisation ended as of 31 December 2014, but our partnership agreement remains in place for the period 2015-2017. This will allow PMU to continue providing support for programmes in the South/East regions and for communication activities in Sweden.

From 2018 (unless Sida changes its decision on PMU's framework status) PMU is planning to apply for Sida funding through the Swedish Mission Council (SMR). This is already the manner in which our humanitarian projects are funded.



Photo: Elisabeth Hammarberg

This is how we work

Development cooperation is always based on a general partnership plan established between local partners and Swedish churches. In advance of each new programme period, plans are developed during programme planning seminars (PPS). During these seminars we analyse and learn from the results achieved during the previous period; we discuss the most vulnerable target groups, make assessments of the external environment and identify the most relevant strategies and priorities. Basing our support on the needs, visions and strategies that exist at the local level is a key aspect of our partnerships. PMU works according to a rights-based approach based on the principles of non-discrimination, participation, transparency and responsibility.

In Sweden PMU focuses on opinion forming, increasing awareness of the obstacles and drivers of development, and promoting commitment to human rights efforts. The second-hand shops are a key channel for communication and fundraising.

Thematic sectors, building blocks and objectives:

- **Democratic culture and governance:** People have democratic norms and values, respect human rights and participate in society on equal terms.
- **Gender equality:** Women and men have relationships based on equality and a just division of resources, power and influence.
- **Health, education and livelihoods:** People are in good health and have access to education and good livelihoods.
- **Environment:** People use natural resources in a sustainable way, thereby creating good conditions under which present and future generation can live.
- **Local partner capacity:** Local partners work efficiently and with a rights-based approach, and are representative and legitimate voices and organisers of community services.

2014

2014 was a different kind of year in many ways. This is an exciting time in the world. A global process is under way aimed at producing common goals for sustainable development after 2015. The new goals will go into effect when the UN Millennium Development Goals period ends. They will combine climate goals with development goals, and will form a common foundation for efforts by nations to reduce poverty and promote sustainable development in the period 2015–2030.

Post 2015 is the most comprehensive UN-led consultation process ever. The point of departure, according to the UN Secretary General, is that ours is the first generation with the resources and know-how to end extreme poverty and the last one that can save our planet from a climate

perspective. Since Sweden is playing an important role in these global negotiations, Swedish civil society, including PMU, is in a strong position to influence the process. PMU therefore took an active part in several consultations lead by the Ministry for Foreign Affairs in 2014.

Alongside this is a process that has been ongoing in Sweden to regulate cooperation between the Government and civil society. The goal is to increase cooperation and emphasise the key role of civil society in poverty reduction, democratic development and raising respect for human rights. PMU took an active role in this process in 2014.

PMU has worked in cooperation with Sida since PMU's inception in 1965 and has had a so-called framework agreement with Sida since the early 1980s. In April 2014 Sida informed PMU of its decision not to renew the framework agreement. Sida encouraged PMU to instead apply for funding starting in 2018 through the Swedish Mission Council in which PMU/Pingst is a member.

PMU questioned the grounds for Sida's decision and at PMU's request, Sida conducted a further evaluation of PMU. This evaluation was carried out during the autumn. The dialogue with Sida continues. Sida will continue to provide funding to PMU in the future, but it is unclear what form the agreement will take.

In 2014 PMU continued working on preparations to establish PMU field offices in 2015. ■

This is where PMU works

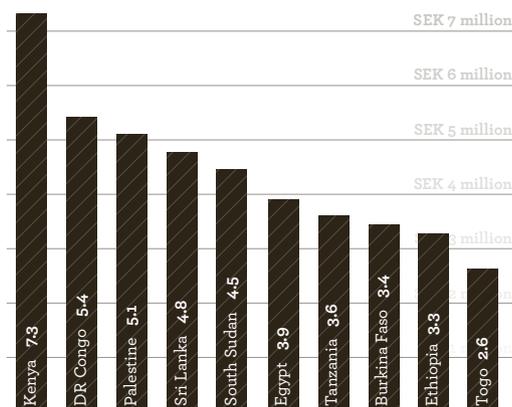
Total turnover PMU:	SEK 194.9 million
Funds raised:	SEK 35.3 million
Sida funding:	Total SEK 73.7 million
- Development cooperation:	SEK 71.8 million
- Communication activities:	SEK 1.9 million
Radiohjälpen:	SEK 4.6 million
ECHO* funding:	SEK 6.5 million
Number of development projects:	157
Number of humanitarian projects:	17
Number of countries:	42

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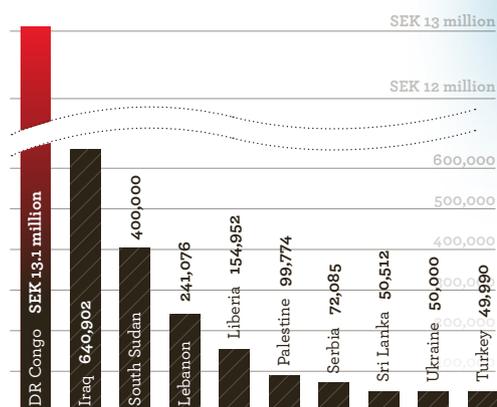
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MAIN RECIPIENT COUNTRIES – Development projects (SEK million)

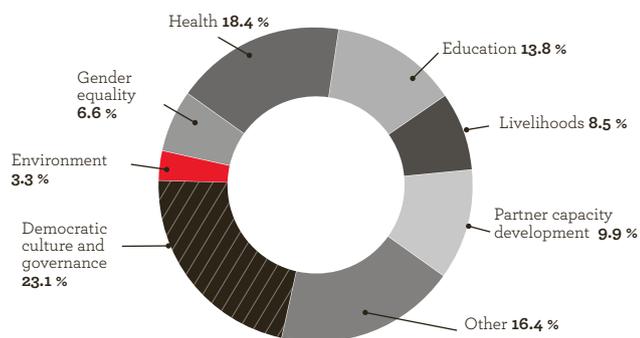


MAIN RECIPIENT COUNTRIES – Humanitarian projects (SEK million)





PMU'S OPERATIONAL AREAS
– Development projects



2,516
new patients received care within the Survivors of Sexual Violence (SSV) project at Panzi Hospital in 2014.



Photo : Private.

The Swedish Christian parliamentary group met with members of the Ethiopian parliament and PMU employees during a visit to the Swedish Riksdag (parliament) in October.

Today although 116 of the world's 194 nations are formal democracies, there is still a very significant lack of democratic values and principles and respect for human rights in the world.

This is where civil society has important work to do. More and more of PMU's partners are assuming the responsibility of being a voice for the vulnerable and safeguarding human dignity and justice.

Parliamentarians learn good governance

WHILE ETHIOPIA IS enjoying a period of development and strong economic growth, bribery and corruption are rife in Ethiopian society. PMU has a unique opportunity to influence the political climate in the country. A while ago a politician was arrested on suspicion of corruption. He was known for his strong Christian faith. In the church it is not unusual to give gifts to officials in return for building permits or when contracts are signed.

These are only a few of examples of the corruption and poor governance that exist in Ethiopia. When the coffers are empty the temptations are many, but there is also a poor sense of what is right and wrong.

PMU is supporting a unique project run by the Evangelical Churches Fellowship of Ethiopia (ECFE) which is reaching out to pastors and leaders as well as directly

to Ethiopia's power elite – in the Christian parliament group. Based on biblical principles, parliamentarians are being educated in good governance, sound democratic principles and how to stop corruption.

Today around 120 of the country's members of parliament are taking part in the project and being educated at seminars, workshops and lectures.

"After they complete our course they will understand that corruption exists at all levels in society and that it is an evil phenomenon. They say that they want to take this knowledge seriously and apply what they have learnt in their everyday work," says Mulugeta Zewdie, head of the programme for ECFE. The hope is that the parliamentarians will pass on the knowledge they have gained to their local constituencies and at the various government ministries where they work. ■

This is how we work

Democracy projects involve promoting a strong democratic culture and increasing tolerance, participation and equality, as well as anti-discrimination work. PMU's partners strengthen civil society at the grassroots level and teach people to demand their rights. They often work with opinion forming by, for example, promoting public debate and dialogue.

Another important aspect is to ensure that society is governed based on democratic principles so that corruption is reduced, the legal system is effective and human rights are respected. Many of PMU's partners are focusing on advocacy and working in cooperation with the authorities.

More and more girls are attending school, increasing numbers of women are becoming elected government officials around the world and many women are being provided with better livelihood opportunities. Still, the world has a long way to go to achieve full gender equality. Progress in this area is uneven – both within and between different regions. But we know that gender equality is essential for development.

Women's clubs attract men too

THE DEMOCRATIC REPUBLIC of Congo is plagued by deep poverty and many people are unaware of the importance of family planning. Large families lead to poor finances, an insufficient food supply and a decline in the health of women after multiple births. But women's clubs in rural areas have changed the attitudes of both men and women to family life.

"I'm the mother of five small children. I used to have health issues because my babies were born one after the other in quick succession. But I went to a women's club and learned about family planning. Today I feel good," says Passy Chivanga, member of one of the women's clubs that PMU's partner CEPAC is running in a rural area in eastern DR Congo.

In order to help couples plan their families, CEPAC launched a maternity care and paediatric healthcare project to train care providers at four clinics, provide free contraception and hold

seminars about family planning at various women's clubs. The clubs have become so popular that men are also keen to get involved. Today they can join their wives to learn about how to plan their families.

"Thanks to the project my husband and I are talking to each other and taking decisions together about when to have more children," says Aimérance M'busomoka, a member of one of the clubs.

So far around 3,000 people have been educated through the project and many more have been reached by radio broadcasts that provide information on a weekly basis to the very poorest people living in rural areas.

Today it there are clear signs that more and more people are planning their families, which is improving women's health as well as family finances and diet, and more children are able to attend school. ■

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Thanks to the project my husband and I are talking to each other and taking decisions together about when to have more children,”

says Aimérance M'busomoka,
a member of CEPAC's women's club
in DR Congo.



Photo: Roger Svanell

Thanks to CEPAC's women's clubs, which are supported by PMU, men are getting more involved in family planning.

This is how we work

In the gender equality projects the focus is on gender roles and ideals, education, livelihoods, violence and abuse prevention, sexual and reproductive health, helping women to organise, and the rights of women and girls to take part in decision-making in the family and in society. Women and girls receive support to organise and learn about their rights.

Many local partners are also working with duty bearers, such as village leaders, heads of cooperatives and local church leaders. Involving men in gender equality work is important and can be the key to achieving sustainable results.



Photo: W.B.

Thanks to practical vocational training courses, the participants in a training project in the Middle East are able to find jobs.

1.2 billion people in the world are living on less than USD 1.25 a day and are categorized as extremely poor. Health, education and livelihoods are the responsibility of the state but they are still not given enough political priority in many countries. Here, civil society can put pressure on governments to take their responsibility and work with them to reach the goals.

Filling the knowledge gap

DESPITE STUDYING FOR several years at university, many people in a Middle Eastern country lack the practical skills to get a job due to major shortcomings in the education system. Despite having a university degree, it was not until Ali received training through PMU's partner that he was able to secure a job as an electrician.

With an already weak education system, the situation did not improve when the country went through the "Arab Spring." During the revolution many schools were closed, the ministry of education was destroyed and educators lost their jobs. The result was a further decline in the quality of education with many teachers losing their motivation to teach.

PMU's partner organisation in the country decided to do something about the problem and started working on raising awareness about the importance of education. In 2011 the organisation

developed programmes at the vocational college it had been running since the 1970s. Today the college is filling the knowledge gap.

"When I started at the vocational college I already had a university degree, but I had a lot of gaps in my knowledge, particularly the practical aspects that weren't covered at university," says Ali. He supplemented his degree by taking a course in electronics through PMU's partner.

PMU's partner plays an important role today in helping to develop school curriculums and being a model for how to structure vocational training. There has been significant progress and now teachers are showing much more interest in and commitment to education and developing curriculums. Many students have gone on to get jobs after attending the vocational college.

"Thanks to the electronics course I now have a job at a factory," says Ali. ■

This is how we work

PMU is primarily active in the countries ranked the poorest in the world. Many faith-based organisations have a strong tradition of working in health and education. The focus is often on women and children because they are almost always poorer and more vulnerable than men. Support is provided to women and men so they can get organised by forming cooperatives and in other ways have a better chance of finding a livelihood. A broad network and cooperation with duty bearers – particularly the government authorities – is important and improves sustainability and outcomes.

In certain conflict areas where the government is very weak, local partners build health clinics, hospitals and schools.

Although much has improved around the globe, there are still obstacles preventing more progress. It is no longer possible for anyone to ignore the increasingly negative effects of environmental degradation. The consequences are serious and affect all of us.

A better climate and more plentiful harvests through PMU's environmental clubs

POOR AND INSUFFICIENT agricultural production, deforestation, erosion and infectious diseases – these are just a few of the factors behind the poverty of the people of Burundi today.

But through tree planting and environmental clubs, the CEPBU church's network has succeeded in turning the trend around and is spreading awareness about how to take care of the environment and the climate. A Burundi Government representative wrote a letter to the church to express gratitude for its work.

"With this letter I would like to convey our gratitude to you for your important work in improving the lives of the people of Burundi in general, and for successfully implementing the Government's agricultural policies in particular." This was written by a representative from the Burundi Government to PMU's partner CEPBU.

He is referring to the seven million or so trees that the organisation has planted, the environmental clubs that are constantly multiplying and the fact that people in the country have learnt how to be climate smart and improve

their diet. It all started with planting trees to protect the environment from erosion and deforestation.

This led to the creation of environmental clubs which have spread throughout the church's network. Thanks to these clubs so far close to 3,900 households have received training and learnt about everything from how to run a micro-finance company to how to use more modern farming techniques.

Many say that they have increased their production – sometimes tenfold. Christine Bakundukize is one of the people whose life has improved thanks to the knowledge she gained from the project.

"In the past we harvested two kilos of rice on our small plot of land, but last season our yield was 70 kilos. Thanks to the surplus I was able to buy school supplies for our children. Today we are eating two meals a day, instead of having to ration a small amount of food like before. Our lives have changed thanks to the training we received through the project." ■

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In the past we harvested two kilos of rice on our small plot of land, but last season our yield was 70 kilos.”

Christine Bakundukize, member of an environmental club in Burundi.

This is how we work

Climate impact is tangible in many African countries in the form of desertification, drought, erosion and floods. Environment projects address the sustainable use of natural resources and sustainable techniques and methods in households, forestry and farming.

Another important aspect of environmental work is preventing and managing environmental and climate disasters. Above all our partners are working to strengthen the capacity of individuals and groups to manage environmental issues. Our partners are working in cooperation with the authorities and other actors on environmental issues to achieve more and better environmental outcomes.



Photo: CEPBU.

The environmental clubs run by PMU's partner CEPBU are helping members improve the climate and produce more from their land.



Photo: Lars Klingensbo

PMU provides support to local organisations so they can improve their capacity with a view to running their projects themselves.

PMU's mission is not only to support local partners in their poverty reduction efforts, but also to support their organisational development by strengthening their capacity. The goal is to help them be strong and independent agents for change in society so that PMU's support is no longer needed.

Strengthening organisations is as important as providing relief

FOR 50 YEARS PMU has been working with partners in the field to create the necessary conditions for people to raise themselves out of poverty. PMU has funded both large and small-scale partners. Several of them have grown and become major organisations that are having a significant impact on society. So today PMU is working increasingly on providing support to develop our partner organisations.

The Kenyan Pentecostal movement, Free Pentecostal Fellowship of Kenya (FPFK), which is known, among other things, for its successful work among the Maasai, has received support from PMU for one year to develop its strategy and organisation.

Through seminars and workshops FPFK has been providing leadership training for its new board and has produced new policies for employees, addressing everything from sexual harassment to employee benefits and codes of conduct.

“We are already seeing evidence of the

fact that if we help organisations grow and become more robust, this quite quickly has an impact on their whole operation,” says Mikael Jägerskog, Capacity Development Advisor at PMU.

He believes that it is important not only to focus on the work being done on the ground, but also on ensuring that organisations work effectively as a whole so that they can deliver results on the ground.

“We are very focused on delivering at the grassroots level and that is often where our partners' strengths lie. The challenge is for organisations to have a long-term plan and strategy for their activities so that they can be sustained over time. Civil society today is in a vulnerable position and needs all the support it can get to stand up for people's rights in local contexts,” says Mikael Jägerskog.

One of our support goals is to ensure that projects can flourish at the grassroots level and to support local project leaders and personnel in their work. ■

This is how we work

PMU's capacity development projects are aimed at developing the efficiency and internal democracy of the partner organisations and supporting their representativity, legitimacy and rights-based approach. This work is based on ensuring that each local partner takes ownership of and responsibility for their own capacity development.

By organising regional and global meetingplaces and facilitating events such as thematic seminars, PMU helps local partners in particular to learn from and exchange experiences with each other. PMU also supports partners in their capacity development through education, evaluation and field personnel.

Humanitarian aid

WHEN A DISASTER strikes people are rarely prepared. Conflicts and natural disasters are merciless and often happen without warning. People may be forced to flee over the night with gunfire at their backs. They may have had a good life until one day a natural disaster leaves them without a home or a livelihood.

2014 was the year of disasters. Four countries were placed in the category signifying the worst possible humanitarian emergencies, according to the UN's assessment. Today 50 million people are refugees – the highest figure since World War II. To provide relief for individuals hit by disasters, PMU had programmes in 2014 in the following countries: Democratic Republic of Congo, South Sudan, Iraq, Liberia, Lebanon, Ethiopia, Burundi, Kenya, Nepal, Sri Lanka, Serbia, Palestine, Ukraine and Turkey.

PMU does not implement the actual projects itself, but instead coordinates

humanitarian aid with local and international partner organisations whose values are close to those of PMU; partners who we know have the same outlook on mankind reflected and turned into action to help the most vulnerable people. Through our local partners we are often the first to reach the site of a disaster to meet the needs of people who have lost their homes or possessions, been forced to flee from their countries or are affected by events in other ways. We respond in all sectors of disaster relief – education, access to clean water, food supplies, medical care, nutrition, necessities and shelter, which are needed to meet people's basic needs.

PMU supported a total of 17 humanitarian projects in 14 countries in 2014 for an amount of SEK 15 million. The main donors are ECHO (European Commission Humanitarian Aid and Civil Protection Department), Radiohjälpen, Swedish Pentecostal churches and their second-hand shops, and private donors. ■

3.8 million people fleeing their homes

SYRIA AND PARTS of Iraq are suffering one of the world's biggest and most serious humanitarian disasters. Close to 3.8 million people have been forced to flee to neighbouring countries due to the ravages of the Islamic State and the fighting going on between opposition groups and the Syrian Government. Many refugees had no time to take anything with them except the clothes they were wearing.

Khairy Faris Ismail, a married father of three who worked as a sheet metal worker in Iraq before the conflict broke out, fled from the Sinjar Mountains with his family to Duhok in Iraqi Kurdistan. He describes the scene as resembling the end of the world when hundreds of thousands of people fled overnight from the mountain under the threat of an IS advance.

Khairy received money from PMU and PMU's partner Tearfund to purchase items for the winter, such as winter clothes for his family and heaters for their temporary tent home. Khairy has expressed his enormous gratitude,



Khairy Faris Ismail, married father of three, sheet metal worker and refugee from the Sinjar Mountains in Iraq.

saying that the financial gift his family received is helping them to stay warm during the cold winter months. He also appreciates the fact that they were able to decide for themselves what to spend the money on for the family. Khairy says it gave them a feeling of independence and of being respected to be able to choose what the money was used for – to decide what they needed the most in a situation when they had lost everything. ■

Amani, 5 years old, was forced to flee from her home

IN LEBANON little Amani sits and plays with building blocks. Amani is five years old. She has already been forced to experience war and to flee from her home in Syria. Like many other refugees she lives in a makeshift tent camp which has few child-friendly areas.



Photo: World Vision Lebanon.

Amani has participated in the Child Friendly Spaces project supported by PMU in cooperation with PMU's partner World Vision in Lebanon. Child Friendly Spaces are places where children can gather and play; a place where they can forget about war and problems for a while and process their traumatic experiences. Amani was shy and withdrawn at first.

War affects children in different ways; while some act out, others become withdrawn and choose not to talk about their experiences. The photo shows Amani sitting and playing with building blocks. She says that she is trying to build a room that reminds her of the room she left behind in Syria, and that one day she hopes to return. ■



Photo : Bertil Jonsson.



Every year PMU's second-hand shops contribute considerable resources to PMU's development cooperation work, while also providing meaningful volunteer opportunities and a place for social interaction.

Second-hand shops

Second-hand shops are an important source of funding for PMU's programmes and those of our partners around the world. The shops generate considerable combined resources.

ONE OF OUR most important success factors is all of the dedicated volunteers who work at the shops and who are passionate about making a difference for people who are suffering and in need. The shops are also involved in important social initiatives that help several groups of people. They provide an opportunity for people to experience working in well-functioning environments and in a social context that is built on Christian values.

2014 was an eventful year. In cooperation with local churches we opened two new contract shops, one in Visby on the island of Gotland and one in Resele which is in the Sollefteå municipality. PMU also launched a new store in Piteå in cooperation with two local churches. This large shop was officially launched in May. It was a

successful launch and after a couple of months the shop was already generating a profit to help fund development cooperation programmes. In Alingsås and Köping PMU took over two existing second-hand shops. Sales have development well at the shop in Aling-

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percent of the energy needed to produce new clothing is saved when clothing and other items are recycled and reused.

sås which has been expanded and now has a new café. It is being run in close cooperation with the non-profit organisation Vinden which is responsible for volunteer staffing. The shop in Köping will be moving to much bigger and more suitable premises with a planned re-opening in May 2015.

PMU also runs its own shops and in 2014 we invested mainly in developing them in various ways to increase profitability and the proceeds that each store generates for humanitarian projects. This is the original idea of the second-hand shops. During the year we closed one shop in Borås that lacked the commercial potential for profitability.

Also in 2014, Tommy Granberg retired, ending his 19-year tenure at PMU. Roger Spjuth succeeded Tommy as the new Director of Second-Hand Operations in August. Mats Svanström took over the position as Head of Business Development. During the autumn five Kick-Off events took place in Sweden, gathering around 700 employees for professional training and social networking.

Several of our shops were recognised in various ways in 2014. The shop in Hjo, for example, was awarded the title "Årets Ryck 2014" by the business community. The shop in Strängnäs won first prize for the having the city's best window display and the shop in Umeå was named "Sustainable Shop of the Year" at a business community gala. ■

Communication, fundraising and advocacy work in 2014

PMU'S 2014 SPRING campaign was called "Böcker är vassare än rakblad" (Books are better than razor blades) and was focused on the right of young girls to avoid genital mutilation and instead be allowed to finish their schooling. The message of the summer campaign was "You make it possible" and it highlighted livelihood opportunities for people in Burkina Faso.

The Christmas campaign focused on all of the children affected by sexual violence in DG Congo. The theme for this campaign was "To Congo with Love."

In connection with the spring campaign, a number of second-hand shops around the country held "Millennium Days." During the Christmas campaign, 14 churches received visits from Dynamic Vocal, a group that provided a Christmas concert arranged in cooperation with PMU.

Also during the Christmas campaign, PMU worked with the magazine "Hemmet's Journal," encouraging readers to donate blankets to send a message of love to the children of DR Congo. Thousands of blankets were received at PMU's collection depot in Vårgårda for distribution to DR Congo and other destinations.

At the end of October our partner Dr. Mukwege of Panzi Hospital in DR Congo was on STV's talk show "Skavlan." The pro-

To Congo
WITH ♥



gramme received a huge response. Statistics showed that the clip shared on Facebook by PMU reached 86,720 people. 85,000 of these were people with which PMU had no prior relationship. The same image was shared 1,299 times. This is PMU's best ever result on social media.

In 2014 PMU raised SEK 35.3 million. The donations came mainly from individual donors, second-hand shops and churches.

PMU's mission includes advocacy work to bring about structural changes. The main focus here is to reach politicians, the media and other groups that can influence society. Activities arranged included a seminar at Europahuset in Stockholm under the heading "How long will the perpetrators go unpunished?" A doctor from Panzi Hospital in DR Congo spoke at the seminar and there was also a panel discussion.

The 2013 Panzi Report was published to coincide with the seminar. PMU took part in the celebration of International Women's Day at Fryshuset and also attended Almedal Week.

Various joint projects were implemented in cooperation with organisations such as Diakonia and Kvinna till Kvinna (Women to Women), including a workshop on war injuries and torture, an appeal regarding conflict minerals that went to Minister for Foreign Affairs Margot Wallström and EU Commissioner Cecilia Malmström, as well as a debate article on the same theme. ■

This is how we work

Through communication and fundraising activities, PMU aims to spread awareness and get people involved to generate resources for long-term development projects and acute humanitarian initiatives.

The PMU magazine, the website pmu.se, the monthly newsletter, social media and the school package are examples of channels used for these efforts. Face-to-face meetings between people are also an important element. PMU therefore

arranges Millennium Days at the second-hand shops, activities at summer conferences, seminars, concerts and church visits. Around the county there are many enthusiastic individuals whose dedication is extremely important to our efforts. Supporting initiatives taken by individuals and groups is therefore an important part of PMU's work as well.

We have three campaigns every year: a spring campaign, a summer campaign

and a Christmas campaign – each one with a specific theme. PMU produces information materials for each campaign in the form of leaflets, posters, video etc. Anyone wishing to support PMU can do so by becoming a monthly donor, a Children's Rights friend or by making a financial donation in another way to support our programmes.



In everything, do to others as you would have them do to you