



welt
hunger
hilfe

For a world without hunger

Annual Report 2013

The world
is not fair.

Let's
change it!



What we do

An interview with the Supervisory Board and the Executive Board	4
Project map	6
Project work abroad	8
Policy work	24
List of projects	26
Marketing	28
The year 2013	30



Who we are

Transparency	32
Finances	36
Foundation	44
Organisation chart	47
Structure	48
Network	50



What we want

Outlook and strategy	52
Donations/Imprint	54
Mission statement	55

AN INTERVIEW WITH THE SUPERVISORY BOARD AND THE EXECUTIVE BOARD

The world is getting smaller

Bärbel Dieckmann and Dr Wolfgang Jamann, the President and the Secretary General of Welthungerhilfe, respectively, had the opportunity to get a first-hand look at the progress of several projects in 2013. In this interview, they take a personal look back over the past year – and look forward to the future of the organisation.

What event in 2013 was particularly memorable for you?

Dr Wolfgang Jamann | During a trip to the Democratic Republic of Congo, I met a group of youths who really touched and impressed me. Just a few years ago, many of them could only move by crawling, because they suffered from polio or meningitis – the consequence of poor hygiene conditions or a lack of vaccines. They were treated as part of the “Stand Proud” project, which is supported by Welthungerhilfe, and now they can walk upright and make their own prostheses. To watch them act and make music gives me hope – for all those who have to live in these circumstances in such difficult countries!

Bärbel Dieckmann | I was pleased to see how a functioning civil society is starting to establish itself again in rural Myanmar following half a century of dictatorship rule. This is the only way that new laws can be implemented. Welthungerhilfe supports the formation of village committees that plan local development and control the level of debt. I noticed how confident the women are in demanding the

right to be heard; they often assume leadership roles within the committees.

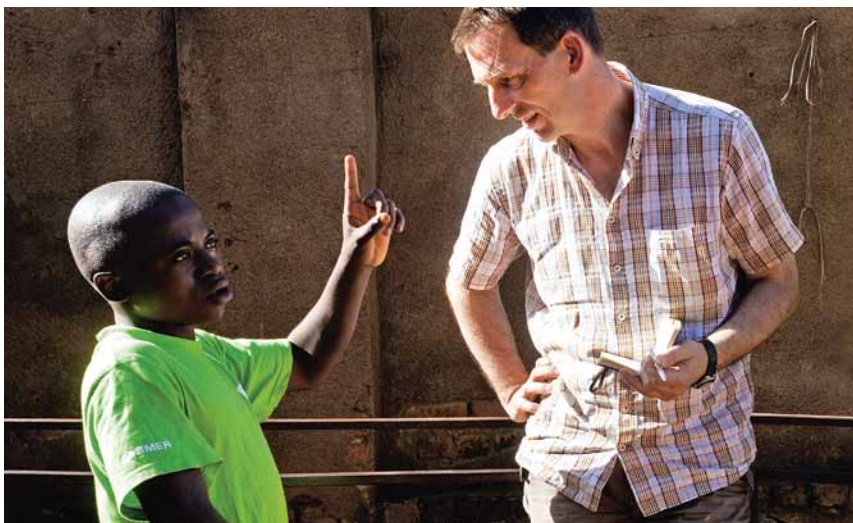
The Welthungerhilfe emergency response team had to take on a lot of projects over the past year. How can fragile states be developed over the long term?

Jamann | Two thirds of our 40 project countries are considered fragile states. In these countries, aid agencies such as Welthungerhilfe assume the types of tasks that should actually be carried out by the government. In the Democratic Republic of Congo, for example, we repaired an airport that was destroyed by a volcanic eruption. Once farmers can sell their goods on the market, patients are able to reach their doctors, and international observers’ access to at-risk villages improves, then the country has taken its first step towards stabilization.

Dieckmann | Never before has Welthungerhilfe provided as much humanitarian aid – one such example is in South Sudan, where hundreds of thousands of people are fleeing the fighting. The poorer the country, the more devastating the effects of extreme natural events and the consequences of climate change – this was confirmed by our 2013 World RiskReport. Natural disasters, such as Typhoon Haiyan in the Philippines, have the effect of catapulting the poorest of the poor into a downward spiral. Anyone living on two dollars a day cannot afford to have a sick person in the family or miss a harvest. For many families, the catastrophe occurs after the disaster. Because of this, Welthungerhilfe will remain in the Philippines until at least the end of 2014. We have to strengthen the resilience of the people so that their dependence on aid does not become permanent.

Welthungerhilfe’s long-term goal is to make itself redundant. Why?

Dr Wolfgang Jamann is impressed by the projects in the Democratic Republic of Congo, such as “Stand Proud,” which helps children with polio to walk again.



Dieckmann | In a world without hunger there would be no need for an organisation like Welthungerhilfe. But unfortunately that day remains a long way off. According to information from the United Nation's World Food Programme (WFP), 842 million people are still suffering from hunger and malnutrition ...

Jamann | ... but we are strengthening our local partner organisations and delegating more and more responsibility to our foreign offices. In this way, we are contributing to the development of a functioning civil society, which takes on an increasing amount of responsibility for itself.

How do you work together with partners?

Dieckmann | Our work would never be as efficient or successful without our partners. Our partner organisations bring an enormous amount of potential to our work. We plan projects jointly with these organisations, because they are most familiar with the local conditions.

Jamann | We also work with other international organisations to reduce administration costs and to address politicians with one voice – such as Alliance2015, which Welthungerhilfe will manage for the next three years (see pages 50–51). In addition, we talk to companies about how they can do away with harmful practices, such as food waste and land grabbing.

How is Welthungerhilfe able to interest future generations in issues such as hunger and poverty?

Dieckmann | Young people especially are very interested in these issues. Thanks to volunteer programmes, travel and social media, the world has become a lot smaller for them than it was for us. If you have friends in the South, you will also have a greater interest in a fairer world. We approach young people with educational material and campaigns. After all, they rarely have much money, but they do tend to have time! Many of these activities take place during “Welthungerhilfe Week,” which was very successful again in 2013.

Jamann | A real highlight in 2014 will be the “Weltwärts” (Worldwards) programme. In the summer, we will be sending 20 young volunteers, ages 18–28, to projects in India and Uganda. It is an effort to win



over people who are sympathetic to our cause; who will become engaged in development policy matters upon their return. The target group in the project countries is also quite young; therefore, volunteers can help us to communicate with them at eye level, so to speak.

Bärbel Dieckmann is pleased to see that the end of dictatorship in Myanmar has resulted in the arrival of democratic structures in villages.

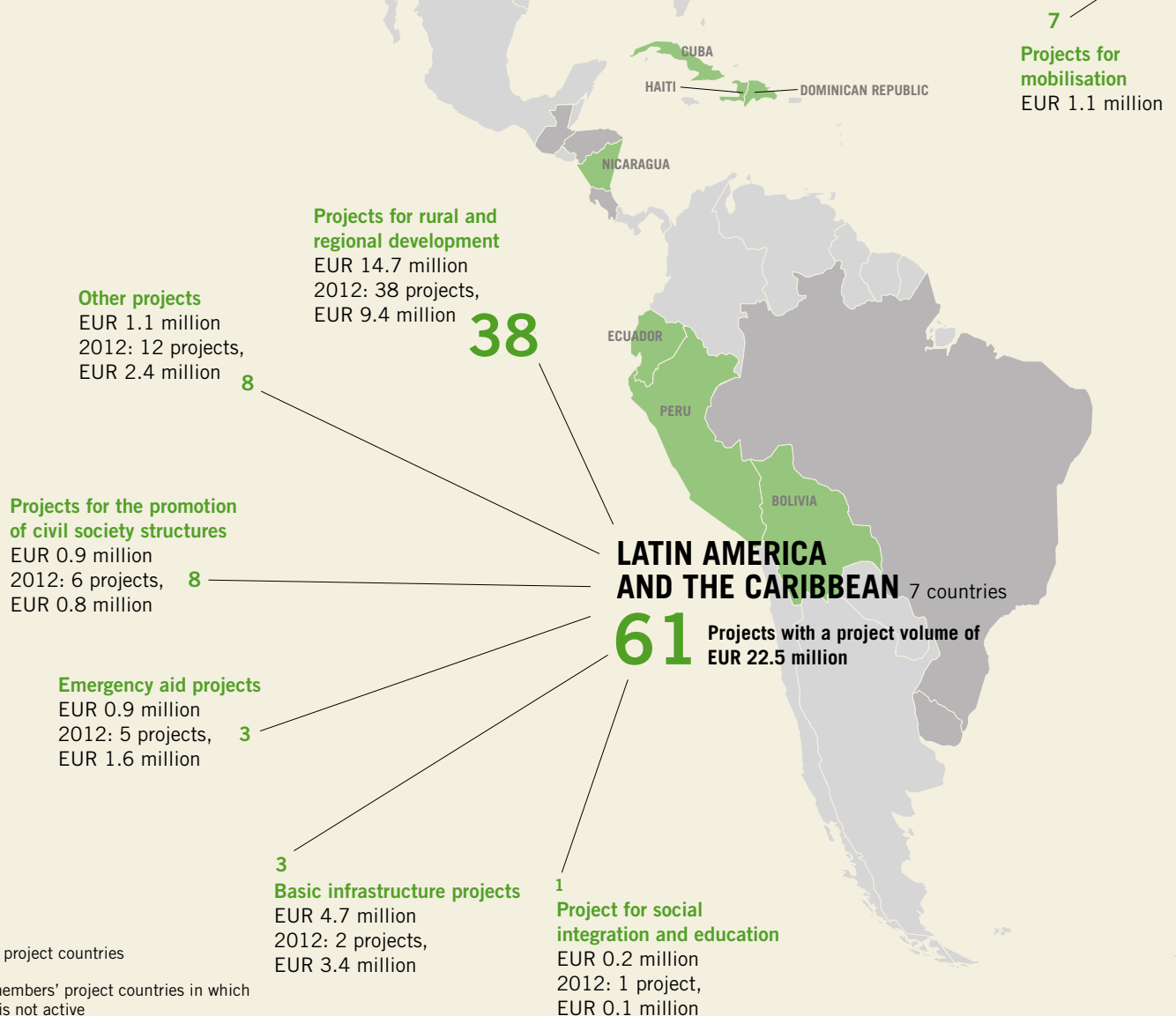
The 21st century has new challenges in store – resources are becoming scarce, climate change is beginning to make certain regions uninhabitable, and emerging countries such as China are providing development aid. How does Welthungerhilfe respond to these developments?

Dieckmann | We address these issues early on, because of course mega trends such as urbanisation or migration have a direct effect on our work. Other phenomena, such as land-grabbing, have already been affecting our work for some time: In northern Myanmar we also support people through land surveys and legal advice, so that they can defend themselves when their rights are violated. We also use new techniques in disaster situations, such as money transfers via mobile telephones.

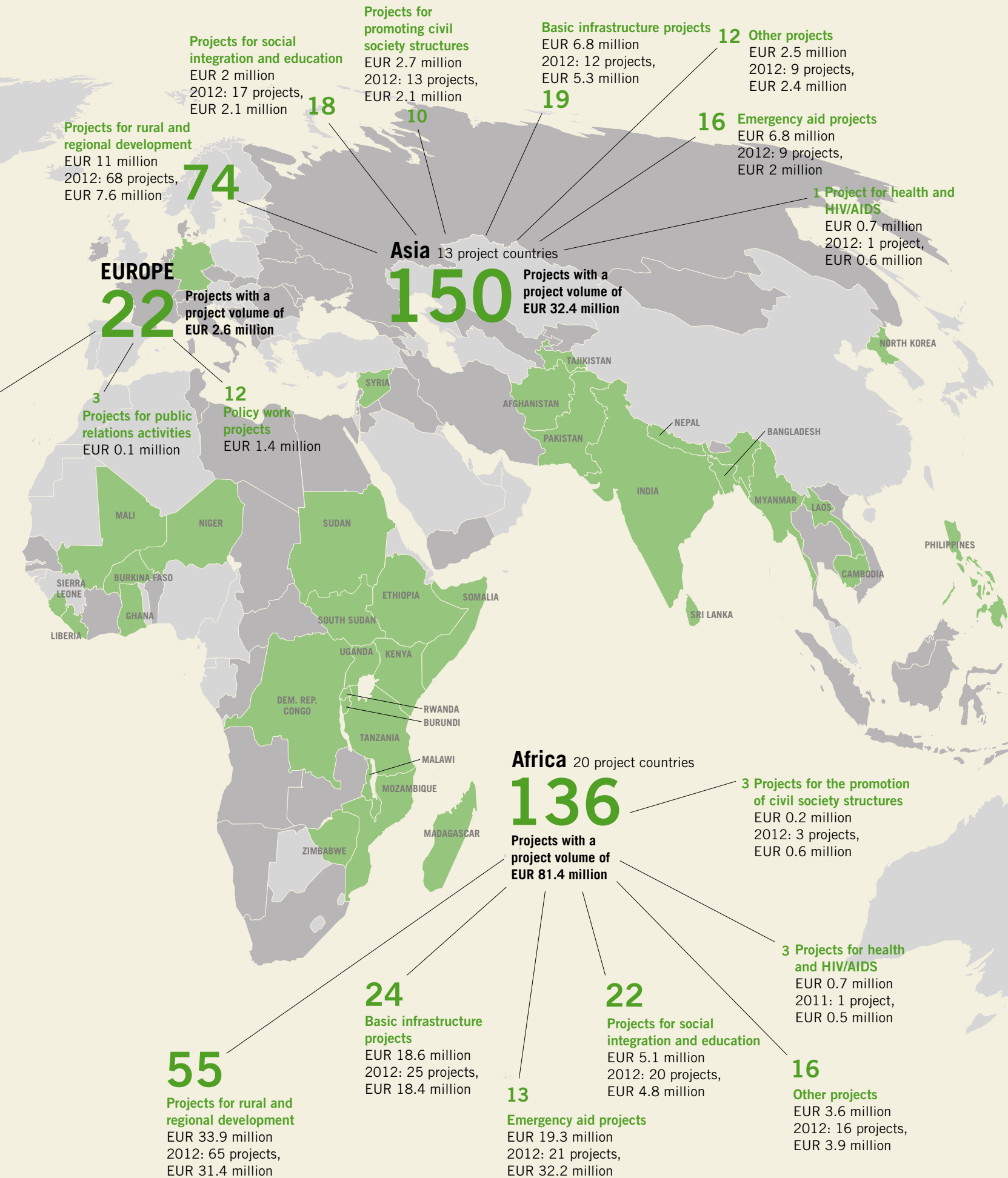
Jamann | We conducted a vision process in 2013 to prepare for these changes. For a period of eight months, our employees looked at the future of the organisation and developed a number of different scenarios. We were very impressed with our colleagues' commitment and creativity, in Germany and abroad, as well as their ability to work together across all levels of hierarchy. Welthungerhilfe may be 52 years old, but it is keeping abreast of current events.

Our fight against hunger

In 2013, Welthungerhilfe supported people in 40 countries with 355 overseas projects*. In Germany, 22 projects raised awareness for hunger and poverty amongst the German and European publics and policy-makers. Since Welthungerhilfe was founded in 1962, it has supported 7,348 overseas projects, including 5,174 self-help projects, with approximately EUR 2.66 billion.



* Including 8 supra-regional projects not shown here







SIERRA LEONE

Home-made water supplies

Efforts to build sustainable drinking water and sanitation facilities in a developing country face enormous challenges. The results of decades of work by the international community are rather sobering. Expensive well construction projects and toilet facilities often fail due to a lack of infrastructure. Those in charge are rarely able to continue operating the facilities after the project's end. Things are different with a Welthungerhilfe project in Sierra Leone: Here, people are organising their own water supplies. This is made possible by the availability of competitively-priced building elements and spare parts, along with affordable services.

Initial situation | The water and sanitation supply situation in Sierra Leone leaves much to be desired. According to the World Health Organisation (WHO) and UNICEF, only 57 percent of the population has access to clean drinking water, and only 13 percent has a toilet. A third of children under five years of age die from the effects of diarrhoea illnesses, caused by inadequate water supplies. The government's ability to meet its obligation of providing water and sanitation facilities for the population is very limited. A lack of administrative structures makes the provision of comprehensive services almost impossible. Small rural communities in particular are excluded from municipal supply facilities – it is not economically viable for utility companies to include them in the system.

Measures and impacts | Welthungerhilfe encourages the population to take responsibility for their water and sanitation supplies. Their unique approach: Households do not receive financial support, as is commonplace in many other development co-operation projects. Instead, they have to come up with the money to improve their own water and sanitation supplies.

To this end, Welthungerhilfe and its partner organisation, “Escuela Móvil Aguas y Saneamiento básico” (Mobile School for Water and Sanitation,

EMAS), have designed water and sanitation products that have been adapted to the local market and are offered at affordable prices. Households that want to use these systems receive technical support. The existence of additional wells near houses means that women and children no longer have to make the difficult journey to the next community well or river. Furthermore, traditionally open wells are also improved: they are encased with concrete and closed with a lid. With visible success: illnesses caused by contaminated water have been declining in the villages.

Welthungerhilfe is also training local tradesmen as part of this project: they manufacture the water and sanitation facilities, install them and look after their maintenance and repair. The tradesmen are encouraged to establish their own small companies or to contribute their skills to an existing company. The targeted support that is provided to these companies has the effect of improving the production and marketing capacities of the private sector and creating workplaces.

The issue of inclusion is also taken into account: for example, special toilet seats are made for older people and those with disabilities using locally available materials. Those affected report that these measures greatly improve their quality of life.

Occupational training and professional development

Infrastructure



The impact is what counts

To ensure that the projects achieve the desired outcome and impact, Welthungerhilfe works together with local inhabitants to develop what are called “results chains.” The illustrated excerpt provides a simplified sample illustration of the connection between the expansion of water and sanitary supplies (WASH) and an improvement in health conditions. Welthungerhilfe analyzes this results chain during the monitoring process. In addition to the question “Are we doing things well and efficiently?”, outcome- and impact-oriented monitoring also ensures early on that the measures that are being implemented actually contribute to improving the living conditions of local people.

i If you would like to find out more about the issue of “Impact,” have a look at the article on pages 34–35.

The new toilet facilities, pumps and water pipes are introduced to the public with the help of “demonstration models,” which are constructed in public places, meeting places or main roads. This allows potential customers to find out how the products work and how much they cost. The concept of a self-sufficient water supply is also advertised in radio shows and at public meetings.

Challenges and planning | It will take some time before the self-sufficiency approach establishes itself as a supplement to the government’s water supply network. This allows time for training the technicians who will be able to earn a living by specialising in new water supply technologies. It also provides time to inform the population how they can finance their own water supply. Many families are yet to realize the daily advantages of having their own water supply.

And not least, those in charge at the government level must create a positive framework to ensure that people in remote areas can obtain their own drinking water supplies. The project aims for the

Even children think the water pumps are fun

Joseph Rahall is a tinkerer. In his free time, he likes to try out new ideas that can improve his daily life. The director of the Freetown non-governmental organisation “Green Scenery” learned of the self-sufficiency approach and the special water pump that is used for the project through the pre-existing co-operation with Welthungerhilfe. *“The first time I heard of the pump, I thought that it would also be ideal for the communities that we support,”* says Rahall. *“Before that, people had to transport the water from the well to their fields.”*

The new pump from Welthungerhilfe brings water up from depths of up to 50 metres, and then pumps it over distances of several hundred metres. *“This saves people a lot of time, not to mention hard work,”* says Rahall. The pumps consist solely of parts that can be obtained from local businesses. They are also much cheaper than other models: One pump costs approximately 15 euro – an affordable amount for many families.

continued distribution of the technology in both the region and the entire country – without long-term external financial support. And the future looks bright: Already during the project period technicians were able to respond to the high demand – even in regions that are not part of the actual project area.

Sierra Leone project focus areas Rural development (sustainable food security, drinking water supplies and hygiene, waste management, local energy supplies, resource management, value chains: coffee and cocoa)

Project locations Freetown, Bo, Kenema

Financing volume in 2013 EUR 9.1 million

Number of projects currently being implemented 9

Grant providers Alliance2015, BMZ, EC (EuropeAid), DFID, GIZ, Irish Aid

Partner organisations Environmental Forum for Action (ENFORAC), Environmental Foundation of Africa (EFA), Eastern Farmers Multipurpose Cooperative Agency (EFMCA), Agroforestry Farmers Association (AFFA), Green Scenery, Sierra Leonean Artisanal Fishermen’s Union (SLAFU)

People receiving support 208,183

Joseph Rahall also uses a pump: it supplies running water to the house. *“It is so easy to operate that even my children are able to pump a few litres into a storage tank when they are near the pump. It’s actually a lot of fun!”* says Rahall. He does the repairs himself. By now, Rahall is so familiar with the pump system that many of his friends are asking for advice on improving their own water supply.



Joseph Rahall is the director of the non-governmental organisation “Green Scenery” in Freetown.



We provide water and hygiene

43 percent

of people in Sierra Leone do not have access to clean drinking water. Villagers in particular are often infected by germ-infested water.



15 euro

is the price for a pump that has been developed especially for Sierra Leone. Families are prepared to spend this sum; the pump saves them a lot of time and walking every day.



Find out more

www.welthungerhilfe.de/wash





Projects in more than 40 locations, with a focus on five states.

INDIA

Maintaining traditional knowledge

The food situation of the tribal population (Adivasi) in the state of Odisha is alarming. Even though their rights to use the forests are protected by law, their forests are being destroyed for cultivation and mining. These activities have the effect of reducing species diversity and the Adivasi's knowledge of traditional food products, which have helped them overcome difficult periods in the past. Together with the local partner organisation, "Living Farms," Welthungerhilfe is putting a stop to this trend and helping inhabitants to demand the rights that have been guaranteed by the government.

Initial situation | Initial data collected in the district of Rayagada in 2011 confirms the dramatic extent of the Adivasi's poor living conditions. National laws and programmes have virtually no impact. Rice subsidised by the government fills the stomach, but it does not provide all of the essential vitamins, proteins and minerals. Even though the government approved, by law, an employment guarantee of 100 days of work per year per household in rural areas, approximately 58 percent of those surveyed did not have one single day of paid work in line with government programmes in 2011. On average, 75 percent of households suffered from hunger for 3.6 months of the year. Of 171 children born, 23 died within their first year. Inadequate nutrition has a negative effect on growth in three of four children under the age of five: They are too small for their age (stunted growth), and almost half of them face even more serious consequences.

Measures and impacts | The "Fight Hunger First" programme, which was launched in 2011, is based on the premise that people can only break out of the vicious circle of poverty and hunger over the long term if there are adequate government-support programmes and people's basic rights are guaranteed. This shall be achieved through a multi-track strategy,

which begins with an interactive learning and action process. As shown by a study, the Adivasi communities in Rayagada get 40 percent of their food from wild and non-cultivated food products. These include 60 types of fruit, 40 types of green vegetables, 30 mushroom varieties, 30 insect species, 30 roots and tubers, 20 types of fish and crabs, and ten varieties of oilseeds.

To revive knowledge of these foods and promote their use, the programme has documented the non-cultivated plants in the Rayagada region and their nutritional values and regularly holds village events focused on good nutrition. As part of a second step, the management of natural resources is improved, the agricultural diversity of varieties is maintained and the forest – the lifeline of the Adivasi – is protected. Traditional cultivation systems are revived, irrigation systems are improved and many native tree species are planted. This allows for the regeneration of fallow land and forests. State subsidies allow families and schools in Rayagada to set up their own vegetable gardens.

One of the main objectives of the project is to integrate the district of Rayagada into government programmes and demand their implementation. Therefore the project aims for close co-operation with local authorities. Government representatives

We will overcome hunger

40 percent

of the food of the Adivasi communities in Rayagada consists of wild and non-cultivated food products.



75 kilograms

of vegetables on average are harvested by Adivasi children from each of the new school gardens every year – and they are eaten in addition to the government-subsidised school lunch.



We will overcome hunger

38,725 work days

were organised by the local partner organisation for the 1,344 families of Rayagada in the first two years of the project, by invoking a labour law passed by the Indian government.

65 percent

of Adivasi children were enrolled in school in 2011, but this number has been rising steadily since the beginning of the project.

30 insect species

in the Rayagada district are edible and have been rediscovered by the Adivasi as a source of protein.



Find out more

www.welthungerhilfe.de/hunger-and-poverty

are invited to attend training measures and exchange visits in order to increase their connection to the implementation of the programmes. The project supports the Adivasi in demanding, in writing, their rights to forest use and legally guaranteed workdays from the proper authorities.

A lot has been achieved since the program began two years ago. The availability, quality and use of food products has improved. The inhabitants of Rayagada are healthier, especially the children. People receive better medical care through access to government programmes, more children go to school and fewer drop out of school. The demand for access to land, forest and work is showing initial success – this enables people to make more of their lives.

Planning and risks | These successes must be secured for the long term. Together with its local partner organisation, “Living Farms,” Welthungerhilfe endeavours to anchor the processes and programmes within the Adivasi communities and government authorities so they can continue without outside involvement.

Learning from the Adivasi

In 2002, I first visited the villages of the tribal population in Rayagada with a friend who works on maintaining the agricultural diversity of species. While he talked with the villagers about the local diversity of species, I listened to the people – their stories, songs and insights. An older man told me that they cultivate over 50 different varieties in mixed cropping by exchanging labour, knowledge and seeds. I was impressed!

But the deeper discussions went, the more I heard about the concerns of the inhabitants. I learned that the government’s new agricultural programmes restrict traditional cultivation methods and destroy species diversity because they focus on increasing the yield of one single crop plant.

We followed a few of the people into the nearby forest. And we saw men and women collecting fruit, roots, tubers, insects, edible leaves, mushrooms, bamboo sprouts and much more. The women told us that these food products help them to overcome difficult times.

In the long term, a balanced diet of locally available food products must be established in public schools and nurseries. This comprehensive approach to fighting hunger was previously presented at the meeting of the Indian “Right for Food” network and to an Indian government committee.

India project focus areas Food security, alleviation of poverty, rural development, strengthening of civil society and the rights of the poor, training for green jobs, water, sanitation and hygiene (WASH)

Project locations Federal states of Bihar, Jharkhand, Madhya Pradesh, Odisha, West Bengal

Financing volume 2013 EUR 3.5 million

Number of projects currently being implemented 49

Providers of grants Alliance2015, BMZ, EC (ECHO, EuropeAid)

Partner organisations 30: Abhivjakti, Agragamee, BF, CAFI, CWS, DRCSC, EKJUT, FES, GPSVS, IFHD, IGSSS, Jansahas, LEEDS, Living Farms, MYRADA, NEEDS, Parmarth, Pradan, Pravah, RKM, RTU, SCRIA, SGVK, Sikshasandhan, Sphere India, SPS, SPWD, SRAN, Swadhina, Vaaghdhara

People receiving support 433,923

In these first months I learnt a lot about the community ethics of the Adivasi, about their relationship with the forest, land and seed stock – it was a formative experience that cannot be taught in schools or in books. When my friend had to leave after a few months, I decided to stay for a while longer. I found out that the Adivasi engage in an informal economy, based on the joint use of resources, that is often completely ignored by our planners. I decided to work together with the Adivasi community and develop ways of maintaining their way of living and sharing it with others.



Debeet Sarangi founded “Living Farms,” one of Welthungerhilfe’s partner organisations. The 45-year-old has been working with indigenous communities in East India since 1991. He studied economics and permaculture and receives support as a sustainability professional from the University of California at Irvine.





أصيل

MAZDA

Welthungerhilfe in Syria (and Turkey)



SYRIA AND PHILIPPINES

Emergency aid across extremes

2013 was an eventful year for the Welthungerhilfe emergency response team. The Syrian conflict, which caused more than nine million people to become dependent on humanitarian aid and which forced 2.5 million Syrians to leave their country, continued to rage on. In the Philippines, Typhoon Haiyan destroyed entire swaths of land. Staff from our emergency response team provided rapid and effective aid in both countries. Our team can be ready to leave within 48 hours. It offers assistance in the most difficult conditions, in places where the need is greatest. In 2013, our experts went on 19 assignments to eight countries, including Burundi, Cuba, Mali, the Philippines, Syria, Turkey and Uganda.

Initial situation in Syria | In March 2011, as part of the Arab Spring, it was largely young Syrians who took to the streets of Damascus to show their commitment to political reforms. But what began as a peaceful demonstration quickly turned into a countrywide protest movement that was joined by deserters from President Bashar al-Assad's government army. Five months later, the Free Syrian Army (FSA), a rebel army, was established. More and more actors are participating in the fighting, and the violence is escalating. Over 2.5 million Syrians, including 1.2 million children, had fled Syria by April 2014. They seek refuge in the nearby countries of Jordan, Lebanon, Iraq and Turkey. Moreover, more than two million people within Syria are also fleeing the fighting. In many parts of the country, entire city districts are damaged or completely destroyed – including hospitals, schools and water supply stations. The living conditions for those remaining in the country are deteriorating on a daily basis. The number of Syrians in need of aid has risen from one million in April 2012 to 9.3 million in March 2014.

Measures and impacts in Syria | Together with its Czech Alliance 2015 partner People in Need (PIN), Welthungerhilfe has been active in Syria since the end of 2012; it supports aid activities in the government

districts of Aleppo and Idlib. In the two districts, it looks after more than 170,000 internally displaced people by providing food and household items. During the cold winter months, Welthungerhilfe distributed blankets, mattresses and warm winter clothing to more than 3,300 families in the city of Manbij; 2,500 newborns, as well as pregnant and nursing mothers, received vitamin tablets and baby food. 14,860 people received daily bread rations over a period of two months, because bread is one of the staple foods in Syria. Welthungerhilfe and its partner PIN also set up 16 temporary schools to provide a little normality for the traumatised children. A total of 7,000 children aged six to twelve from Aleppo attended classes.

Future outlook for Syria | Access to the sometimes heavily fought-over regions in Syria and the constantly changing security situation still pose the greatest challenges to aid activities. It requires a flexible approach. Welthungerhilfe employees must repeatedly find alternative transport routes for relief items in order to reach the people in Syria. Despite these difficulties, Welthungerhilfe will continue to stand by the people in Syria in 2014. It will also expand its aid activities to Syrian refugees in Turkey, who have mainly found refuge in the regions around the cities and do not have adequate supplies.

We ensure survival

14,680 people

received daily bread rations over a period of two months in 2013.

170,961 people

were reached by Welthungerhilfe in 2013 through emergency aid projects in Syria and Turkey.

7,000 children

have attended the 16 recommissioned schools in the city of Aleppo.



Find out more
www.welthungerhilfe.de/war-in-syria

Welthungerhilfe in the Philippines



We ensure survival

24,990 people

received materials for the reconstruction of their homes in line with emergency aid measures.



1 million homes

were completely destroyed by Typhoon Haiyan.



Find out more
www.welthungerhilfe.de/philippines

Initial situation in the Philippines | Typhoon Haiyan is considered the strongest tropical hurricane ever measured. On 8 November 2013, it hit the east coast of the central Philippine islands with top windspeeds of 315 kilometres per hour, heavy rains of 30 millimetres per hour and a storm surge of up to six metres. It left a swath of destruction that was up to 100 kilometres wide. Over 14 million people were dependent on humanitarian aid, according to estimates provided by the United Nations. More than 6,000 people died, the houses of 4.1 million people were heavily damaged, and one million houses were completely destroyed. Initially, many regions were difficult to reach or entirely cut off due to extreme damage. Twisted coconut palms, destroyed buildings and completely destroyed villages and cities turned entire swaths of land into apocalyptic landscapes.

Measures and impact in the Philippines | The Welthungerhilfe emergency response team arrived in the disaster area shortly after the typhoon, in order to determine immediate needs in co-operation with the national partner organisation Philippine Rural Reconstruction Movement (PRRM). Welthungerhilfe decided to become active on the island of Panay in coordination with the United Nations and other international aid agencies. A survey of those affected confirmed that the most urgently needed supplies were building materials for temporary accommodation. In November and December, 5,000 families received tent canvasses and packages with ropes, nails and hammers to build their shelters. They also received vital mosquito netting and solar lamps. 84 mobile water filters were provided to different communities based on need, in order to ease existing bottlenecks in drinking water supplies.

Future outlook in the Philippines | The shelters on the island of Panay are only temporary. Now Welthungerhilfe is beginning the construction of 4,000 simple but robust houses that will probably be completed by the end of 2014/beginning of 2015. Many schools, particularly in the rural and remote areas of Panay, were damaged by the typhoon and are in a desolate state. Together with an experienced architect, Welthungerhilfe conducted an appraisal of the island; it will renovate a total of ten schools by mid-2015.

Project focus areas Emergency aid, food security, shelters, winter aid

Project locations Syria: Government districts of Aleppo and Idlib in Syria, government district of Gaziantep in Turkey; Philippines: Islands of Panay, Barangay Pilar and Balete

Financing volume 2013 Syria: EUR 3.8 million; Philippines: EUR 0.7 million (31st March 2014: EUR 1.6 million)

Number of projects currently being implemented Syria: 6 projects; Philippines: 2 projects

Grant providers Syria: AA, BMZ, EC (ECHO); Philippines: AA

Partner organisations Syria: Alliance2015, IBC; Philippines: Philippine Rural Reconstruction Movement (PRRM)

People receiving support Syria: 140,000 people; Philippines: 27,520 people

“Caution is our life insurance”

The members of the emergency response team work in areas being hit by bombs or where thousands of people have just lost their lives following a natural disaster. Emergency response members Abu Muhannad from Syria and Birgit Zeitler from Germany tell us why, despite this, they love what they do.

Emergency aid – that means working in the most dangerous conditions. Why do you do it?

Abu Muhannad | There is a civil war in my country. Government and rebel troops are fighting each other every day. I do not want to join either of these groups. I would rather do something about the difficult conditions that have resulted from the conflict. That is why I decided to join Welthungerhilfe.

Birgit Zeitler | I studied agricultural engineering, specialising in animal breeding, but when I was in South Sudan in 1996, I realised that this specialisation was actually not that interesting to me. That area was ravaged by civil war. My initial intent was to establish a programme for cattle breeding, but I thought it was more urgent to help the refugees, and so I also got involved in distributing water and food. Direct help that arrives quickly is more interesting to me than conventional development co-operation.

Are you never afraid during your work?

Zeitler | A healthy dose of fear, or to put it another way, caution – that is the life insurance of each aid worker. We are not cowboys who throw themselves into any adventure without fear. When we go into a crisis area, we consult with the government, authorities and partners as to which regions and situations are relatively safe areas. When a native employee recommends that relief distribution be cancelled on a particular day because he expects an attack, I certainly heed his advice.

Abu Muhannad | I was actually very scared during one assignment at the end of 2013. It was just before the start of winter, and a load of relief items had arrived at the border with Turkey. They included warm clothing, blankets and other things to protect against the cold. I entered the truck with a driver and picked up the goods – even though heavy fighting had been

announced for that day. Luckily, everything turned out okay. What else could I do? The refugees were entirely dependent on these goods.

Ms. Zeitler, you have also worked in natural disaster areas in addition to your work in crisis regions – most recently in the Philippines after Typhoon Haiyan. What is the difference between natural disasters and war?

Zeitler | A natural disaster hits all people in the affected region. Everybody is equally surprised, and such events destroy the homes of all those who live there. This all-encompassing shock always affects me deeply. But those affected often get to work very quickly, in order to reconstruct their country. For example, the people in the Philippines showed an incredible willingness to help. A war is different, and not as safe: A bomb attack could take place at any time. Furthermore, a war deeply affects many people at a psychological level because of the violence and the many injured.

Abu Muhannad, what is it like to experience contact with victims of civil war from your own country?

Abu Muhannad | Most people trust me – I even know some of those who come to the distributions organised by Welthungerhilfe. They come up to me and say: “Hey, I know someone who is having a very difficult time.” Then I visit these people to get an idea of their situation. Recently, I met the last surviving members of a family – a mother and her blind daughter. They are now registered for Welthungerhilfe distributions and receive relief items on a regular basis. I am very happy when I can help people who need help so urgently.



Abu Muhannad lives in a city east of Aleppo. In 2013, he began working for Welthungerhilfe as a translator; now he organises the distribution of relief items in his capacity as Team Head.



Birgit Zeitler works for the Welthungerhilfe emergency response team. She was one of the first members of the team that was formed in 2002. When she is not on assignment, she lives in Leimen, Germany.



Welthungerhilfe in Peru



PERU

Getting involved and speaking up

Peru's economy has been growing six percent a year for a while. However, the country's overall economic success has not reached the wider population. The gap between rich and poor is increasing steadily. Farm communities in the remote areas of this huge country are not benefitting from the export of copper, gold, asparagus or fish meal. On the contrary, they are increasingly suffering from the effects of climate change and environmental contamination from mining and industrialised agriculture. People in the Ayacucho region are using their own means to fight back.

Initial situation | The small farmers in the highlands of the Chuschi and Vinchos districts have always been poor. But when the guerrilla organisation Shining Path started a Maoist experiment in the region in the 1970s, its effects on the people were catastrophic. Nowhere was the civil war as brutal as in the Ayacucho region. Many inhabitants left their fields behind and fled to the cities. When they returned in the early 1990s, they encountered a desolate landscape and traumatised people.

Furthermore, their field reconstruction efforts were hampered by climate change. The weather is no longer dependable. Frost, heavy rains and hail make agriculture difficult, as do long-lasting drought periods and heat waves. Nine out of ten people did not have enough to eat for years, and every third child suffered from chronic undernourishment because the poor soils in the elevations between 3,800 and 4,300 metres only support a few potato varieties, some barley and a few beans.

Measures and impacts | Obdulia Galindo stands in her potato field and weeds. The plants surround the 54-year-old with a sea of white, pink and purple flowers. "There are 20 different potato varieties in this field," says the smallholder. Oca tubers and horse beans, the tuber-like nasturtium and quinoa are growing in the next field – all traditional Andean crops.

"By increasing species diversity, we reduce the risk to harvests of harm caused by extreme weather events," explains agricultural scientist Marcela Machaca, founder of the local Welthungerhilfe partner organisation ABA (Asociación Bartolomé Aripaylla). "The native varieties are not just more resistant but also supply more nutrients than modern varieties."

With Welthungerhilfe's help, ABA has already introduced 531 different potato varieties into the highland communities of Ayacucho province. ABA was supporting the cultivation of the healthy Andean millet even before UN Secretary General Ban Ki-moon declared 2013 the "Year of Quinoa." Added to these are other basic food products such as maize, amaranth, beans, peas, pumpkins and resistant wheat varieties. Farm families, teachers and students have gardens for growing onions, garlic or cabbage to maintain a nutritional diet. Workshops remind Quechua families of a time when they ate iron-containing plants and wild herbs. In addition, they also dry meat and field crops to store for bad times.

"All of this was forgotten because it takes a lot of time to make these things," says Marcela Machaca. "But today the women have the time." Until recently, women like Obdulia Galindo got up early in the morning to bring their underfed cattle to the higher-lying mountain pastures and remained there for up to

We strengthen people (and their rights)

13,310 metres

is the length of the canal system constructed by 160 small farming families working together. Now they are able to provide water to their fields and pastures throughout the entire year. Since then, they have been producing surplus garlic, among other things, which is sold at local markets.

531 potato varieties

are now growing again in the project region. Peru, the potato's country of origin, is home to more than 3,000 varieties.



We strengthen people (and their rights)

8,710 kilogrammes

of potatoes, maize and beans were harvested per hectare by small farmers in 2013 – 2,000 kilograms more than at the start of the project in 2010 thanks to improved cultivation methods.

307 families

totalling 1,500 persons benefitted directly from the sustainable agriculture project for adapting to climate change by the end of 2013.



Find out more
www.welthungerhilfe.de/advocacy-peru

twelve hours. Today, every family keeps several cows on lush pastures near the village. The sale of surplus milk and cheese has already enabled some children to study in the city of Ayacucho.

This would not have been possible without ABA's original and ingenious water management system. Over the last two decades, ABA experts have been working with the local population to dig out 71 ponds for rainwater and to secure them with stones. They also constructed channels so that water can get to the fields. Plants that attract water now keep moisture in the soil. In the meantime, regional authorities have also recognised ABA's work, because Ayacucho is dependent on their water production. 25 well areas have been declared as being important to the "public interest."

Challenges and planning | These communities have not done away with hunger and poverty entirely, but they are on the right path. However, the highlands are rich in copper and gold, and mining projects are threatening their work. Working with local administra-

tions, network partners and regional authorities, ABA has applied for recognition as a protected area. In the coming years, Welthungerhilfe will assist ABA in its increasing efforts to hold the government to account. A good opportunity will present itself at the Global Climate Conference in Lima in December 2014.

Peru project focus areas Rural development (food security, local economic development, sustainable resource management), maintenance of biosphere reserves and mitigation/reduction of greenhouse gas emissions, emergency aid, civil society structures (promotion of democracy, human rights), social integration and occupational training

Project locations Ayacucho, Apurímac, Cusco, Madre de Dios, Pasco, Huánuco, Loreto, Lima, Piura

Financing volume 2013 EUR 1.4 million

Number of projects currently being implemented 10

Grant providers BMZ, EC (ECHO, EuropeAid), Other

Partner organisations ARARIWA, Cadep, DESCO, SPDA, IDMA, PREDES, Soluciones Prácticas, ABA, Puririsun, Progreso

People receiving support 121,835

The successful Machaca sisters

This meeting has been planned for a long time. A good dozen visitors have come to discuss the application for a creation of a protected area around the spring of the Cachi river – all of the participants are men holding important positions: leaders from the Ayacucho water agency, two mayors, a biologist from the regional authority and other mandate holders from the province.

Magdalena Machaca, Director of ABA, and her sister Marcela are the only women, but they are used to that. They were the first female students to study agricultural sciences from the mountain village of Unión Portrero. At university they started to take on their professors. They insisted that modern agriculture was not for their homeland, since it only focused on profits and neglected indigenous traditions. Defiant, they wrote their dissertations on traditionally cultivated plants.

When the two sisters returned to the highlands at the end of the 1980s, their neighbours thought they were insane. Two young single women without children, with a diplomas in their pockets, who had no problem just picking up a shovel and pick and build-

ing stone walls around the fields – this was unheard of. But Marcela and Magdalena did not give up. They spent months talking to the elderly, orphans and shamans about traditional customs, water management and cultivation methods. They were patient in applying their new knowledge, and gradually convinced others with the rich yields of their fields, with moist soil and lush pastures.

"We are the creators of species diversity," says Magdalena Machaca. Today, no one thinks they are crazy. Quite the contrary: The two sisters have long since gained the respect of their opponents. Their success even won over the professors. But they are still finding it hard to deal with the influential mining companies.



In 1991, Marcela (left) and Magdalena Machaca founded the partner organisation ABA, which has been supported by Welthungerhilfe since 1998. 47-year-old Magdalena is the current director of ABA, while 51-year-old Marcela was responsible for the ABA Ecoclima project until 2013.



POLICY WORK

Against marginalisation

Exerting influence over political processes and debates forms an important part of our engagement for development, because hunger and poverty can only be overcome if the man-made causes of hunger, poverty and environmental destruction are addressed. Therefore, many development organisations are increasing their focus on political and legal work designed to create more just framework conditions.

Clear goals | In 2013, Welthungerhilfe established a new strategic foundation for this field of activity. With the new Advocacy Strategy it has set down principles, target groups, topics and instruments that will determine its political and legal activities.

The thematic focus areas are based on the four dimensions of food security:

1. **Availability of food**, which is limited due to harvest losses resulting from climate change, or as a result of natural disasters
2. **Access to food**, which is hindered by lack of income or resource shortages, among others
3. **Needs-based use and recovery**, which is hindered by waste or unhealthy diets
4. **Stability**, which can be at risk due to supply shortages, such as those that occur shortly before the next harvest

Taking part in debates | Based on this, Welthungerhilfe will become more involved in the national and international debate regarding the objectives and future of development policy and global solidarity in a rapidly changing world. The organisation has already played a part in influencing opinions regarding

the objectives of the new development and sustainability agenda (Post2015 Agenda) at numerous events and discussions. These objectives are to be approved by a UN summit in 2015, and will replace the Millennium Development Goals beginning in 2016. In addition, the organisation became very involved in elections and coalition negotiations, in order to improve the standing of development policy and global solidarity.

From Welthungerhilfe's point of view, universal application of the Post2015 Agenda would be desirable because it focuses not "only" on development cooperation, hence aid from the rich to the poor countries, but also on national and international action for common goals: reduction of poverty and inequality; climate and biodiversity protection; sustainable energy for all; food security; peace and security (see pages 52–53).

Inequality as a key problem | The discussion about the growing gap between the poor and the rich gained new importance in 2013. With Bill de Blasio, for the first time New Yorkers elected a mayor who made overcoming inequality an important part of his campaign. In November, Pope Francis demanded a No to an economy of exclusion, and social inequality, which is accompanied by violence. Even Barack Obama

pointed out that technological, social and political change was leading to greater inequality and thus uncertainty in the US.

In part, this discussion goes back to the fear of social unrest in rich countries. Economic performance is declining in some of these countries, while social inequality is growing. At the same time, the gap between the poor and the rich continues to grow in many developing countries and in particular in emerging economies. In an analysis conducted in December 2013, the World Bank noted that global inequality – between the world's poor and rich countries – had not improved despite earlier calculations to the contrary. Rather, inequality within countries had deteriorated further, mostly caused by the rising incomes of the elite.

Social inequality is very worrisome because it often leads to political instability, higher crime rates higher child mortality, increase in obesity levels and shorter life spans. It reduces investments and makes economic activities more difficult. Therefore inequality is right at the top of the development policy agenda.

Domestic policy persuasion | As expected, neither the Post2015 Agenda nor global inequality played a major role in the German election campaign; international issues outside of Europe did not make an appearance at all, other than the conflict in Syria. Similarly, development policy does not offer much in the way of new ideas: Development policy is understood as global structural policies, the global fight against hunger, the strengthening of democracy and the rule of law as the top priorities – all of these are base lines that the last coalition was committed to.

But there are new components to some of the items: The coalition agreement highlights the human right to food and rejects food speculation. And in a pleasant development, the federal government now wants to play “an active role” in global development and sustainability objectives. At the same time, it is the connection between sustainable human development and the planet's future free from harmful substances – which is not sufficiently addressed in the coalition agreement – that is the real global challenge, and by which not just development policies but all policy topics must be measured.

In 2013, Welthungerhilfe also supported partner organisations in India in having Indian scientists de-

scribe climate-friendly development approaches for a better future in India.

Together with companies, certifiers, scientists and representatives of civil society, it also developed sustainability criteria that are designed to facilitate the production of biomass – plants, animals and micro-organisms – which are increasingly being developed as suppliers of the raw materials that are needed as substitutes for oil or gas. In this context, bio-based economies cannot prosper at the expense of secure food supplies or an increase in the gap between the rich and the poor.

Working with twelve other organisations, Welthungerhilfe also argued in favour of regulating speculation in agricultural raw materials.

The main focus of the Welthungerhilfe Index 2013 – which Welthungerhilfe publishes every year in cooperation with Irish Alliance2015 partner Concern and the International Food Policy Research Institute (IFPRI) based in Washington – was the so-called “resilience” factor; namely the ability of societies to manage the effects of extreme natural events and political conflict.

Impact is decisive | Even if it is often difficult to provide proof of concrete successes in policy and legal work, this part of our work is nevertheless increasing its focus on achieving measurable outcomes, impacts and change. This helps us to use funds more effectively, and makes providing accountability to our stakeholders much easier.



Find out more

www.welthungerhilfe.de/development-policy

Don't play with food!

240,000 people

have signed a petition against food speculation. Welthungerhilfe and other members of the alliance “Mit Essen spielt man nicht” (Don't play with food!) submitted the appeal to the Federal Finance Minister in March.



936 land purchases

covering a total area of 35.7 million hectares were registered by the Land Matrix project by February 2014. This area is roughly equal to the size of Germany. Most of the land was purchased in Papua New Guinea, Indonesia, South Sudan, Congo and Mozambique.

1 percent

of the globe's adult population owns 43 percent of the global wealth.



Find out more

www.landmatrix.org

Projects 2013

Africa					
Projects in implementation stage		Project support in EUR	Co-financing	Project contents – Key words	Number of partner organisations
Burkina Faso	5	1,507,965	EC (EuropeAid, ECHO), other	Agricultural development, food security, drinking water, basic hygiene and sanitary services, strengthening of civil society, gender equality	2
Burundi	3	3,490,734	BMZ, FAO, WFP	Agricultural development, food security, peace and reconciliation work, school meals, drinking water, basic hygiene and sanitary services, site-appropriate climate protection measures in areas of agricultural production	0
Democratic Republic of Congo (DRC)	13	9,262,793	AA, BMZ, KfW, USAID	Road rehabilitation, food security, agriculture, support for returning residents, emergency aid	1
Ethiopia	18	5,338,330	AA, BMZ, EC (EuropeAid), GIZ, other	Drinking water, basic hygiene and sanitary services, food security/agriculture/rural development, strengthening resistance to droughts, social development incl. children and youths, as well as basic health, strengthening of civil society	6
Ghana	1	50,000		Support and education for street children	1
Kenya	12	2,599,256	BMZ, EC (EuropeAid), GIZ, USAID	Rural development with focus on water supplies and resource protection, drought resistance, support for disadvantaged children and youths, short-term: emergency aid and rehabilitation measures for drought victims	3
Liberia	4	8,274,496	BMZ, EC (ECHO, EuropeAid), IFAD, KfW	Agriculture, rehabilitation of basic rural infrastructure, crisis prevention	6
Madagascar	5	1,671,345	BMZ, FAO, WFP	Emergency and food aid after droughts and hurricanes, rehabilitation projects to improve agricultural production, sustainable food security, strengthening civil society	0
Malawi	5	1,334,212	EC (EuropeAid)	Drinking water, basic hygiene and sanitary services, school meals programme	0
Mali	8	5,496,894	AA, BMZ, FAO, KfW, WFP, other	Emergency aid, agricultural development, food security, education, gender equality	1
Mozambique	5	151,141	BMZ, EC (ECHO), other	Disaster risk reduction, food security, developing resilience, drinking water, basic hygiene and sanitary services, prevention and mitigation of the effects of HIV/AIDS, occupational training, social integration	1
Niger	3	477,949	BMZ, FAO, UNICEF	Food security, immediate aid for flood victims, cholera prevention	0
Rwanda	3	289,512	BMZ, other	Agricultural development, resource protection, drinking water supplies and construction of schools, organisational development	1
Sierra Leone	9	9,131,272	DFID, EC (EuropeAid), FAO, GIZ, other	Rural development, sustainable food security, drinking water supplies and hygiene, waste management, local energy supplies, resource management, value chains: coffee and cocoa	6
Somalia	3	742,928	AA, Alliance2015, BMZ	Food security, basic medical care, basic education in Awdal region in Somaliland	1
Sudan	16	12,626,567	AA, BMZ, EC (EuropeAid), FAO, UNDP, WFP, other	Agriculture and rehabilitation, food security, immediate and survival aid, well construction, school and road construction in line with emergency aid projects	0
South Sudan	3	5,209,354	AA, Alliance2015, USAID, WFP	Agriculture and rehabilitation, food security, drinking water supplies, school construction	0
Tanzania	1	8,000		Family repatriation of street children	1
Uganda	8	1,354,239	BMZ, USAID, other	Agricultural development, food security, promotion of civil society, support for refugees from East Congo	0
Zimbabwe	11	12,424,348	AusAid, BMZ, DFID, EC (ECHO, EuropeAid), other	Rural water supplies, prevention of and fight against cholera, irrigation agriculture for small farming operations, adapted agriculture, food security, drinking water, basic hygiene and sanitary services	11
Subsequent savings*		-41,808			
Total Africa	136	81,399,527			41

* Subsequent savings: The list shows all projects that were in the implementation stage as of 31st December 2013, as well as projects that were completed prior to the end of the year. Savings from these projects are to be understood as "return flows" of funds that were provided but not required.

Abbreviations

AA – Auswärtiges Amt (Foreign Office); Alliance2015 – Partner organisations of Alliance2015; Australian Aid – Australian foreign affairs and trade ministry; BMELV – Bundesministerium für Ernährung, Landwirtschaft und Verbraucherschutz (Federal Ministry for Economic Cooperation and Development); BMZ – Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung (Federal Ministry for Economic Cooperation and Development); DEZA – Swiss Agency for Development and Cooperation/Swiss Department of foreign affairs, Switzerland; DFID – Department for International Development, EC (ECHO) – European Commission, Directorate General for Humanitarian Aid, EC (EuropeAid) – European Commission, Directorate General for development and cooperation; FAO – Food and Agriculture Programme of the United Nations; GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit; KfW – Kreditanstalt für Wiederaufbau (Reconstruction Loan Corporation); UNICEF – United Nations Children's Fund; USAID – Humanitarian aid and development cooperation of the USA; WFP – United Nations World Food Programme



To the detailed project list

www.welthungerhilfe.de/projektliste-2013.html

Asia					
Projects in implementation stage		Project support in EUR	Co-financing	Project contents – Key words	Number of partner organisations
Afghanistan	18	8,878,672	AA, BMZ, GIZ, other	Rehabilitation of municipal and rural infrastructure (drinking water, irrigation systems etc.), agriculture and food security, resource protection (reforestation), strengthening of civil society, emergency and transition aid projects	1
Bangladesh	1	199,760	BMZ, EC (EuropeAid)	Promotion of sustainable agriculture in South Asia, support for women	1
Cambodia	8	1,199,957	Alliance2015, BMZ, EC (EuropeAid), other	Food security, resource management, land rights, human rights and civil society, promotion of partner work	4
India	49	3,474,535	Alliance2015, BMZ, EC (ECHO, EuropeAid)	Rights-based work with regard to basic government expenditures through Fight Hunger First Initiative, promotion of sustainable agriculture systems to improve small farmers' incomes, occupational training of young people with regard to "green" jobs, drinking water, basic hygiene and sanitary services	30
Laos	4	54,355	BMZ, EC (EuropeAid), other	Integrated rural development (resource protection, food security, fight against poverty, basic infrastructure) and promotion of partner work	3
Myanmar	11	1,692,970	AA, BMZ, EC (EuropeAid), other	Food security and reduction in poverty, water supplies, basic infrastructure and food aid	1
Nepal	7	1,197,690	BMZ	Integrated rural development – support for civil society and municipal self-government, food security, resource protection and biodiversity	2
North Korea	9	2,036,908	AA, BMZ, EC (EuropeAid), other	Food security, promotion of permanent cultures and agricultural production, forestry, drinking water, basic hygiene and sanitation services	0
Pakistan	17	8,266,373	AA, Alliance2015, BMZ, EC (ECHO)	Rural reconstruction and development with a special focus on food security, disaster risk reduction	15
Philippines	2	660,000	AA	Emergency aid and survival aid after Typhoon Haiyan	1
Sri Lanka	6	100,143	AA, BMZ, EC (EuropeAid), other	Emergency aid, rehabilitation, strengthening of civil society and food security	2
Syria	6	3,773,734	AA, Alliance2015, BMZ, EC (ECHO)	Emergency aid, shelter, winter aid	2
Tajikistan	12	839,370	BMZ, EC (ECHO, EuropeAid), GIZ, other	Rehabilitation, disaster risk reduction, food security, resource management, energy efficiency and renewable energies, income-generating measures, irrigation management	7
Total Asia	150	32,374,467			69
Latin America & Caribbean					
Bolivia	5	450,737	BMZ, EC (ECHO)	Rural development (food security, local economic development, sustainable resource management), emergency aid, civil society structures (promotion of democracy, human rights), social integration and occupational training	5
Dominican Republic	1	70,000	BMZ	Sustainable resource protection and poverty reduction in marginal zones of protected areas	1
Cuba	13	4,188,767	Alliance2015, BMZ, DEZA, other	Food security in rural areas and areas close to urban centres, natural resource management in buffer zones, emergency aid after natural disasters (hurricanes)	3
Ecuador	1	23,469	BMZ, EC (EuropeAid)	Rural development (food security, local economic development, sustainable resource management), maintenance of biosphere reserves and mitigation / reduction of greenhouse gas emissions, school construction	3
Haiti	20	15,002,604	BMZ, EC (ECHO, EuropeAid), FAO, WFP, other	Emergency aid, rural development (agriculture, food security, in particular irrigation, resource management), basic infrastructure (drinking water, rural infrastructure improvements), disaster risk reduction, strengthening of civil society	2
Nicaragua	6	694,425	BMZ, EC (EuropeAid)	Rural development, resource protection, local economic development	4
Peru	10	1,368,482	BMZ, EC (ECHO, EuropeAid), other	Rural development (food security, local economic development, sustainable resource management), maintenance of biosphere reserves and mitigation / reduction of greenhouse gas emissions, emergency aid, civil society structures (promotion of democracy, human rights), social integration and occupational training	10
Projects spanning across countries	5	733,821	Alliance2015, BMZ, EC (EuropeAid)	Coordination projects for the management of biosphere reserves (Ecuador, Peru), local economic development (Bolivia, Peru), resource protection in marginal zones (Dominican Republic, Cuba, Nicaragua)	–
Subsequent savings*		-449			
Latin America & Caribbean, total	61	22,531,856			28
Pan-regional projects					
Pan-regional	8	669,826	AA	Comprehensive quality assurance for project work, ability to respond to humanitarian disasters, emergency response team, accountability and transparency	
Total support overseas	355	136,975,676			
Domestic					
	7	1,136,101		Mobilisation	
	12	1,424,866	Alliance2015, EC (EuropeAid), other	Policy work	
	3	56,000	BMELV	Public relations	
Total support: Germany	22	2,616,967			
Total support: Overseas and Germany	377	139,592,643			

The following applies to the financial report and other statistical information: Percentage figures and numbers may be rounded up or down.

TANGIBILITY

Marketing – Why is it necessary?

Like other non-governmental organisations, Welthungerhilfe cannot do its work without marketing, but it purposely keeps these expenses low. The public is only willing to make donations and support our fight against hunger if it understands the purpose and impact of our project work.

Active engagement

60,000 people

became involved in our campaigns.



203,000 donors

supported our projects.

EUR 37.5 million

donated to Welthungerhilfe in 2013.

Creating excitement | Some people who read our annual report or take a look at the organisation chart are bound to ask themselves: Why does an organisation such as Welthungerhilfe need marketing? We are not selling products like vacuum cleaners and detergents. And how can it be that we spend income from for this purpose, instead of giving it directly to those supported by our projects?

We too would prefer it if sufficient numbers of people spontaneously decided to support our fight against hunger, even on a financial level. But unfortunately the reality is very different: the ratio of Germans making donations in 2005 was approximately 50 percent – and now this figure is only around 34 percent. Uncertainty is probably one of the causes of this development: Does my donation really make a difference? Does it arrive where it is needed? What other alternatives – of which there are more and more – could I choose?

What contribution can we make with marketing activities? We can present information that motivates the greatest number of people to get involved. This only works if we effectively communicate the impact of our work – and the impact of each donation. We must also take into account the different motivations and needs of those with whom we are communicating. Unfortunately, these outcomes do not happen on their own. But we do keep costs as low as possible by using all of the tools of modern marketing, from market research to testing the impact of individual communication measures.

Our best-known marketing instrument is probably the posters that are chiefly put up during the main donation period at the end of the year (see photo on top right of the page). However, a personally addressed letter continues to be the instrument with the most measurable impact.

We expect that online communication will increase significantly in the future, and that it will help us lower our marketing expenses. At this time, donations that are known to have been generated by

online communications still make up a very low proportion, namely 2 percent, of the entire market. But this will change in the future. We are constantly trying out new approaches based on international market monitoring and comprehensive analysis: take, for example, the online gift shop (shop.welthungerhilfe.de), which, in 2013, could be used to make a donation or purchase a greeting card and folding instructions for an origami figure. An excellent gift, especially for people who already have everything!

Keeping expenses low | We always try to ensure that the necessary marketing measures are as efficient as possible. With success: since 1992, the Deutsche Zentralinstitut für soziale Fragen (DZI), the independent institute that awards the seal of approval and audits us on a regular basis, has confirmed that our expenses for public relations and administration are “low.” What does that really mean? About 85 percent of our revenue goes directly to projects, and only around 2 percent is needed for administration. About 5 percent was invested in public relations and advertising in 2013. Altogether we spent 4 percent less on marketing than budgeted – and generated 8 percent more in donations than expected.

In particular, it is our permanent donors, who support us through monthly and annual contributions, who enable us to keep our expenses low. They also help us to better plan projects that are built on the idea of transforming sustainable help into self-help. That is also why we highlighted this type of commitment in this year’s poster campaign.

In addition, we provide background information and material to our many volunteer supporters, so they can become actively engaged in a world without hunger – often on weekends and in all weather conditions. We provide personalised support to meet the special information requirements of large donors and companies that commit more sizeable amounts.



Betrag:
10 EURO

Verwendungszweck:

FÜR ANNIE IST WASSER

ENDLICH EINE KLARE SACHE.



WER MONATLICH SPENDET, HILFT JEDEN TAG.

Konto 1115 • BLZ 370 501 98 • Tel. 0228-2288-176 • www.welthungerhilfe.de

Through all of our communication measures, we give a face and voice to the people that we support and increase the German public's awareness of the causes of hunger and poverty. We know that we have taken on a special responsibility in this regard. Therefore, we, together with other development policy organizations, have committed to a strict code of ethics in public relations activities.

Making impacts tangible | What does that really mean? Although we are aware that images of malnourished children with bloated stomachs looking up at the observer with big eyes trigger in most people a considerable willingness to donate, and even though we actually encounter these pictures in our daily work, we purposely refrain from using these images. We have chosen to do this because we believe that such images would not uphold the dignity of those affected and would, in fact, breach our own values.

Instead, we try to show people how our work produces impressive self-help results thanks to donations, and that they are the beginning of a better life for a lot of people. We also try to demonstrate

that these are people who, for the most part, share our dreams and deserve our solidarity, and why we must work together to overcome global hunger in the 21st century.



Find out more

www.welthungerhilfe.de/you-can-help

Active engagement

520 persons

working on a voluntary basis actively carried out our work.



Find out more

www.welthungerhilfe.de/take-action-now

THE YEAR 2013

Campaigns and conferences

Welthungerhilfe shares its vision of a world without hunger and poverty with many people in the global North and South. With the help of thousands of volunteers, it organises events for a variety of target groups throughout the year: conferences for scientists and small farmers, information events all over Europe, network meetings for multipliers, background discussions for journalists, and parties and auctions for potential donors. But the highlight of every year is Welthungerhilfe Week (Woche der Welthungerhilfe), which is held on World Food Day in October.

➤ **Current campaigns**
www.welthungerhilfe.de/take-action-now

2013 **January**



International Green Week

Welthungerhilfe introduced its work and collected donations for the Millennium Village of Nentaraja in Kenya at ErlebnisBauernhof. The partners of ErlebnisBauernhof supported Welthungerhilfe and collected EUR 20,000 with various donation campaigns. Bärbel Dieckmann and Dr Wolfgang Jamann also participated in discussion forums at the Global Forum for Food and Agriculture (GFFA), which was held at the same time.

➤ **Find out more**
www.welthungerhilfe.de/gruene-woche2013

February



Conference on Urban Gardening

In the Liberian capital of Monrovia, Welthungerhilfe organised an international conference focused on urban gardening and also opened a farmer's market. More than 200 participants, including scientists, small farmers and experts from ministries and organisations, discussed urban food security, waste management, urban planning and land rights, as well as marketing issues.

➤ **Find out more**
www.welthungerhilfe.de/urban-liberia

October



Global Hunger Index 2013

Welthungerhilfe presented its Welthungerhilfe Index (WHI) to a global audience together with Concern and IFPRI. The main result: The food situation in many regions of the world remains serious, despite the progress in the fight against hunger. In addition to a street campaign in Berlin, there was also great public response to a panel discussion on resilience, which was organised in conjunction with the KfW Development Bank.

➤ **Find out more**
www.welthungerhilfe.de/global-hunger-index-2013



Benefit auction in Hamburg

During Welthungerhilfe Week, 34 photographs were auctioned off in Hamburg's Saint Petri church. This event, which was managed by Sotheby auctioneer Gräfin zu Rantzau, raised EUR 60,000 for a cocoa project in Sierra Leone. This auction was one of many events during the campaign week in which volunteers fought for a world without hunger and poverty under the motto "The world is not fair. Let's change it!"

➤ **Find out more**
www.welthungerhilfe.de/benefiz-kunstauktion2013



CSR event

Medium-sized companies attending the "Corporate Social Responsibility (CSR) – Success factor for medium-sized business" event at the Commerzbank Tower in Frankfurt am Main discussed the issue of "CSR Strategy." About 80 participants exchanged ideas with experts and practitioners as to how efficient and sustainable CSR measures can be developed and integrated into corporate strategy.

➤ **Find out more**
www.welthungerhilfe.de/corporatecooperation

April



Riding against Hunger

“Riding against Hunger” was a great success story of 2013. This initiative, which was established by Gudrun Bauer, raised more than EUR 290,000 for Welthungerhilfe at eight international equestrian competitions. First-class auctions were at the centre of this fundraising campaign. Welthungerhilfe presented its work at a variety of tournaments, including events in Hagen (April), Hamburg (May) and Münster (July).



Find out more

www.welthungerhilfe.de/reitengegengendhunger

May



Press panel on crisis regions

In many locations, Welthungerhilfe faces challenges posed by difficult conditions: How does Welthungerhilfe reach refugees in Syria when bombs are falling? And how does it do its work in North Korea despite war threats and UN sanctions – as one of the few organisations there? Executive Director of Programmes Mathias Mogge and emergency aid worker Birgit Zeitler reported on their work in difficult-to-access countries to Berlin-based journalists.



Current press releases

www.welthungerhilfe.de/press

July



Conference on civil society

At a conference in Sri Lanka, 54 employees of Welthungerhilfe’s Asian partner organisations exchanged information about strengthening civil societies. Together they discussed how civil society actors can intensify their political and legal work in areas such as food security, minimisation of risks in disaster situations, and illegal land grabbing.



Find out more

www.welthungerhilfe.de/conference-srilanka.pdf

November



Think Tank

Should Welthungerhilfe become a “knowledge organisation” and share its knowledge? At Welthungerhilfe’s fourth “Denkfabrik,” held in Berlin, 18 lateral thinkers from the worlds of culture, sports, science and industry discussed, with such people as Google spokesperson Ralf Bremer, how the digital gap can be alleviated worldwide, and how the diversity of information sources can be used to transfer knowledge.



Find out more

www.welthungerhilfe.de/denkfabrik-move



Rock against Hunger

At the benefit concert “Rock gegen Hunger” (Rock against Hunger), held by the Düsseldorfer Freundeskreis, rock musicians from companies such as McKinsey, PWC, Ergo and Daimler, as well as the Fachhochschule Dusseldorf band, competed against each other. In the end, McKinsey’s Sky Officers sang their way into the hearts of the jury and public. Proceeds from this event went to the Welthungerhilfe project in Korak/Nepal.



Find out more

www.welthungerhilfe.de/rockgegenhunger2013



Party in a Box

Hosting a party for a good cause is now easy thanks to the new “Party in a Box” campaign. Whether at graduation fetes, birthdays or university parties – it is easy to collect donations for Welthungerhilfe. The student body of the physical education department at the University of Kiel held a “Sportler Paady” with 6,000 guests, and the graduating class of the Berufliches Gymnasium in Gaußig dedicated their graduation party to Welthungerhilfe.



Find out more

www.welthungerhilfe.de/partybox

COMPLIANCE

Culture of transparency

Integrity, credibility and doing things right form the indispensable foundation of our work. Companies ensure these values with a Compliance Management System (CMS). It helps to prevent and limit damages by detecting legal breaches early on. Even though such a system is not mandatory for registered associations such as Welthungerhilfe, the organisation has nevertheless already implemented most of its aspects in its own interest.

Clear rules

Over EUR 1,000

in orders are placed solely through the Procurement unit.



Find out more
[www.welthungerhilfe.de/
 transparency](http://www.welthungerhilfe.de/transparency)

Diligent management | The compliance or integrity culture of an organisation can be measured by the atmosphere that is created and maintained by upper management. At Welthungerhilfe, a good atmosphere is evident in procedural instructions and documents, website information on quality and transparency, and in the mission statement and strategy.

Welthungerhilfe is also committed to compliance with other higher-ranking agreements. For example, the code of conduct of the Association of German Development Non-Governmental Organisations (VENRO), of which Welthungerhilfe is a member, prescribes that there must be a suitable framework that allows employees to lodge complaints without fear of personal repercussions. In addition, public donors also demand that their respective awarding guidelines and anti-corruption provisions are adhered to during project work. Membership in the internationally recognised quality management system Humanitarian Accountability Partnership (HAP) also commits Welthungerhilfe to transparency and accountability; in this manner, the organisation works even harder to include target groups in the decisions that are relevant to them.

Internal guidelines | Welthungerhilfe's codes of conduct consist of guidelines for avoiding conflicts of interest and corruption and guidelines for the prevention of sexual abuse of dependants as part of project work. Both are part of a legally-binding component of employment contracts that also apply to freelance employees and employees of local partner organisations. Welthungerhilfe's company agreements set out the rights and obligations of staff working at the head office. They regulate the handling of gifts and guarantee protection for internal *whistle-blowers*.

Training for all | The audit uses case studies to educate employees about the issues of anti-corruption and compliance. A training film for national staff

abroad analyses possible day-to-day situations of a project, identifies possible solutions and strengthens awareness of injustices. The knowledgeXchange unit advises and qualifies employees in the area of financial administration. Welthungerhilfe uses the Transparency International handbook at all of its overseas offices.

Professional advice | An external data protection representative offers training and assistance with issues, and thus warrants compliance with statutory and internal data protection guidelines. Pro bono legal advice is provided by a Frankfurt-based law firm. In the case of country-specific inquiries, the free TrustLaw service of the Thomson Reuters Foundation helps to locate a pro bono law firm in the respective country. Law firms are engaged on an as-needed basis for issues relating to labour law. A business consultancy firm acts as a tax advisor and provides support for issues pertaining to the law relating to non-profit organisations.

Welthungerhilfe is committed to the consistent use of the second-set-of-eyes principle. Legal transactions that create an obligation for the organisation must be signed by two individuals. At the management level, the association is represented jointly by two members of the Executive Board.

Transparent structure | Purchases of goods and services for the head office and overseas projects must be processed through Welthungerhilfe's Procurement unit if certain price limits are exceeded. The policy regarding the awarding of contracts describes Welthungerhilfe's procurement types and procedures in detail and is an important instrument of control. The "Signature Policy for Programmes and Projects" sets out the responsibility for internal processes and projects, such as who is authorised to sign a project agreement.

Already implemented

(with support from the Foreign Office)

Transparency standards

according to HAP (Humanitarian Accountability Partnership)

In planning

- At the Bonn head office and in the pilot country, Kenya, independent auditors analyse the degree to which HAP standards have already been implemented



- Welthungerhilfe will list all obligations undertaken internally up to this point and will set priorities

- Strict code of conduct for the prevention of sexual abuse
- HAP-recommended continuing education in pilot countries and at the head office
- Systematic employee interviews and feedback



- When new employees are hired, we ensure that they adopt a positive attitude to the need for accountability.

- All participants, including those people receiving aid, receive clear and relevant information about Welthungerhilfe, its partner organisations and planned activities. The names and positions of the employees and sources of financing are announced on location
- Regional communication representatives focus on the need for accountability



- All participants are informed about the Welthungerhilfe code of conduct and the option to submit a complaint

- All participants, including those people receiving aid, are involved in the planning, implementation and decision-making processes at the various stages of all projects. Their opinions, concerns and ideas are included in all decisions



- Those receiving support must be able to provide systematic feedback for the development, implementation and design of projects

- A secure and effective complaint management system was tested in Burkina Faso
- Welthungerhilfe quickly follows up on information regarding breaches of trust and corruption that are submitted to audit@welthungerhilfe.de in a confidential manner. In suspected cases, an Internal Audit provides advice and clarification, and inspects the compliance-relevant areas of programmes and projects



- Complaint systems are included with all projects and are developed specifically for each context
- Guidelines regarding management of complaints are being developed

- Lessons learnt are discussed in Germany and abroad, and also with project partners



- Evaluations and reviews systematically check whether Welthungerhilfe meets its duty to be accountable to the persons receiving support and other participants
- The implementation of measures regarding all benchmarks is monitored

QUALITY ASSURANCE

Checking each step

It is not just providers of grants and donors who ask about the long-term success and possible side effects of development projects. People involved in and affected by a project also demand good work and evidence of the same. Therefore, Welthungerhilfe uses a number of different methods and instruments to secure the quality of its projects.

Qualified employees

200 employees

received training in outcome- and impact-monitoring in three on location training courses and nine workshops.



Impact-oriented monitoring during project work |

Before beginning a new project, Welthungerhilfe determines its objectives and plans based on an analysis of exact needs and the environment. It verifies that the project is on the right path and that desired objectives are met throughout the entire course of the project.

To this end, data is continuously collected as part of the outcome- and impact-oriented monitoring process. This is achieved with surveys or qualitative methods, such as participatory observations. Such methods are used to check, for example, whether the construction of wells actually results in families having access to drinking water and a reduction in diarrhoea cases, or whether the target group is even using the new well.

In the case of unplanned and possibly negative outcomes and impacts, Welthungerhilfe analyses the causes together with the local population. Corrective measures are developed after analysis.

In this way, outcome- and impact-oriented monitoring helps to identify strengths, deficits or problems early on. It creates an important basis for implementing the required corrective measures. The insights and learning processes also help with future projects, and help Welthungerhilfe to both make changes to strategies and processes and avoid mistakes.

Education and advice |

Intensive induction training for new personnel in Germany and abroad also contributes to quality assurance and improvement. Employees receive training in the content-related and financial administration standards of Welthungerhilfe, as well as the guidelines of public donors. In addition, Welthungerhilfe also conducts regular training and consulting activities as part of its programmes. Moreover, orientation outlines and manuals are also developed and updated regularly. In 2013, the organisation's work focused on the issues of sustainable food security, outcome and impact monitoring and financial administration.

Evaluation |

Every year, Welthungerhilfe has the content-related quality of its work audited on the basis of multiple evaluations. In this way, it earns some technical accountability. Independent experts monitor a portion of project and programme activities as part of two- to three-week field assignments. They are all experts in a relevant technical field, and are familiar with the conditions in the corresponding countries. The evaluations are used for systematic learning from practice.

Depending on the findings, expert project recommendations are prepared, which are then implemented together with the participants, partners and local employees, as well as the departments at the head

The following criteria are reviewed as part of the evaluations:

1. **Relevance:** Does the development activity correspond with the needs of the population?
2. **Effectiveness:** Have the planned results been achieved?
3. **Efficiency:** Would it have been possible to achieve the same results at a lower cost?
4. **Impact:** Do the results have the intended impact; were there any unintended effects?
5. **Sustainability:** Will the positive effects of the development activity endure over the long term?

office, and are integrated into future project planning. Welthungerhilfe's head office commissions evaluations of country- and topic-specific programmes, while project evaluations are mainly commissioned by local offices. Summaries of the reports are published on Welthungerhilfe's website. www.welthungerhilfe.de/evaluations.html. They represent some of the transparency in our technical work.

Culture of learning | Welthungerhilfe aims to stay up-to-date with regard to planning, monitoring and evaluation, and to further develop a common "culture of learning." As such, it is a member of the Society of Evaluation (DeGEval), in the "Working Group Development Policy of the DeGEval" and VENRO AG "Impact monitoring".

Internal Audit | The internal auditing department ensures that available funds are used in accordance with all relevant statutes and that all guidelines are followed. Therefore, it forms a part of the financial accountability vis-a-vis donors and providers of grants. The audits include all areas, organisational units and activities of Welthungerhilfe in Germany and abroad.

Controlling and organisational development | Our environment is undergoing constant change. To warrant a prompt and target-oriented response, the Controlling unit assists the Executive Board with the operational and strategic management of Welthungerhilfe. Relevant developments are regularly reported to the Management Board and Supervisory Board. These include incoming donations and public grants, as well as the amount of project support and administration costs. Similarly, important information for the

strategic management of the organisation is provided to the Executive Board.

Governance | The full-time Executive Board manages and is responsible for the organisation's business operations. The Supervisory Board and its committees monitor and review the activities of the Executive Board and ensure adherence to the strategic guidelines. Once a year, the representatives of Welthungerhilfe's member organisations meet at the General Assembly. They decide upon the annual budget and approve the annual accounts.

Programme Advisory Committee | The volunteer Programme Advisory Committee advises Welthungerhilfe with regard to its programme work (see page 49). It is directly integrated into the planning and approval processes for important projects. The members of the committee are independent experts with considerable competence in their fields. It means that current expertise can always be provided during the project planning stages. In addition, the committee also advises on questions concerning political work and public relations activities in Germany.



Find out more

www.welthungerhilfe.de/transparency

Quality and transparency

86 experts

were qualified in the area of finance administration in three training courses.



53 employees

received training on sustainable food security in two training courses in 2013.



Balance sheet

as of 31 December 2013

Assets

	31/12/2013 EUR	Previous year EUR
A. FIXED ASSETS		
I. Intangible assets		
1. Purchased computer programs	422,363.42	258,020.14
2. Deposits paid	23,800.00	0.00
II. Tangible assets		
1. Land	308,700.00	308,700.00
2. Fixtures, fittings and equipment	586,896.29	748,665.19
III. Financial assets		
1. Participating interests	256,054.97	256,054.97
2. Securities and loan notes	37,715,766.78	37,895,907.01
	39,313,581.46	39,467,347.31
B. CURRENT ASSETS		
I. Accounts receivable and other assets		
1. Grants receivable under approved project allocations	109,348,193.53	104,558,098.94
2. Assets from gifts and legacies	42,722.09	44,057.16
3. Other assets	2,923,790.37	2,566,634.55
II. Cash	57,529,899.48	62,490,552.33
	169,844,605.47	169,659,342.98
C. PREPAID EXPENSES AND OTHER CURRENT ASSETS	315,584.23	224,149.58
D. EXCESS OF PLAN ASSETS OVER PENSION LIABILITIES	125,012.90	0.00
	209,598,784.06	209,350,839.87

Liabilities

	31/12/2013 EUR	Previous year EUR
A. LONG-TERM RESERVES		
I. Bequeathed funds reserve	14,200,000.00	14,200,000.00
II. Non-designated funds reserve	13,540,000.00	13,540,000.00
	27,740,000.00	27,740,000.00
B. PROJECT FUNDING RESERVE	18,470,000.00	26,646,000.00
C. PROJECT FUNDING SPECIAL RESERVE	19,062,707.36	22,952,210.20
D. PROVISIONS		
Other provisions	3,876,900.00	3,489,600.00
E. LIABILITIES		
I. Grants relating to non-utilised designated co-financing funds		
1. Domestic	204,400.00	296,924.00
2. Overseas	108,981,318.62	109,808,574.52
II. Project accounts payable	27,853,567.48	16,038,901.90
III. Trade accounts payable	2,186,518.16	1,647,655.37
IV. Other accounts payable		
1. Donor loans	57,196.93	59,196.93
2. Obligations assumed in connection with gifts and legacies	7,375.02	6,193.32
3. Sundry other accounts payable	1,147,764.23	664,628.01
	140,438,140.44	128,522,074.05
F. DEFERRED INCOME	11,036.26	955.62
	209,598,784.06	209,350,839.87

General information

The annual accounts for Deutsche Welthungerhilfe e.V., Bonn (in short: Welthungerhilfe) are prepared on the basis of the provisions of the German Commercial Code (HGB), with voluntary application of supplementary rules for large corporate entities as set out in sections 264 ff., HGB. The annual accounts have been adapted to the special features of the association pursuant to section 265 subsection 5 and 6 HGB. The income and expenditure account is prepared in accordance with the total cost method. Value-added tax (VAT) is included in the costs of fixed assets and in expenses insofar as the association is not entitled to deduct input taxes. Previous year's figures are shown in brackets.

Accounting and valuation methods

Intangible fixed assets are stated at cost and, where wear and tear applies, less regular depreciation over the respective useful life or the lower value rate pursuant to section 253 (3) (3), HGB. Regular depreciation is applied on a straight-line basis, unless a shorter period is deemed necessary depending on the project. The amortisation of intangible assets is based on a useful life of five years, while office and business equipment is depreciated on the basis of a useful life ranging from three to ten years. For assets with a cost price of between EUR 150 and EUR 1,000, a compound item was created which is depreciated over 5 years.

Securities and promissory note bonds forming part of the financial assets and other loans are valued in accordance with the moderate lower-of-cost-or-market principle. Discounts are amortised over the applicable term via the deferral/accrual items. These items are disclosed under interest expenses. Holdings are entered at acquisition costs.

Receivables and other assets, along with cash and cash equivalents, are entered at the nominal value, or at the actual cash value in the case of items with a residual term of more than one year (using a market-appropriate interest rate). Identifiable risks are appropriately taken into account by means of value adjustments. Non-cash grants are stated at market prices.

Foreign-currency accounts receivable are entered at the mean exchange rate, using the lower of the rate at the inception date or the balance sheet date in the case of long-term receivables. Currency gains are shown under other income; currency exchange losses in expenses for project support. Reserves are formed, utilised or reversed in compliance with the relevant provisions under tax law.

Tied-up own funds for co-financed projects, for improving the Welthungerhilfe regional offices and for non-contractual projects that are not co-financed are shown as special items for project funding. The own portion for co-financed overseas projects is set at 13% (13.0%) of the entire project funding.

Provisions are formed for uncertain liabilities and identifiable risks at the amount of expected utilisation (amount payable). Provisions with a residual term of more than one year are discounted in accordance with statutory provisions. Liabilities are entered at the amount payable. Foreign-currency payables are entered at the mean exchange rate, using the higher of the rate on the inception date or the balance sheet date in the case of long-term liabilities.

Donations shown in the income and expenditure account are appropriated at the time of accrual, and institutional grants at the time the funds are approved by the granting institution. Currency gains are shown under other income; currency exchange losses in expenses for project support.

Notes regarding the balance sheet

Assets

A. FIXED ASSETS

I. Intangible assets

These relate to EDP programs of EUR 422,000 (EUR 258,000) that were purchased and are depreciated on a scheduled basis, as well as advance payments for EDP programs in development of EUR 24,000 (EUR 0).

II. Tangible assets

Tangible assets refer to regularly depreciated software at EUR 329,000 (EUR 451,000), EUR 186,000 (EUR 232,000) in office fixtures, fittings and equipment and EUR 72,000 (EUR 66,000) in other assets, as well as land parcels from an estate at EUR 309,000 (EUR 309,000). Project-financed tangible assets abroad are shown directly in the income and expenditure account as a project support expense.

III. Financial assets

1. Participating interests

This concerns the 10% holding in Dritte-Welt-Shop Gesellschaft für Entwicklungsförderung GmbH, Königswinter (DW-Shop).

2. Securities and loan notes

In accordance with data from the organisation's medium-term financial planning, EUR 35.2 million (EUR 34.4 million) in securities and EUR 2.5 million (EUR 3.5 million) in loan notes are shown under fixed assets. Such instruments are normally held to maturity. Investments in fixed-interest securities and equity funds follow the principle of obtaining a reasonable and market-appropriate return despite low-risk investment forms.

Over the financial year, securities had to be adjusted by EUR 100,000 (EUR 100,000). On the balance sheet date, securities include net hidden reserves of EUR 1,547,000 (previous year: EUR 1,091,000).

Financial assets include financial instruments that are shown at their fair value, since extraordinary amortisation pursuant to sec. 253 para. 3 sentence 4 was omitted. This refers to securities with a book value of EUR 7.659 million and a fair value of EUR 7.528 million.

Amortisations were not applied in this case, since a recovery in value was identified between the balance sheet date and the time the annual financial statements were prepared, and a sustainable recovery in value is expected.

B. CURRENT ASSETS

I. Accounts receivable and other assets

1. Grants receivable under approved project allocations

Receivables shown on the balance sheet date at the amount of EUR 109.3 million (EUR 104.6 million) mainly refer to co-financed projects from the European Union at EUR 31.4 million (EUR 27.4 million), the Federal Ministry for Economic Cooperation and Development at EUR 20.4 million (EUR 21.3 million), the United Nations at EUR 16.7 million (EUR 21.0 million), Reconstruction Loan Corporation at EUR 14.9 million (EUR 12.9 million), the Federal Foreign Office at EUR 8.8 million (EUR 7.6 million), the Australian Agency for International Development (AusAID) at EUR 6.1 million (EUR 0.0 million) and the US Agency for International Development (USAID) at EUR 4.7 million (EUR 8.7 million). Included are receivables with a residual term of more than one year at the amount of EUR 28.8 million (EUR 16.8 million).

2. Assets from gifts and legacies

This concerns an apartment originating from a gift. The property was capitalised at market value pursuant to an expert appraisal upon purchase, plus acquisition costs expensed by the associated, and is depreciated on a straight-line basis in accordance with section 7 (4) of the German Income Tax Act (EStG). The remaining assets in this item relate to legacies recognised as assets at a nominal amount. Any gain on disposal of such assets is recognised in the corresponding year as income from donations and bequests.

3. Other assets

Other assets of EUR 2.924 million (EUR 2.567 million) consist mainly of receivables from the Welthungerhilfe Foundation at EUR 912,000 (EUR 565,000), suppliers with debit balance in the project segment at EUR 747,000 (EUR 883,000), accrued interest for securities, time deposits and current accounts at EUR 532,000 (EUR 518,000) and receivables from the tax authorities at EUR 509,000 (EUR 362,000).

II. Cash

Welthungerhilfe funds assigned to current projects but not yet needed are invested as time deposits to obtain a market rate of return with low exposure to risk. Such funds are paid out to meet current needs as budgeted. Foreign-currency inventories are valued at the mean exchange rate.

Liquid resources declined by EUR 5.0 million to EUR 57.5 million (EUR 62.5 million) on account of the closing date. They mainly consist of credit balances in domestic time deposits of EUR 26.9 million (EUR 38.2 million), special accounts set up for public donors at EUR 13.1 million (EUR 8.5 million) and credit balances on foreign project accounts of EUR 9.2 million (EUR 8.6 million).

D. EXCESS OF PLAN ASSETS OVER PENSION LIABILITIES

A securities account is in place at Commerzbank AG, Düsseldorf, for all part-time retirement obligations, whose sole purpose is to cover and secure these obligations in the case of insolvency and which cannot be accessed by the other creditors, as it has been pledged to Commerzbank AG, Düsseldorf (the trustee). The securities

account, whose acquisition cost corresponds with a fair value of EUR 300,000 on the balance sheet date, was offset against the corresponding part-time retirement provisions (amount repayable: EUR 175,000 (previous year: EUR 65,000)) pursuant to sec. 246 subsect. 2 HGB. In addition, the interest expense from the write-up of the provision for part-time retirement obligations in the amount of EUR 3,000 (EUR 0) was also netted against the interest income from the securities account of EUR 1,000 (EUR 0).

Liabilities

A. LONG-TERM RESERVES

I. Bequeathed funds reserve

The bequeathed funds reserve consists of funds that are available to the organisation on a long-term basis.

II. Non-designated funds reserve

The non-designated funds reserve is used to secure Welthungerhilfe's institutional performance.

B. PROJECT FUNDING RESERVE

The project funding reserve is EUR 18.5 million (EUR 26.6 million). Of this amount, EUR 18.0 million are attributed to non-utilised designated donations for victims of the Haiti earthquake, flood victims in Pakistan, victims of the drought in East Africa, and the typhoon victims in the Philippines, which will be used as per schedule for aid projects between 2014 to 2015. During the reporting year, EUR 10.9 million was withdrawn from the reserve, mainly as a result of aid projects in Haiti, Pakistan and East Africa, and EUR 2.7 million was added to the reserve.

C. PROJECT FUNDING SPECIAL RESERVE

This reserve, which amounts to EUR 19.1 million (EUR 23.0 million), is composed of Welthungerhilfe's own funds for projects co-financed by public donors at EUR 12.3 million (EUR 16.9 million) as well as for domestic and foreign projects carried out autonomously without outside grants at EUR 5.7 million (4.7 million), and to improve Welthungerhilfe regional offices at EUR 1.1 million (EUR 1.4 million).

D. PROVISIONS

Other provisions

Provisions for EUR 3.877 million (EUR 3.490 million) have been formed mainly for project risks of EUR 2.176 million (EUR 1.400 million), redundancy payments legally required abroad for staff that leave the organisation of EUR 900,000 (EUR 1.415 million), as well as various amounts payable to staff of EUR 636,000 (EUR 527,000). The provision for project risks was created to balance interest to be paid, unforeseen ancillary project costs, subsequent reductions in contributions by donors and increasing individual risks.

E. LIABILITIES

I. Grants relating to non-utilised designated co-financing funds

These refer to public funds used for projects carried out autonomously by Welthungerhilfe. Non-cash grants are stated at market prices.

II. Project accounts payable

These relate to obligations for projects carried out by Welthungerhilfe or under contract with other project sponsors. Non-cash grants are stated at market prices.

III. Trade accounts payable

This item mainly refers to obligations from the computer and marketing area, and for foreign projects, which are settled via the Bonn head office.

IV. Other accounts payable

Donor loans can be withdrawn at one week's notice. Other accounts payable mainly refer to customers with credit balances as well as travel and fee costs that must still be settled. This item also includes EUR 165,000 (EUR 156,000) in taxes and EUR 61,000 (EUR 56,000) in social security.

Notes regarding the income and expenditure account

Income

DONATIONS AND GRANTS

Project activities are funded entirely from donations, net income transferred from Welthungerhilfe Foundation, public and private institutional grants, and grants from co-operation partners.

Liquid resources rose by EUR 0.7 million to EUR 37.5 million (EUR 36.8 million). Donations are comprised of cash donations of EUR 34.6 million (EUR 34.6 million), income from bequests of EUR 2.6 million (EUR 1.9 million) as well as fines of EUR 0.3 million (EUR 0.3 million). Cash donations include EUR 3.8 million in emergency donations, of which EUR 0.8 million from the collection of the "Bündnis Entwicklung Hilft". Public grants rose from EUR 4.5 million to EUR 100.1 million (EUR 105.6 million), which is mainly due to the first-time grant from the Australian Agency of International Development in the amount of EUR 6.1 million. Project grants from foundations and private aid organisations rose by EUR 0.6 million to EUR 2.6 million (EUR 2.0 million).

OTHER INCOME

Other income of EUR 1.144 million (EUR 1.098 million) is mainly the result of currency gains from foreign grants and projects at EUR 856,000 (EUR 911,000).

INCOME FROM PARTICIPATING INTERESTS AND SPONSORING

Income from participating interests results from the organisation's share of net income from the DW shop for the 2012/2013 financial year. In the previous year, it contained additional sponsoring fees.

OTHER INTEREST AND SIMILAR INCOME

Other interest and similar income mainly consists of EUR 1.169 million (EUR 1.311 million) in interest on securities, EUR 379,000 (EUR 520,000) in interest on time deposits and fixed deposits, EUR 125,000 (EUR 0) in interest income from the write-up of long-term receivables, and EUR 59,000 (EUR 47,000) in interest from current accounts, reduced by accrued interest of EUR 45,000 (EUR 45,000). The decline in interest income is due to the fall in interest rates.

Accounts payable

(in EUR)

	31/12/2013	≤1 year	thereof >1 year and ≤5 years	>5 years
I. Grants relating to non-utilised designated co-financing funds	109,186	76,299	32,688	199
II. Project accounts payable	27,854	19,464	8,339	51
III. Trade accounts payable	2,187	2,187	0	0
IV. Other accounts payable				
1. Donor loans	57	57	0	0
2. Obligations assumed in connection with gifts and legacies	7	0	4	3
3. Sundry other accounts payable	1,147	1,147	0	0
	140,438	99,154	41,031	253

Total liabilities for the previous year amounted to EUR 128.522 million, including EUR 36.543 million with a residual term of more than one year, and EUR 314,000 with a residual term of more than five years. Long-term liabilities include EUR 32.165 million of grants relating to non-utilised designated co-financing funds and EUR 4.686 million in liabilities related to projects. In relation to accounts payable relating to designated co-financing funds not yet drawn upon, there exist sureties to the value of EUR 6.010 million (EUR 2.162 million), and for ordered but not yet delivered facilities there exist sureties of EUR 0 (EUR 234,000).

Income and expenditure account

for the period from 1 January to 31 December 2013

	2013 EUR	EUR	Previous year EUR
1. DONATIONS AND GRANTS			
a) Donations, bequests and allocated fines	37,494,231.92		36,817,185.61
b) Net income transferred from Welthungerhilfe Foundation	1,098,746.85		780,252.28
c) Institutional grants			
Public grants	110,053,767.69		105,566,217.90
Foundations and private charities	2,620,465.46		2,002,553.61
		151,267,211.92	145,166,209.40
2. OTHER INCOME		1,144,291.22	1,098,332.19
3. PROJECT FUNDING			
a) Overseas	-128,177,846.40		-121,270,176.78
b) Domestic	-2,528,440.40		-1,970,034.89
		-130,706,286.80	-123,240,211.67
4. STAFF COSTS			
a) Wages and salaries			
Domestic staff	-9,774,604.37		-9,408,077.30
Overseas staff	-9,940,385.93		-10,422,481.63
b) Social security, pensions and other employee benefits			
Domestic staff	-2,339,113.08		-2,240,197.28
Overseas staff	-899,116.58		-1,029,476.59
		-22,953,219.96	-23,100,232.80
5. DEPRECIATION, AMORTISATION AND IMPAIRMENTS			
a) On non-current intangible assets and tangible assets	-462,417.28		-508,253.46
b) Assets from gifts and legacies	-1,335.07		-1,335.07
		-463,752.35	-509,588.53
6. OTHER EXPENDITURE		-7,711,413.73	-9,532,314.85
7. INCOME FROM PARTICIPATING INTERESTS AND SPONSORING		21,552.00	215,723.00
8. OTHER INTEREST AND SIMILAR INCOME		1,687,121.02	1,832,750.81
9. WRITE-UPS ON SECURITIES		0.00	225,301.70
10. WRITE-DOWNS ON SECURITIES		-100,000.00	-150,000.00
11. INTEREST AND SIMILAR EXPENDITURE		-361,503.32	-186,969.25
12. NET INCOME BEFORE CHANGES TO RESERVES		-8,176,000.00	-8,181,000.00
13. TRANSFER TO NON-DESIGNATED FUNDS RESERVE		0.00	-680,000.00
14. TRANSFER TO PROJECT FUNDS RESERVE		-2,697,000.00	-1,635,000.00
15. TRANSFER FROM PROJECT FUNDS RESERVE		10,873,000.00	10,496,000.00
16. NET INCOME FOR THE YEAR		0.00	0.00

WRITE-UP ON SECURITIES

No write-ups were applied to securities during the financial year (EUR 225,000).

Expenditure

PROJECT FUNDING

This item relates to commitments in the form of contractual and non-contractual obligations entered into for approved projects in developing countries and for domestic projects in accordance with the Welthungerhilfe charter. In the case of overseas projects, funding increased in accordance with the income side by EUR 6.9 million to EUR 128.2 million (EUR 121.3 million). Project support in Germany increased to EUR 2.5 million (EUR 2.0 million). Expenditures for project support include currency exchange losses of EUR 1.5 million (EUR 0.6 million).

STAFF COSTS

These include the domestic project and administration areas as well as expatriate staff who are employed directly by head office. Expenditures for wages and salaries of staff at the head office increased by EUR 0.4 million to EUR 9.8 million (EUR 9.4 million) and decreased for expatriate staff by EUR 0.5 million to EUR 9.9 million

(EUR 10.4 million). Local project staff with local employment contracts are accounted for in project funding expenditure. Staff costs include EUR 613,000 (EUR 534,000) for pension provisions.

OTHER EXPENDITURE

Other expenditure mainly consists of expenditures for public relations work of EUR 4.952 million (EUR 6.569 million), rent and premises of EUR 854,000 (EUR 863,000), and IT costs of EUR 595,000 (EUR 757,000). The decrease in expenses for public relations activities is due to higher expenses for advertising, donation marketing and special events during the anniversary year 2012.

WRITE-DOWNS ON SECURITIES

Extraordinary amortisation due to the expected long-term reduction in value has been applied in the amount of EUR 100,000 (EUR 150,000).

INTEREST AND SIMILAR EXPENDITURE

Expenses of EUR 300,000 (EUR 125,000) are due to legally required discounting for longer-term receivables from public providers of grants, which do not affect payments. Amortisation of premiums totalled EUR 61,000 (EUR 62,000).

Other mandatory disclosures

Other financial obligations

Based on the remaining terms of the contracts involved, amounts owed under rental contracts and leases amount to an annual average of EUR 471,000 (EUR 473,000), of which EUR 463,000 (EUR 463,000) is owed to Welthungerhilfe Foundation (rental contract with a term ending 2024). Software maintenance agreements amount to EUR 245,000 (EUR 328,000) a year. The above contracts amount to total financial obligations of EUR 3.565 million.

Contracts worth up to EUR 152,000 (EUR 217,000) are still to be entered into for projects which have already been approved internally but for which only partial contracts have so far been signed with project partners.

Audit fee

The audit fee for the annual financial statement for 2013 is EUR 52,000 (EUR 52,000). Fees of EUR 27,000 were incurred for other certification services provided by the auditor.

Work force

average over the year

	2013	2012
Domestic staff		
Unlimited-term contracts	158	149
Limited-term contracts	34	42
	192	191
Overseas staff	146	159
	338	350

Compensation structure for full-time staff

Gross incomes of full-time staff are composed of a monthly salary, an annual special payment (13th monthly salary) as well as variable compensation components.

Executive Board and managing employees: up to EUR 142,500

Team Heads: from EUR 56,000 to EUR 73,000

Group Leaders: from EUR 43,000 to EUR 60,000

Assistants: from EUR 36,000 to EUR 46,000

Secretaries, assistants and other support staff: from EUR 29,000 to EUR 38,000

The total remuneration of the Management Board during the reporting year amounted to EUR 395,000 (EUR 360,000).

Statutorily defined employer portions for social security and contributions to the company pension plan are not included in the above schedule. An additional amount of EUR 90.00 per month is currently paid for dependant children up to age 14. For the purpose of securing the retirement provisions for its employees, Welthungerhilfe has become a member of the Versorgungsverband bundes- und landesgeförderter Unternehmen e.V. (VBLUE), Bad Godesberg, to which it pays monthly insurance premiums for insured employees.

Association governing bodies

The general assembly elected the following as members

of the honorary Supervisory Board:

Bärbel Dieckmann (President)

Prof. Dr Joachim von Braun (Vice President)

Norbert Geisler (Chairman of the Finance Committee)

Prof. Dr Hartwig de Haen

Rosa Karcher

Dr Stephan Reimers

Dr Tobias Schulz-Isenbeck

Members of the Executive Board

Dr Wolfgang Jamann (Secretary General/Chairman of the Board)

Mathias Mogge (Executive Director Programmes)

Michael Hofmann (Executive Director Marketing)

Management

The business of the association is managed by the Executive Board.

Appropriation of profits

No usable annual result remains after the reversal of the project funding reserve from the previous year and the allocation to the 2014 project funding reserve.

Bonn, 22nd April 2014



Dr Wolfgang Jamann (Chairman of the Board)



Mathias Mogge (Executive Director Programmes)



Michael Hofmann (Executive Director Marketing)

Auditor's opinion

To Deutsche Welthungerhilfe e.V., Bonn

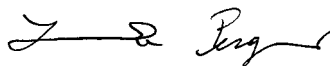
We have audited Welthungerhilfe's financial accounts – comprising the balance sheet, income and expenditure account, and notes to the financial statement – including the accounting and the management report for Deutsche Welthungerhilfe e.V., Bonn, for the financial year from 1st January to 31st December 2013. The association's Executive Board is responsible for the accounting and the preparation of the annual financial statement and management report in accordance with the provisions under German commercial law. It is our task to give a judgement on the annual financial statement including the accounting and the management report on the basis of our audit.

We carried out our final audit in accordance with section 317 HGB, taking into account the principles of correct auditing as laid down by the Institute of Public Auditors in Germany (IDW). Here it is laid down that the audit is to be planned and carried out in such a way that inaccuracies and irregularities, which affect the picture of the state of the assets, finances and yield presented in the annual financial statement in accordance with the principles of correct accounting and the management report, can be recognised with reasonable certainty. The decision on the audit activities takes into account information about the organisation's business activity, the economic and legal environment of the association and expectations regarding possible errors. In the course of the audit, the effectiveness of the internal control system in relation to accounting as well as evidence for the figures in the accounting, annual financial statement and management report are assessed mainly by means of spot checks. The audit includes the assessment of the accounting principles applied and the main estimates of the Executive Board as well as an acknowledgement of the overall presentation of the financial statement and management report. We are of the opinion that our audit is a sufficiently reliable basis for our evaluation. Our audit did not lead to any reservations.

According to our assessment, which is based on the insights gained during the audit, the financial statement of Deutsche Welthungerhilfe e.V., Bonn, complies with statutory provisions and gives an accurate picture of the organisation's assets, finances and income in accordance with the principles of correct accounting. The management report is consistent with the financial statement and overall gives an accurate picture of the organisation's true situation and of the chances and risks inherent in future development.

Düsseldorf, 28th April 2014

Deloitte & Touche GmbH, Wirtschaftsprüfungsgesellschaft



(Harnacke)
Auditor

(Pergens)
Auditor

Income and expenditure account

based on expense categories pursuant to DZI, in EUR

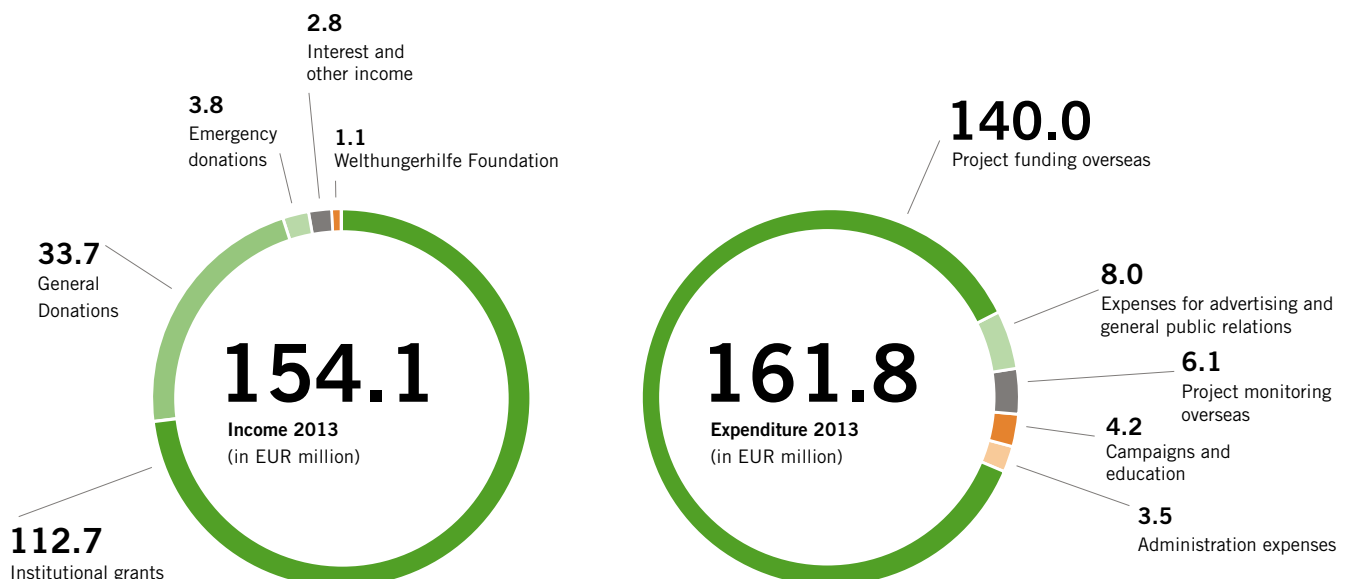
	Actual 2013 Total	Project funding overseas	Project monitoring overseas	Campaigns and education work	Advertising and general public relations work	Administrative expenses
Project funding						
a) Overseas	128,177,846	128,177,846				
b) Domestic	2,528,441			2,300,257	228,184	
Staff costs	22,953,220	11,668,960	4,939,074	1,352,872	2,400,822	2,591,492
Depreciation, amortisation and impairments	463,752	31,754	189,084	51,792	91,911	99,211
Other expenditures	7,711,414					
Advertising and general PR				97,750	4,853,988	
Other (rent, IT costs etc.)		137,149	976,873	446,186	413,781	785,687
Interest and similar expenditure	9					9
Total 2013*	161,834,682	140,015,709	6,105,031	4,248,857	7,988,686	3,476,399
in %	100.0	86.5	3.8	2.6	4.9	2.2
in %, based on DZI benchmark	100.0		92.9		7.1	

* Not included: Write-downs on securities in the amount of EUR 100,000, amortisation of premiums of EUR 61,264.65 and expenses for discounting of long-term receivables (projects) of EUR 300,229.33

Total 2012	156,382,358	133,748,402	6,381,894	3,959,904	9,387,872	2,904,286
in %		85.5	4.1	2.5	6.0	1.9
in %, based on DZI benchmark	100.0		92.1		7.9	
2011	100.0 %		90.7 %		9.3 %	
2010	100.0 %		93.7 %		6.3 %	
2009	100.0 %		92.8 %		7.2 %	
2008	100.0 %		92.3 %		7.7 %	

In line with internal mathematical accuracy, the presentation of rounded figures also includes numerals that are not shown, which may result in rounding differences.

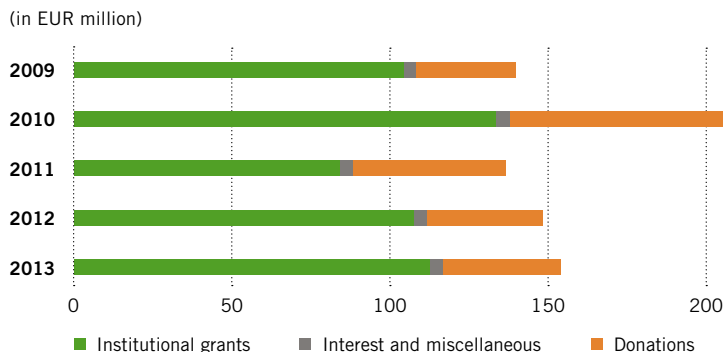
The calculation of fund-raising and administrative expenditure is based on an agreement with the German Institute for Social Issues (DZI) in Berlin. To this end, write-downs on securities of EUR 100,000 as well as interest expenses from the discounting of long-term receivables and from the amortisation of premiums (EUR 362,000) were not taken into account, since asset management activities on the whole result in a surplus. Project funding abroad as shown here is EUR 3.0 million higher than in the project list (page 26-7) since additional expenditures are included on top of the funds directly provided for the projects. The marked decline in the share of advertising costs is due to the higher marketing expenses for the 2012 anniversary year, and also the strict control of resource use and efficiency measures. As a result, the proportion of project support in total expenses has risen while the share of indirect expenses (advertising and administration) as per the statutes has declined. Welthungerhilfe receives pro bono services in a variety of areas. In 2013, these services were provided mainly by Morgan, Lewis & Bockius LLP as well as Latham & Watkins LLP.



Welthungerhilfe Figures

Income developments

In the year 2013, grants from donations, bequests and fines totalled EUR 37.5 million, which represents a 1.9 percent increase over the total donations in the 2012 anniversary year and is mainly due to the typhoon disaster in the Philippines. During the same time period, institutional grants increased by 4.7 percent and totalled EUR 112.7 million (previous year: EUR 107.6 million). Interest and other income totalled EUR 2.8 million (previous year: EUR 3.3 million), and the profit transfer of Welthungerhilfe Foundation EUR 1.1 million (previous year: EUR 0.8 million), leading to a total income of EUR 154.1 million.



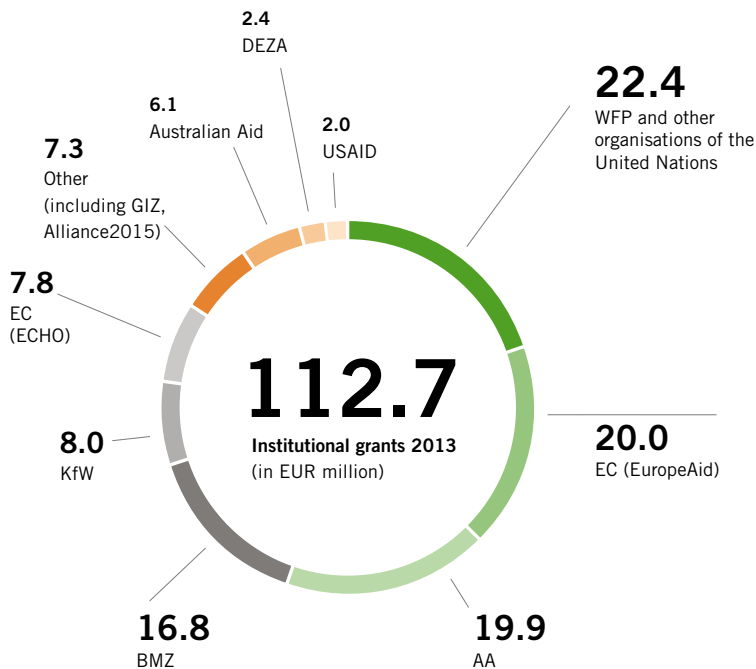
Institutional grants

The ability to acquire private donations was an important prerequisite for obtaining institutional grants – and also secured the independence of the organisation. Donations are not only essential for ensuring the independent work of the organisation, but are also required resources to obtain grants from various co-financing donors.

More than EUR 46 million of institutional grants were provided from German sources: the Federal Foreign Office (AA), the Federal Ministry for Economic Cooperation and Development (BMZ), the Reconstruction Loan Corporation (KfW) and GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit. The European Commission (Directorate General for Development Cooperation (EuropeAid) and European Commission Directorate General for Humanitarian Aid (ECHO)) is the second most important institution with approximately 28 million, followed by the World Food Programme (WFP) and other agencies of the United Nations (e.g. UNICEF). With regard to financing provided out of EU funding, it is important to note the significant proportion of funds from the European development fund for programmes related to sustainable food security (Sierra Leone and Zimbabwe) and reconstruction (Haiti). Programmes in the area of climate change adaptation and the maintenance of biodiversity are supported by the energy and climate fund of the federal government, through the BMZ.

Welthungerhilfe also works to diversify its co-financing portfolio: Co-operation with the Swiss Directorate for Development and Cooperation (DEZA) and the United States Agency for International Development (USAID) was expanded and continued. Following a series of smaller initial financing projects, the Austrian development co-operation office (Australian Aid) approved a programme with more extensive financing in Zimbabwe for the first time in 2013. Welthungerhilfe also received support from Ireland (Irish Aid) and the United Kingdom (DFID).

Donors continue to favour the co-operation of non-governmental organisations and other actors in consortia; in this context, “other” and Alliance2015 financing also includes additional indirect funds, particularly from the EU and the federal government, which are implemented by Welthungerhilfe as a partner to other consortium leaders. In 2013, Welthungerhilfe implemented another ECHO-financed consortium programme in Pakistan.

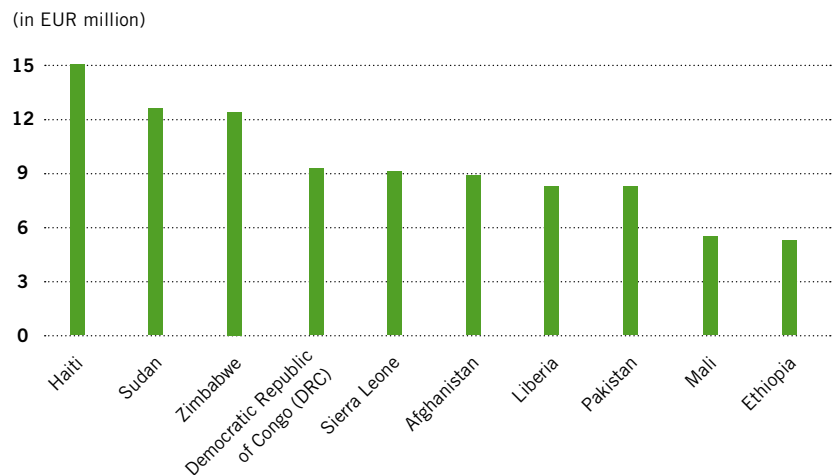


Abbreviations

AA – Auswärtiges Amt (Foreign Office); Alliance2015 – Partner organisations of Alliance2015; Australian Aid – Australian foreign affairs and trade ministry; BMZ – Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung (Federal Ministry for Economic Cooperation and Development); DEZA – Directorate for development and cooperation/Swiss Department for foreign affairs, Switzerland; EC (ECHO) – European Commission, Directorate General for Humanitarian Aid, EC (EuropeAid) – European Commission, Directorate General for Development and Cooperation; GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit; KfW – Kreditanstalt für Wiederaufbau (Reconstruction Loan Corporation); USAID – United States Agency for International Development; WFP – United Nations World Food Programme

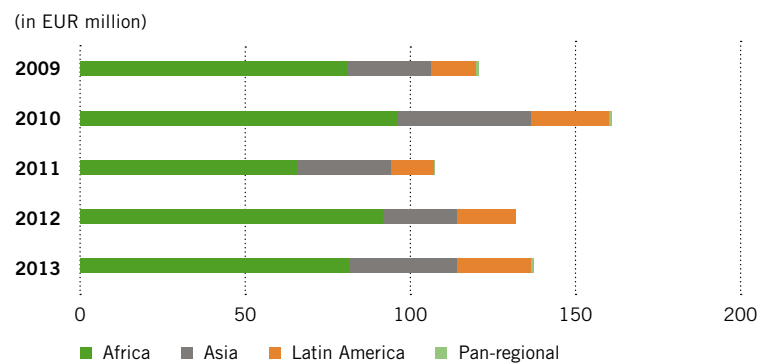
The 10 countries with the highest project support

Similar to 2012, the list of countries with the highest project support was again led by Sudan and Haiti in 2013, albeit in reverse order. Extensive food aid programmes are still required in Darfur in Sudan, while the reconstruction programme following the devastating earthquake of 2010 continues in Haiti. Other countries receiving high levels of project support include Ethiopia, Pakistan and Mali as a result of the reconstruction programmes after the flood disaster in Pakistan in 2010, the drought on the Horn of Africa and 2011, and the continuing crisis in the Sahel. Congo, Liberia and Afghanistan have been among Welthungerhilfe's important support countries for many years. This list also includes Zimbabwe (similar to 2011 and 2010), where new co-financing donors were acquired as a result of the successful project work of recent years. The same applies to Sierra Leone, where innovative approaches garnered the interest of the government, partners in civil society and donors (see pages 8–11). 69.1 percent of total support goes to the ten countries with the highest project support.



Regional project support over time

Welthungerhilfe has a long-standing regional focus on Africa; this region is home to seven of the ten countries with the highest project support. In the 20 project countries, the total approved project volume is EUR 81.4 million, or almost 60 percent of total support, which is slightly below the support for 2012. Compared to 2012, project support for Asia and Latin America/Caribbean once again slightly increased. EUR 32.4 million or almost 24 percent of funds were used to support projects in 13 countries in Asia, particularly in Pakistan and Afghanistan, but also to mitigate the effects of the civil war in Syria. Sixteen percent of funds, or EUR 22.5 million, are used to finance projects in Latin America/Caribbean – mainly in Haiti. Welthungerhilfe is active in seven countries in this region.

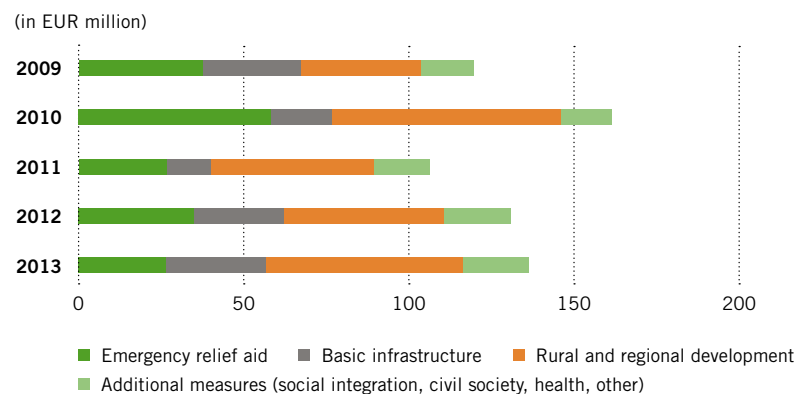


Sectoral project support over time

Since the beginning, Welthungerhilfe has been fighting against global hunger and for sustainable food security, and conducts most of its work in rural regions. It is the reason why the sector of support “Rural and Regional Development”, which also includes food security, has always been among the major support sectors. Almost EUR 60 million was provided for this purpose in 2013, much more than in the previous two years; its share rose to 43.6 percent. At the same time, expenses for acute emergency situations declined again in 2013, and totalled EUR 27.0 million or almost 20 percent of total expenditures. In this context, it is important to note that it was not until the end of the year that a major disaster occurred (Philippines).

Projects to improve basic infrastructure form another important area of support. This also includes so-called WASH measures (clean drinking water, improved hygiene practices, basic sanitary services, see pages 8–11), which play a very important role in sustainable food security. In 2013, EUR 30.1 million was assigned to projects for improving basic infrastructure. These funds represent another increase compared to the previous year, and mean that 22 percent of all project funding was used for this sector of support.

Similar to 2012, approximately EUR 20 million was spent on projects for social integration, civil society, health and other (see pages 20–23). The latter also includes projects designed to secure the quality of programme work on location.



Find out more

Detailed information about individual project work can be found on pages 26–27 and www.welthungerhilfe.de/projects

FOUNDATION

Helping with a vision

The Welthungerhilfe Foundation, which was founded in 1998, is a strong partner that offers customised products to individuals wishing to take on a long-term commitment. The income that is generated with the capital is used to support people in the project countries. In an interview, Dr Albert Otten, Managing Director of the Welthungerhilfe Foundation, explains the various options that are available to those wishing to make a difference.

Great impact

EUR 4.03 million

is the amount the Foundation has provided to Welthungerhilfe projects in the past five years.

192 founders

are committed to a long-term engagement with a founder loan, an endowment fund or their own trusteeship foundation.



Find out more
[www.welthungerhilfe.de/
 welthungerhilfe-foundation](http://www.welthungerhilfe.de/welthungerhilfe-foundation)

What is the Welthungerhilfe Foundation all about?

Dr Albert Otten | Endowments – providing long-term and continuous help, that is our approach. Many active founders turn this concept into reality. The amount of the endowment is always left up to the individual. The annual interest income from the foundation's total assets support Welthungerhilfe's project work every year. We are driven by a desire to be there for people in need and to provide meaningful help to self-help – this is what connects Deutsche Welthungerhilfe e.V. and the Welthungerhilfe Foundation.

How can I become active as a founder?

Otten | If you are looking for a long-term commitment, we can help you find the right solution. There are many ways of becoming a founder, and our offerings are tailored to founders' requirements. There is the option, for example, of simple endowments earmarked for a particular purpose, or you can establish your own endowment fund under your own name; and then there is the option of having a charitable foundation managed by us. Beyond that, there is the option of a limited term trust, which uses the available capital for charitable purposes over a defined time period. Another popular option are founder loans, which may be requested back by the lenders at some point, or that may be converted into an endowment

contribution. At this time, there are 118 lenders who are providing funding in this manner.

What drives these founders, what are they looking for?

Otten | Every person is different – the same applies to founders. Some want to set an example for their children, while others set up a foundation in memory of a loved one. Many want to give back to those who do not have as much. They are free to select from certain topic areas that may be important to them, such as food (see pages 12–15), education or water and hygiene (see pages 8–11).

Most founders are familiar with and have been supporting Welthungerhilfe's work for many years before they become active as founders and attach a new long-term element to their commitment. Most of them view the fact that endowment contributions can be deducted from taxes (in addition to the deduction of donations) as merely a side-effect – they see themselves as a reliable partner to people in need. However, the founders place great emphasis on open and trust-based communication. This is exactly what the Welthungerhilfe "Philanthropie plus X" team offers. It helps them to find the right form of endowment, and also acts as a contact person for targeted donations or bequests.

What impact do founders have in times of low interest rates?

Otten I Low interest rates are not equivalent to low impact! The most important aspect of endowments is long-term assistance. During the last five years, the Foundation was able to transfer EUR 4.0 million to Deutsche Welthungerhilfe e.V.. In this way, our founders contribute to ensuring that many people are able to lead a self-determined life free from hunger and poverty. I also take a personal interest in observing the effects of our work on location. Most of the income generated by the Welthungerhilfe Foundation is used for project work: a total of EUR 1.1 million in 2013. Thanks to the commitment of our founders, the total capital of the Foundation, including reserves, increased by EUR 1.7 million to EUR 34.1 million. Four supporters established their own endowment fund last year, and we now have a total of 48 endowment funds with a capital of more EUR 3.1 million.

What are some of the important aspects of bequests?

Otten I Many people think about continuing their charitable works after their death by including a bequest to Welthungerhilfe in their will. Last year, 943 interested individuals attended our regular events on wills to obtain information on formulating their own wills. Welthungerhilfe was mentioned 58 times in wills, and in some cases took an active role in managing the estate in its role as heir. This also includes the dissolution of the household and looking after the grave site. We are also pleased to see how more and more people are approaching us during their lifetime to take an active role in shaping their will.

The 2013 endowment year – what events were important to you on a personal level?

Otten I The establishment of the WASH charitable foundation was a highlight of 2012. In 2013, we were able to add more fellow campaigners who are committed to ensuring that people receive clean water and improved hygiene. This has allowed us to implement the first project and set up two solar-powered facilities for the provision of local water supplies. It provides access to clean water to approximately 3,000 people, who no longer have to cover long distances on foot. This achievement makes me proud and motivates me not only find founders for another facility, but also to tell them about new projects.

What are your plans for the Foundation in 2014?

Otten I I want to intensify contact with our founders and look forward to meeting more supporters on a personal level. I am very interested in finding out what motivates them to become committed to our organisation. The issue of limited term trusts, in which capital can also be used to support projects, will continue to be a major topic for me and my team. The main question in this regard is which application areas are particularly well suited for this instrument. Moreover, we would like to get more people interested in “endowments” and find out what form of commitment best matches their requirements.



Dr Albert Otten is an economist who spent much of his life managing his family's company. He has been the honorary Managing Director of the Welthungerhilfe Foundation since 2008, and, together with his team, advises individuals interested in making long-term commitments.

Balance Sheet: Welthungerhilfe Foundation as of 31 December 2013

Assets

	31/12/2013 EUR	Previous year EUR
A. FIXED ASSETS		
I. Tangible assets	6,479,434.42	6,631,221.16
II. Financial assets	28,021,761.70	26,760,568.59
B. CURRENT ASSETS		
I. Other assets	764,268.27	328,374.94
II. Cash	3,868,147.94	2,982,312.27
C. PREPAID EXPENSES AND OTHER CURRENT ASSETS	206,077.24	205,365.10
	39,339,689.57	36,907,842.06
Assets of dependent foundations	6,428,565.79	6,600,169.64

Liabilities

	31/12/2013 EUR	Previous year EUR
A. OWN CAPITAL		
I. Foundation capital	30,644,631.26	29,456,292.68
II. 1. Capital retention reserve	3,374,000.00	2,980,000.00
II. 2. Regrouping reserve	94,258.23	0.00
B. PROVISIONS	13,820.00	13,754.00
C. LIABILITIES	5,212,980.08	4,457,795.38
	39,339,689.57	36,907,842.06
Own capital of dependent foundations	6,428,565.79	6,600,169.64

Annual financial statement – Foundation Deutsche Welthungerhilfe 2013

General information

The annual financial statement of the Foundation is prepared in accordance with the German Commercial Code (HGB) and the supplementary provisions for small corporations. The annual accounts have been adapted to the special features of the Foundation pursuant to section 265 subsection 5 and 6 HGB. The relief provisions for small corporations were utilised. Value-added tax (VAT) is included in the costs of fixed assets and in expenses insofar as the Foundation is not entitled to deduct input taxes.

Accounting and valuation methods

Intangible fixed assets are stated at cost and, where wear and tear applies, less regular depreciation over the customary useful life or the lower value rate pursuant to section 253 (3) (3), HGB. Real estate and landed property from bequests and gifts are shown on the assets side at the appraised market values with a 30% deduction on the building's share plus transaction costs incurred by the foundation. Regular depreciation is charged on a straight-line basis. The depreciation of buildings is based on a residual useful life following the purchase of 40 years, and five to 13 years for operational and business equipment. Securities forming part of the financial assets and other loans are valued in accordance with the moderate lower-of-cost-or-market principle. Discounts are amortised over the applicable term via the deferral/accrual items. These items are disclosed under interest expenses. Other assets and cash/cash equivalents are entered at the nominal value. Identifiable risks are appropriately taken into account by means of value adjustments. Provisions are formed for uncertain liabilities and identifiable risks at the amount of expected utilisation (amount payable). Liabilities are entered at the amount payable.

Notes regarding the balance sheet

Assets

FINANCIAL ASSETS

Financial assets include fixed interest securities of EUR 13.285 million, funds in the amount of EUR 11.628 million, two loan notes and credit balances at co-operatives of EUR 2.000 million, and shares of EUR 1.109 million. On the balance sheet closing date of 31st December 2013, the net amount from hidden reserves and hidden burdens amounted to EUR 1.699 million.

OTHER ASSETS

Other assets mainly consist of EUR 408,000 in receivables from charitable foundations from the profit/loss transfer, as well as accrued interest for securities of EUR 294,000.

CASH

Bank credit balances are shown.

PREPAID EXPENSES AND OTHER CURRENT ASSETS

This item includes premiums of EUR 206,000. Amortisation of the debts during the reporting year amounted to EUR 57,000, and is shown under the item interest and similar expenditure.

Liabilities

FOUNDATION CAPITAL

The increase in the foundation capital by EUR 1.188 million relates to donations. The foundation capital consists of fixed assets (EUR 6.479 million) and the majority of the securities held as financial assets (EUR 24.165 million). The results of the regrouping of these assets are shown in the regrouping reserve.

YIELD RESERVES

Reserves are established from the result of the asset management in compliance with the provisions of sec. 62 AO.

REGROUPING RESERVE

Pursuant to a resolution of the Executive Board dated 28th November 2013, a regrouping reserve will be created in the future to mitigate the effects of asset regrouping on the foundation capital and foundation result. During the business year, income from regrouping in the amount of EUR 114,000 as well as expenses from regrouping of EUR 20,000 were allocated to the regrouping reserve.

LIABILITIES

Liabilities consist of 118 founder loans of EUR 4.266 million, trade payables of EUR 30,000, liabilities to Deutsche Welthungerhilfe e.V. of EUR 908,000, and other liabilities of EUR 9,000. Of the other payables, EUR 5,000 have a residual term of more than one year. All others have a residual term of less than one year.

Liability

To secure the foundation loans, there are surety credit lines at the Commerzbank AG Bonn in the amount of EUR 2.000 million, at Sparkasse KölnBonn amounting to EUR 1.500 million, and at the bank in the diocese of Essen in the amount of EUR 3.500 million.

Other information

Management of foundation assets

The Foundation's assets are managed by Deutsche Welthungerhilfe e.V. in accordance with the Assets Management contract agreed on 10 February 2009.

Dependent foundations

A total of 26 charitable foundations were managed as at the balance-sheet date.

Executive Board

The following are members of the Foundation's Board of Directors: Bärbel Dieckmann, Chairperson | Prof. Dr Joachim von Braun, Deputy Chairman | Norbert Geisler, Treasurer | Prof. Dr Hartwig de Haen | Rosa Karcher | Dr Stephan Reimers | Dr Tobias Schulz-Isenbeck

Personnel

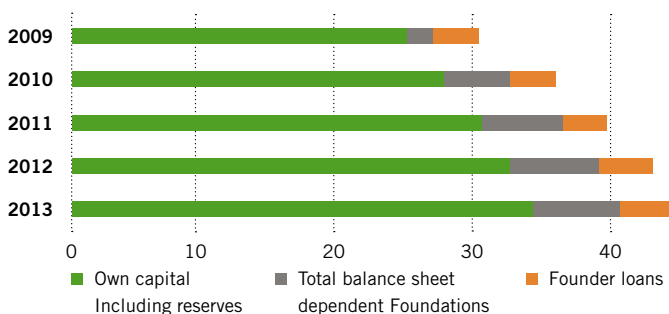
The foundation employed on average five employees and one apprentice.

Management

The following persons were appointed managers without remuneration for the year 2013: Dr Wolfgang Jamann and Dr Albert Otten.

Development of capital since 2009

(in EUR million)



Own capital of the Foundation including reserves increased from EUR 24,922,419.28 in 2009 to EUR 34,112,889.49 by the end of 2013. This figure includes all donations to the Foundation from living donors and bequests. The number of trusteeship foundations also increased between 2009 and 2013. The new establishment of or additions to existing dependent foundations increased their capital from EUR 1,838,016.02 to EUR 6,428,565.79. Loans lent to the Foundation by private individuals on the basis of the motto "Doing good with a money-back guarantee" have remained popular. The current volume amounts to EUR 4,266,629.19. Claims for recovery from cancelled loans or loans with a time limit have already been taken into account.

Key data from the Welthungerhilfe Foundation income and expenditure account

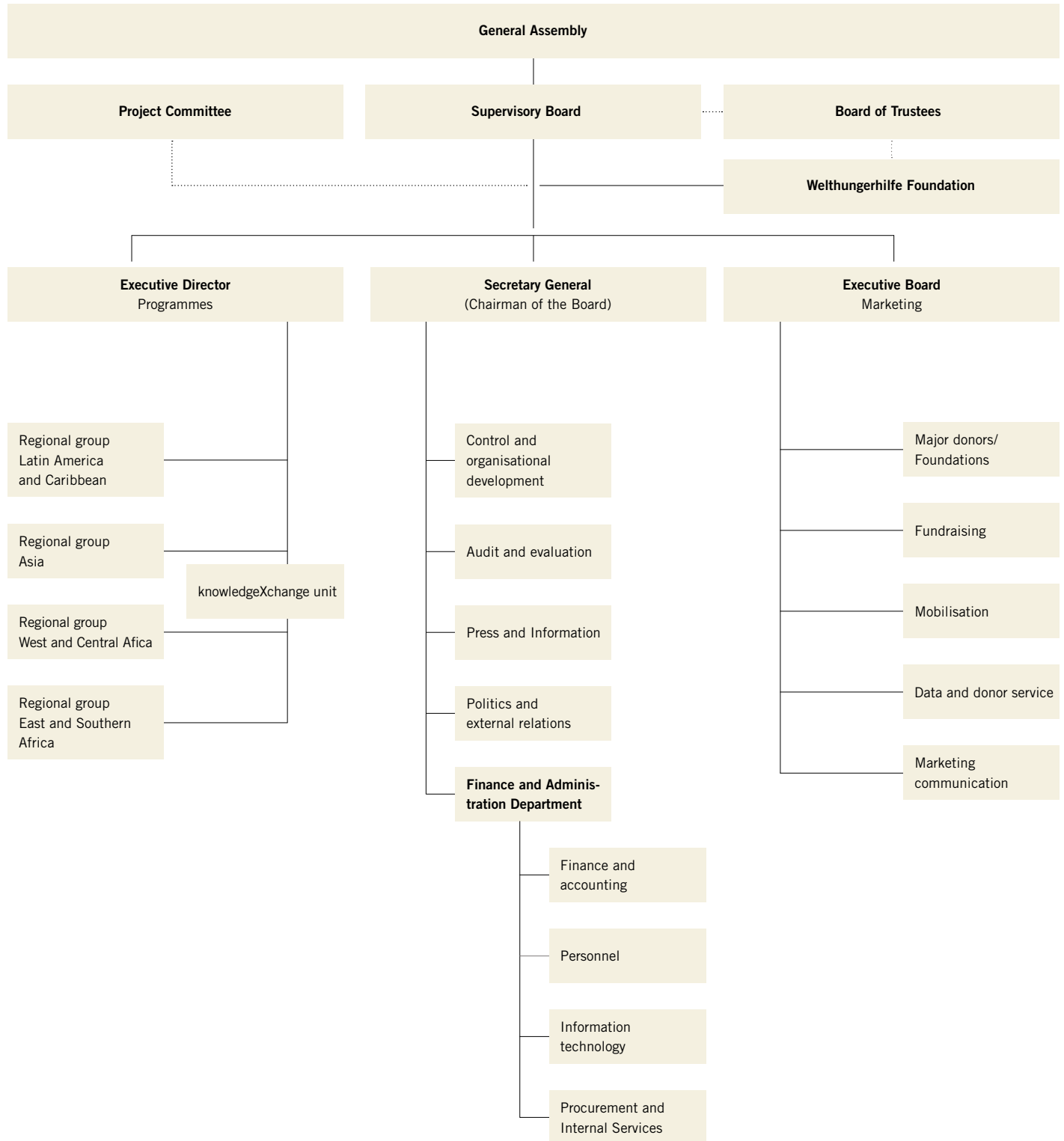
	2013 EUR	Previous year EUR
Total income	2,311,978.24	1,837,992.01
Total expenses	-734,212.18	-714,661.43
Income from ordinary business operations	1,577,766.06	1,123,330.58
Appreciation/Amortisation of financial assets	9,239.02	-18,078.30
Net income before profit/loss transfer	1,587,005.08	1,105,252.28
Expenses from profit/loss for purposes in accordance with statutes	-1,098,746.85	-780,252.28
Net income before changes to reserves	488,258.23	325,000.00
Change to reserves	-488,258.23	-325,000.00
Net income for the year	0.00	0.00

The very positive development of the Foundation in 2013 with a total income of EUR 2,311,978.24 has made it possible to support the work of Deutsche Welthungerhilfe e.V. with EUR 1,098,746.85 (2012: 780,252,28 EUR).

Organisation

The committees and organisational bodies of Deutsche Welthungerhilfe e.V.

As of: 1 May 2014



Welthungerhilfe structure

As at date: 31st March 2014

Patron



Joachim Gauck
Federal President

Supervisory Board

The board, which is volunteer-based, is elected by the general assembly for a four year term. It represents Welthungerhilfe externally, convenes the Executive Board and the members of the audit committee and supervises and advises the Executive Board. In addition, the board determines the organisation's fundamental positions and its strategies in the area of development politics. The Welthungerhilfe Supervisory Board is identical with the Foundation in terms of law.



Bärbel Dieckmann was elected President of Welthungerhilfe in 2008. She was mayor of Bonn from 1994 to 2009. Bärbel Dieckmann is a member of the SPD and was a member of the party's executive committee until 2009. She was chairperson of the World Mayors' Council on Climate Change and president of the German Section of the Council of European Municipalities and Regions until 2009. On the board, she presides over the Marketing Committee.



Prof. Dr. Joachim von Braun has been Vice President of Welthungerhilfe since 2012. An agricultural economist and well-known expert on food security, development and trade, he is the Director of the Centre for Development Research (ZEF) at the University of Bonn. He is the Chairman of the Programme Committee.



Norbert Geisler has been Welthungerhilfe's Treasurer since 2004. He is a former managing director of a waste disposal company and now works as a consultant. Previously, the academically qualified economist worked as an auditor. He has been the Chairman of the Finance Committee on the Supervisory Board since 2008.



Prof. Dr. Hartwig de Haen was the appointed General Director of the United Nations World Food Organisation (FAO) in Rome from 1990 to 2005. He was previously professor of agrarian economics at Göttingen University. Although retired, he continues to work at the Department for Agrarian Economics and Rural Development.



Rosa Karcher is a member of the Supervisory Board of the German Country Women's Association and President of the LandFrauenverbandes Südbaden since 2009. Rosa Karcher, mother of three and trained home economist, operates a full-time farming operation with fruits, wine and fine liqueurs in Achern together with her husband.



Dr. Stephan Reimers was the authorised representative of the Councils of Evangelical Churches in Germany (EKD) in Germany and the EU. He founded the "Hinz und Kunzt" newspaper for the homeless in Hamburg and helped set up the Hamburg "Tafel," a centre that provides food to the homeless. He was appointed to Welthungerhilfe's Supervisory Board in 2008.



Dr. Tobias Schulz-Isenbeck has been a member of the Supervisory Board since 2004. Following positions in management at the Handelsblatt publishing group and group management of Ringier AG, he now acts as a Senior Advisor to a number of different companies.

Executive Board

This board runs Welthungerhilfe's affairs in compliance with its charter, and following the decisions of the general assembly and the Supervisory Board. It briefs the Supervisory Board on a regular basis.



Dr. Wolfgang Jamann became Welthungerhilfe's Secretary General and Chairman of the Executive Board, as well as manager of the Welthungerhilfe Foundation in 2009. Dr. Jamann is a development sociologist with more than 20 years of experience in development co-operation and humanitarian aid in Africa and East and South-East Asia. He has previously worked for the UN as well as government and non-governmental organisations.



Michael Hofmann has been Welthungerhilfe's Executive Director of Marketing since March 2012. The businessman, who was born in Cuba in 1959, began his career at the German Investment Corporation and the Friedrich-Ebert Foundation. After that, he worked in a number of management positions at various multinational companies, most recently at Nokia Siemens Networks, where he was responsible for global marketing.



Mathias Mogge has been Executive Director for Programmes since March 2010. The agricultural engineer and environmental scientist (MSc) has been with Welthungerhilfe since 1998, working as Programme Manager for Sudan, Uganda and Ethiopia, as Regional Director for West Africa and manager of the "Knowledge, Innovation and Consulting" unit. He is responsible for overseas programmes and projects.

Sales Manager



Klaus Ritsche has been working as Sales Manager and Chief Representative of Welthungerhilfe since 2009. The agricultural economist has been with Welthungerhilfe since 1995, and was previously involved in development co-operation projects in Zambia, Rwanda and Cameroon.

The General Assembly

The General Assembly decides on guidelines for the activities of Welthungerhilfe. It is responsible for electing the council and approving the financial plan and annual accounts based on the auditors' report. The members of Deutsche Welthungerhilfe e.V. include the President of the German parliament, the leaders of the parties represented in the lower house, and also churches, associations and other organisations. They send delegates to the General Assembly which convenes once a year.

Members of the association

(permanent representative in brackets)

German Bundestag, President Dr Norbert Lammert, Member of Parliament (Dr Ulrich Schöler)
CDU/CSU Fraction, Chairperson Volker Kauder, MP (Helmut Heiderich, MP)
SPD Fraction, Chairperson Frank-Walter Steinmeier (Dr Sascha Raabe, Member of Parliament)
Bündnis 90/Die Grünen Fraction, Katrin Göring-Eckardt, Member of Parliament and Chairperson Anton Hofreiter, Member of Parliament (Uwe Kekeritz, Member of Parliament)
Die Linke Fraction, Chairperson Dr Gregor Gysi, MP (Heike Hänsel, MP)
German Bishops' Commissary Office,
Berlin Office, Head Prelate Dr Karl Jüsten (Dr Martin Bröckelmann-Simon)
Council of the Evangelical Church in Germany, Authorised Representative Prelate Dr Martin Dutzmann (Nele Allenberg)
Association of Rural Youth in Germany, National Chairperson Matthias Daun (Magdalena Zelder)
Federal Association of Wholesale, Foreign Trade and Services, President Anton F. Börner (Heike van Baal)
Confederation of German Trade Unions, President Michael Sommer (Dr Bianca Kühl)
Federal Association of German Industry, President Ulrich Grillo (Friedolin Strack)
German Farmers' Association, President Joachim Rukwied (Willi Kampmann)
German Cooperative and Raiffeisen Confederation, President Uwe Fröhlich (Dr Andreas Wieg)
Federal Welfare Association, President Wolfgang Stadler (Rudi Frick)
German Red Cross, President Dr h. c. Rudolf Seiters (Joachim Müller)
DLG, President Carl-Albrecht Bartmer (Karl-Martin Lüth)
German Society for Nutrition, Prof. Dr Helmut Hesecker (Prof. Dr Michael Krawinkel)
Bauen-Agrar-Umwelt Trade Union, National Chairman Robert Feiger (Robert Feiger)
German Association of Journalists, Chairman Michael Konken (Frauke Ancker)
German Country Womens' Association, President Brigitte Scherb (Rosa Karcher)
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Board spokesperson Tanja Gönner (Dr Anselm Schneider)
Sponsors of German Welthungerhilfe, Kaspar Portz (Jürgen Dorsch)
Central Association of German Trade, President Otto Kentzler (Dr Rainer Neumann)
Confederation of German Employers' Associations, President Ingo Kramer (Ulrich Hüttenbach)

German Association of Cities and Towns, Member of Managing Committee Dr Stephan Articus (Sabine Drees)

Federal Association of German Newspaper Publishers, President Helmut Heinen (Dietmar Wolff)

General Association of German Insurers, General Manager Dr Jörg Freiherr Frank von Fürstenwerth (Thomas Krütter)

The Welthungerhilfe Board of Trustees

The Board of Trustees is made up of individuals in public life, who lend their name to the causes pursued by Welthungerhilfe. They support Welthungerhilfe by working in an honorary capacity or through their networks and advise the organisation. Members are appointed by the Supervisory Board.

Members of the Board of Trustees

Gudrun Bauer, Bauer Media Group
Dr Thomas Bellut, Director ZDF
Dr h.c. Erik Bettermann, former Director of Deutsche Welle
Prof. Dr Ulrike Detmers, Management Mestemacher Gruppe
Prof. Ernst Elitz, former Director of Deutschlandfunks
Dr Monika Griefahn, Director for environmental and societal responsibility at the cruise ship company AIDA, former environment minister
Dieter Thomas Heck, show host and producer
Wolfgang Kroh former board member of KfW Bank
Dr Gerd Leopold, former Managing Director, Greenpeace International
Isabella Neven DuMont, Executive Board Neven DuMont Gruppe
Carl Ferdinand Oetker, Fully authorised representative Bankhaus Lampe KG
Dr Hans-Joachim Preuß, Member of the Executive Board, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
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Prof. Dr h.c. Dieter Stolte, journalist and publisher
Katharina Trebitsch, film and television producer
Anna von Griesheim, fashion designer
Dieter von Holtzbrinck, Holtzbrinck Publishing Group
Dr jur. Christian O. Zschocke, Manager of Frankfurt law firm Morgan, Lewis & Bockius

The Project Committee

Welthungerhilfe's Project Advisory Committee consists of 19 honorary members. It advises Welthungerhilfe's Board of Directors on matters concerning programme policy and the funding merits of programmes and projects abroad and in Germany which are in accordance with the charter. In this way, independent external expertise from science and practical technology contributes to the safeguarding of the quality of our project work. In addition, in their role as experts for regions, sectors and policy areas or for development policy public relations work, the advisers comment on individual projects in the form of briefings.

Members of the Programme Advisory Committee

(specialist field in brackets)

Prof. em. Dr Winfried von Urff, former Professor of Agrarian Politics, Technical University, Munich (Asia, politics), Chairperson
Dr Günter Schmidt, former Managing Director of GFA-Consulting Group, Hamburg (Latin America, public relations), 1st Acting Chairperson
Dr Karin Fiege, Seminar for rural Development, Humboldt University, Berlin (Africa), 2nd Acting Chairperson
Dr Guido Ashoff, Department Head, Bilateral and Multilateral Development Policy at the German Development Institute (Latin America, politics)
Stephanie Bernouilly, independent consultant, book author, mediator (public relations, Latin America)
Prof. em. Dr Ludwig Ellenberg, former Professor at the Geographic Institute, Humboldt University, Berlin (Latin America)
Prof. Dr Michael Fremerey, former professor, Kassel university, Adjunct Professor (Universitas Indonesia) (Africa)
Prof. Dr Hartmut Gaese, former Director, Institute for Tropical Technology, Cologne University of Applied Sciences (Latin America)
Prof. Dr Rolf Hofmeier, former Director, Institute for African Affairs, Hamburg (Africa)
Jochen Kenneweg, former head of division at the Federal Ministry for Economic Cooperation and Development (Asia)
Prof. Dr Ingrid-Ute Leonhäuser, Centre for international development and environmental research, food security unit, Justus-Liebig-Universität Gießen (Asia, politics)
Dr Marlis Lindecke, Deutsche Gesellschaft für Internationale Zusammenarbeit GIZ, Rural development and resource management (Africa)
Prof. em. Dr Dr h. c. Uwe Jens Nagel, Vice President of Studies and International Affairs, Humboldt University, Berlin (Politics)
Michel Reynaud, Vice President ECOCERT SA (Africa)
Prof. Dr Conrad Justus Schetter, Scientific Director, Bonn International Center for Conversion (BICC) (Asia)
Katrin Seegers, Media Researcher, freelance consultant (public relations)
Prof. Dr Barbara Thomaß, Institute for Media Sciences at the University of the Ruhr, Bochum (public relations)
Thomas Voigt, Director of Economic Politics and Communication, Otto Group, Hamburg (public relations)
Jun. Prof. Dr Meike Wollni, Department for agricultural economics and rural development, Georg-August-Universität Göttingen (Africa)

OUR NETWORK

Success by working together

Welthungerhilfe has been working with other organisations around the world since it was founded – cooperating on policy work, public relations activities and emergency aid assignments. This ensures that we are heard by politicians and also helps us to reduce costs and exchange knowledge. It benefits not just our donors, but also the people in project countries.

Effective policy work | We believe that a world without hunger is possible, despite the many challenges in the fight against the causes of hunger. Political efforts are required in addition to project work. Many governments and economic actors must be made to assume more responsibility. It is also important that harmful practices such as corruption, bad governance, the exploitation of resources and the encouragement of conflicts are identified and criticised.

To this end, Welthungerhilfe has been working on political alliances for decades. The most prominent example is the Verband Entwicklungspolitik deutscher Nichtregierungsorganisationen (VENRO).

Shared offices | Advocacy work does not stop at the border; therefore we have been a member of a European network for more than ten years. This network, Alliance2015, works towards the achievement of the Millennium Goals. Effective cooperation in our programme work plays an important role alongside our political work with the European Commission. We share office and structural costs on location, jointly manage emergency aid measures during crises and disasters, and exchange knowledge. The Alliance is

our most important vehicle for international work. Therefore we were very pleased to welcome Helvetas Intercooperation as the eighth member in 2013.

Combining public relations activities | At the same time, donors also expect that charitable organisations work together and coordinate their efforts. The Bündnis Entwicklung Hilft guarantees joint public relations activities during crises and disasters, and also combines acute emergency aid with long-term development co-operation. In this context, we co-operate with ARD and other important media outlets to generate the greatest public impact.

Many campaigns are easier to implement working together. In the past year, we worked with the WWF and other organisations to combat the waste of food products. Together with other organisations in the Alliance, we also address the growing problem of land-grabbing in partner countries.

Welthungerhilfe believes that the best way to achieve success is to work together, and the organisation is always seeking out other like-minded individuals – including individuals from industry, science and politics.

Abbreviations

CAN Europe – Climate Action Network Europe; EISF – European Inter-agency Security Forum; FAO – Food and Agriculture Organisation; GAIN – Global Alliance for Improved Nutrition; HAP – Humanitarian Accountability Partnership; ICVA – International Council of Voluntary Agencies; IFPRI – International Food Policy Research Institute; INRO – Initiative Nachhaltige Rohstoffbereitstellung für die stoffliche Biomassenutzung; MIA – Micro Insurance Academy; SUN – Scaling up Nutrition; VENRO – Verband Entwicklungspolitik deutscher Nichtregierungsorganisationen; VOICE – Voluntary Organisations in Cooperation; WASH – Water, Sanitation and Hygiene in Emergencies; WFP – World Food Programme

We network – locally and globally



Helvetas/Alliance2015 | Helvetas Swiss Intercooperation is one of the largest and most experienced development organisations in Switzerland, and also the newest member of Alliance2015. Through the Alliance, eight European non-governmental organisations join forces in the fight to reach the UN Millennium Goals. At the beginning of 2014, Dr Wolfgang Jamann, Welthungerhilfe Secretary General, took over the helm of the alliance for a three-year term.

“The times in which organisations could work alone are gone. Poverty is hardly decreasing at a global level – it is a scandalous situation that can only be effectively addressed if we work together. Every member contributes a unique set of strengths. In this context, Welthungerhilfe’s extensive experience makes it a valuable partner even outside of its project areas – in policy work and with complex issues such as climate change.”



Melchior Lengsfeld has been the Managing Director of Helvetas since 2005. Before that, he was the programme coordinator in Mali and advisor to a water and hygiene project in Mozambique.

[Find out more
www.alliance2015.org](http://www.alliance2015.org)

Bündnis Entwicklung Hilft | This alliance, which consists of seven German charitable organisations, provides immediate and long-term help in disaster and crisis regions. The objective of its media work is to place a focus on the causes of disaster and effective long-term aid approaches.

“As a donation-based alliance, we place great emphasis on maintaining a very lean administrative structure. Since we do not have our own employees in project countries, our member organisations provide us with what we need for good communication: reports, images and eyewitness reports. Welthungerhilfe’s media office provides excellent support in this area. In turn, we increase the media presence of our members: not just through media co-operations such as with ARD Tagesschau, but also with our popular annual WeltRisikoBericht (World Risk Report).”



Peter Mucke has been the Managing Director of Bündnis Entwicklung Hilft since 2009. The development expert previously worked in the same position with Terre des Hommes.

[Find out more
www.entwicklung-hilft.de/
About-us.180.0.html](http://www.entwicklung-hilft.de/About-us.180.0.html)

Viva con Agua | This association has raised more than two million Euros in donations since 2006 and supports Welthungerhilfe projects for drinking water, sanitation and hygiene (WASH). This support has improved the living conditions of more than 200,000 people. Viva con Agua’s open network of 5,500 individuals working on a voluntary basis is active in more than 40 cities in Germany, Austria and Switzerland.

“Viva con Agua and Welthungerhilfe have established a very close partnership over the last nine years. I am sure that things will be just as exciting in the next ten years, because there is still so much potential for new ideas, such as more interaction with urban civil societies in project countries using connection multipliers like music, sports and the arts.”



Benjamin “Benny” Adrion, a former professional football player, established the Initiative Viva con Agua de St. Pauli in 2005, after he experienced the precarious water situation in Cuba.

[Find out more
www.vivaconagua.co.uk](http://www.vivaconagua.co.uk)

Gemeinsam für Afrika | This joint campaign of 23 aid and development organisations is committed to improving living conditions in Africa. The eighth Millennium Goal – the establishment of a global partnership at eye level – was the focus of its activities in 2013.

“We benefit from Welthungerhilfe’s experience with large agricultural and infrastructure projects. Welthungerhilfe is also very committed to our campaigns – it organised the Bonn Africa Day entirely on its own. The highlight of 2013 was our jointly organised trip to the Congo with Wolfgang Niedecken.”



Susanne Anger is the spokesperson for the campaign Gemeinsam für Afrika. She previously worked in Africa as a journalist specialising in the economy and foreign affairs.

[Find out more
www.gemeinsam-fuer-afrika.de/
about-us-2](http://www.gemeinsam-fuer-afrika.de/about-us-2)

OUTLOOK AND STRATEGY

Shaping the future today

The year 2015 will have a profound effect on global development policy. The Millennium Development Goals will expire, a post-Kyoto treaty will be signed at the climate conference in Paris, and the G8 summit in Germany offers an opportunity to demand greater social justice. Together with its partners, Welthungerhilfe is already responding to the challenges of the future – with a clear strategy and by setting the political agenda.

Sustainable management

EUR 154.1 million

is the amount Welthungerhilfe received in 2013. This figure is significantly above budget (EUR 139.4 million).

EUR 38.6 million

was received by Welthungerhilfe in 2013 from donations, bequests, fines and Welthungerhilfe Foundation – over EUR 4 million more than expected.



Find out more
[www.welthungerhilfe.de/
 lagebericht-2013](http://www.welthungerhilfe.de/lagebericht-2013)

Endurance is required | Crises and disasters generally happen without warning. As an aid agency, we are prepared for such events and are able to respond very quickly if needed, in order to assist people facing acute emergencies to regain their ability to make decisions and act independently (see pages 16–19)

It is entirely different from fighting the structural causes of hunger and poverty and reducing the vulnerability of individuals and societies to crises and disasters. Changes to national and international policies require long lead times and considerable endurance to achieve even the smallest of successes.

New global agenda | Preparation of a new global agenda, which will be approved by a UN summit in 2015 and that will go into effect in 2016 took centre stage in the 2013 global development policy debate. A “High-Level Panel of Eminent Persons” set up by the UN Secretary General, which also included former German President Köhler, published its report, “A New Global Partnership: Eradicate Poverty and Transform Economies through Sustainable Development,” at the end of May 2013. It focuses on questions of how extreme poverty can be eliminated and how the conditions for sustainable wealth for all may be created.

The General Assembly of the United Nations approved a timetable for the development of the Post2015 Agenda in September 2013. It remains to be seen whether the two themes that are being discussed – environment and development – will be combined into one agenda. It is also not clear whether the Post2015 Agenda will be universally applicable. It would serve as a guide for national and international action that is in line with common goals, and which contributes to the alleviation of hunger and poverty, the protection of climate and biodiversity, as well as peace and security.

As a non-governmental organisation, we are asked to monitor important political issues and agendas, and to inform the public of both relevant developments and the concrete effects of global policies. Against this background, we will work to bring the concerns of impoverished small farmers to the agenda of the G8 summit, which will be held in Germany in 2015. Together with our partners in the South, we are committed to ensuring that the G8 governments increase their commitment to site-appropriate agriculture, the alleviation of poverty and healthy nutrition; and provide more funds for this purpose (see pages 24–25).

Mobilising people | At the same time, we want to use our public relations activities to achieve more than

just providing factual information. Our fight against global hunger and global economic uncertainty can only be successful if we are able to mobilise the public. The great variety of available media and communication channels offer great opportunities to contact many different target groups and bring them to our cause (see pages 28–29).

Welthungerhilfe's clear external image is accompanied by its consistent strategic focus on its core mandate – the fight against hunger. Based on our "Strategy 2012 to 2014," we were able to better align our programme and public relations activities with sustainable food security projects over the past two years.

Co-operation | We are already a sought-after partner among national and international institutional donors for further content-related development of programmes. We know that the experience and perspective of our partners in the South is indispensable, and so we seek out and maintain exchanges with civil society actors beyond our project work in programme

countries. For example, wherever possible, we support local non-governmental organisations, so that they can attend international conferences. Only those who experience hunger and poverty on a daily basis in their own society can lead the fight against hunger and poverty with authenticity and success.

With our strategies, we are creating the conditions that will allow us to respond appropriately to new challenges in a changing world. At the same time, we will never be able to fully eliminate operational risks. These include, for example, the effects of the economic situation on donor behaviour, the provision of public grants in the case of crises and disasters, and, increasingly, security risks for our own staff or those of partner organisations. However, these operational risks will not prevent us from continuing our commitment to ensure that all people have an opportunity to live a self-determined life with dignity and justice, free of hunger and poverty.



Find out more

www.welthungerhilfe.de/vision



EUR 6.3 million

is how much more Welthungerhilfe spent on overseas projects in 2013 compared to in 2012 (EUR 132.7 million).

Medium-term financial planning

	2013 Actual (EUR million)	2014 Budget (EUR million)	2015 Budget (EUR million)	2016 Budget (EUR million)
Donations, bequests, fines, Welthungerhilfe Foundation	38.6	36.4	37.2	37.9
Foundations and private charities	2.6	1.5	1.5	1.5
Public grants	110.1	100.0	100.0	100.0
Interest and other income	2.8	2.5	2.2	2.0
Total income	154.1	140.4	140.9	141.4
Overseas project support	139.0	126.6	121.8	119.4
Project support in Germany	2.5	1.0	1.0	1.0
Personnel expenses in Germany*	12.1	11.8	11.8	11.7
Depreciation, amortisation and impairments	0.5	0.6	0.6	0.6
Material expenses	2.7	3.1	3.0	3.1
Marketing expenses	5.0	5.4	5.4	5.5
Other	0.5	0.0	0.0	0.0
Total expenses	162.3	148.5	143.6	141.3
Net income before changes to reserves	-8.2	-8.1	-2.7	0.1
Net balance Additions (+)/Withdrawals (-) Project funding reserve	-8.2	-8.6	-3.2	-0.4
Additions (+)/ Withdrawals (-) Free reserve and reserve from bequests	0.0	0.5	0.5	0.5
Net income after changes to reserves	0	0	0	0

Medium-term financial planning shown in the table is based on experience values and expected framework conditions. Special line items, such as emergency aid situations triggered by crises and disasters, have not been taken into account. Overseas project support is influenced by special line items until and including 2015; these line items are due to the disasters in Haiti, Pakistan, East Africa and the typhoon in the Philippines. The resources that are required for this purpose will be withdrawn as scheduled during 2014–2015 from the project funding reserve that was created for this purpose.

* Overseas personnel expenses are included in the overseas project support item.

What happens to your donations?

We multiply donations and maximise their effect

Your donations enable us to request additional funds from public donors such as the Federal Ministry for Economic Cooperation and Development (BMZ), the European Union (EU) or the Federal Foreign Office (AA), and to persuade them to support our project ideas. In general, this means that a donation of one euro can be turned into three euro – and EUR 100 can become EUR 300.



Find out more
www.welthungerhilfe.de/weg-der-spende

Welthungerhilfe in figures

To finance its projects, Welthungerhilfe received the following in 2013

EUR 37.5 million in donations | EUR 112.7 in institutional grants | Administrative expenses made up 2.2 percent of total expenditure, while expenses for advertising and general public relations activities totalled 4.9 percent.

The largest grant providers in 2013 were

The World Food Programme (WFP) with EUR 22.4 million | The European Commission, Agency for Development and Cooperation (EC – EuropeAid) with EUR 20.0 million | The Federal Foreign Office(AA) with EUR 19.9 million | The Federal Ministry for Economic Cooperation and Development (BMZ) with EUR 16.8 million | The German Reconstruction Loan Corporation (KfW) with EUR 8.0 million

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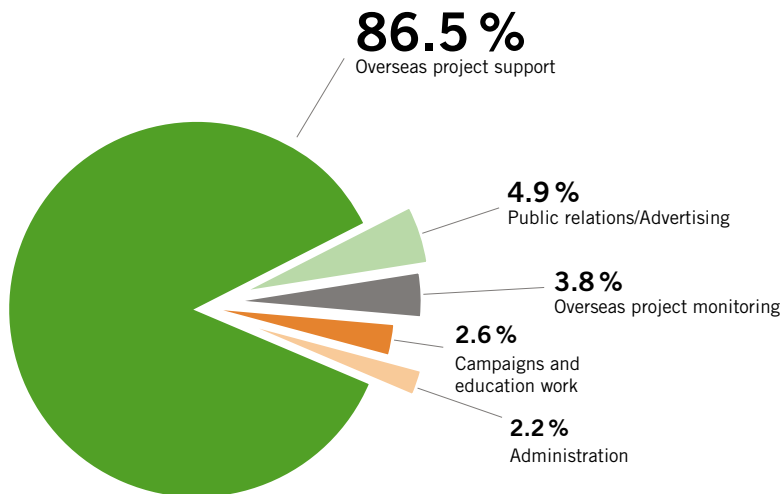
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Cover photo
 Bernhard Huber
 Thirteen-year-old Elma is tending a vegetable garden together with her friends. In a few weeks, she will be able to harvest cabbage and onions. This makes the girls very happy, because the people in their home town of Bovaname on the south-west coast of Mozambique often suffer from great poverty and acute malnutrition. In response, Welthungerhilfe is supporting the construction of 34 school gardens in the region as part of a project.

Photos
 Boethling/Welthungerhilfe (8, 11), Brockmann/Welthungerhilfe (12, 13, 14, 15), Bundespräsidialamt (48), Desmarowitz/Welthungerhilfe (20, 22, 23), Edrisinghe

Donations were used for the following in 2013:



■ Political awareness/Campaigns and education work

We provide information about the causes of hunger and poverty, and take an active political role in the fight against hunger and poverty.

■ Quality assurance/ Project monitoring abroad

Independent experts regularly review the content-related quality of our work. We perform regular audits to ensure that donations and public funds are used in accordance with all relevant statutes.

■ Project funding

■ Public relations/Advertising

We draw the public's attention to the fate of people who are suffering from hunger and extreme poverty, and we request additional support.

■ Administration

We manage your donations with diligence and ensure that they are applied where they are needed.

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Welthungerhilfe has received numerous awards for its transparent reporting and excellent communication activities.

DZI
Spenden-Siegel

The seal of approval of the Deutsches Zentralinstitut für soziale Fragen (German Institute for Social Issues) (DZI) certifies the efficient and responsible management of entrusted funds. Welthungerhilfe has received the seal of approval as a sign of trust since 1992.

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Who we are | Welthungerhilfe is one of the largest non-governmental aid agencies in Germany. It was founded in 1962 under the UN Food and Agricultural Association (FAO). At that time, it was the German section of the “Freedom from Hunger Campaign,” one of first global initiatives in the fight against hunger. **What we do** | We fight against hunger and poverty. Our goal is to make ourselves redundant. We provide integrated aid: from rapid disaster relief to long-term development co-operation projects. We supported people in 40 countries through 355 overseas projects in 2013. **How we work** | Help to self-help is our basic principle; it allows us to strengthen structures from the bottom up, working together with local partner organisations, and ensures the long-term success of project work. In addition, we keep the public informed and take an advisory role with regard to national and international policy. This is how we fight to change the conditions that lead to hunger and poverty.

Our vision | A world in which all people can exercise their right to lead a self-determined life in dignity and justice, free from hunger and poverty.



Download the Annual Report at
www.welthungerhilfe.de/annual-report-2013

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