



2018

ANNUAL REVIEW
MENTOR INTERNATIONAL

 **Mentor**
Empowering Youth Globally



Our Vision:

**A world where children
and young people are
empowered to make
healthy decisions and
live drug-free.**

What We Do

Mentor International works with our National Member organizations in Denmark, Germany, Latvia, Lithuania, Sweden, UK, USA, and across the 22 Arab League countries to implement programs aimed at promoting the health and well-being of young people.

Mentor International's President & Founder H.M. The Queen of Sweden



Photo: Anna-Lena Ahlström, the Royal Court of Sweden

My greatest concern has always been the welfare and safety of children and young people. Preventing harm to children and understanding the development needs of adolescence has been my life's work. In 1994, I established Mentor International, in collaboration with the World Health Organization. Our intention was to identify and spread the most effective method to prevent drug abuse in adolescents. We found that positive influences from caring adults are the most important protective factors for young people. Therefore, we developed mentoring-supported programs to embrace a holistic approach to prevention. Since then, Mentor has supported tens of thousands of young people in navigating adolescence without falling into high-risk behaviours, including drug and alcohol abuse.

The UNODC Youth Forum 2018 Statement summarized young people's situation so well, "No one chooses to be dependent on drugs. Youth are influenced by a complex interaction between predispositions and various risk factors, such as peer pressure, social norms reinforced by harmful messages, mental health issues paired with the lack of protective factors in the school or family environment, making them more vulnerable to initiate substance use or transition to dependency."

No matter what corner of the globe, our prevention programs reinforce drug resistance skills and promote healthy behavior and relationships. They help increase self-esteem, assertiveness, communication skills, as well as academic and social competence through strong personal relationships. And, the relationship skills we build as young people are vital to how we form our relationships later in life. Mentoring helps give young people the support they need to get a positive start in life.

Investing in young people's futures is investing in the future of our society.

As we move into our 25th year of working with young people globally, we will continue to strive to develop our programs, reach more youth and engage more partners in 2019. I would like to thank everyone who supports Mentor International, that includes governments, scientists, communities, corporate partners, our board of trustees and thousands of individuals who engage with us as volunteers. You are instrumental in our success, as well as the success of so many young people. I look forward to continuing our work together in the year ahead.

Pilosa

A word from our Chairman

At Mentor International, we are committed to the well-being of young people. We have spent the past 24 years inspiring, promoting and strengthening self-esteem, healthy lifestyles and resilience in young people, by connecting individuals with mentors. We have opened up new opportunities and perspectives through education, training and life skills and increased inclusion and engagement to support young people who live in vulnerable situations. Our cooperations and partnerships with international agencies, governments, the corporate sector and our network of National Mentor organizations enable us to fulfil our vision, both locally and globally.

Society needs to support youth and help them through the most transitional time of life – adolescence.

During 2018, Mentor worked proactively with a range of intervention methods around the world. Mentor Sweden engaged over 20,000 youth in individual and group mentoring programs. Mentor USA ran an interactive peer-to-peer program using positive role modelling to promote anti-drug behavior. Mentor UK launched developmental tools to improve the quality of alcohol and drug education in schools and with

practitioners. Mentor Lithuania and Mentor Arabia ran short awareness-film competitions to tackle important issues surrounding adolescence and risk factors. Mentor Germany and Mentor Denmark supported young people with career inspiration and motivational life-skills training. Mentor Latvia matched a record number of vulnerable youths, including orphans, with strong adult mentors. And, at Mentor International, we underscored the importance of all of our prevention work with a global awareness campaign that reached 3 million supporters through social media!

We are grateful to everyone – our local and international partners, friends, staff and volunteers – who contributed to making 2018 a year of growth and expansion. Thank you for sharing our vision and for your continuous support of young people. We look forward to another year of successful collaboration, as we celebrate our 25th anniversary in 2019.



A handwritten signature in dark ink, which appears to read 'Yvonne Thunell'.

Yvonne Thunell
Chairman

Our Purpose

Mentor is an international non-profit development organization working to help young people find a path towards a promising future. With the help of strong adult role models, Mentor International's programs focus on keeping young people engaged in education, preparing them for adulthood, promoting healthy lifestyles, and reducing risky behaviors including drug abuse.

We concentrate our efforts in three core areas:

Individual mentoring: a year-long, one-to-one relationship between an adult and a young person with the goal of empowering, inspiring, and motivating the young person and their outlook for the future.

Group mentoring: with career focus, these programs offer young people insight into working life, motivate studies and help set goals for the future.

Parent seminars: this program provides effective tools and strategies to improve communication and deepen parents' and carers' connection with their children.



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In order to build resilience and grow up to be the best person you can be, you need someone to listen, understand and let you know that you are important.

Our strategic goals are our core programs

In Mentor's world, every young person has a caring adult in their life to help them reach their full potential and look to the future with hope. Unfortunately, many adolescents these days never manage to form connections with caring adults. This can be attributed to a wide array of factors, such as the structure of family life, the prevalence of screen time and the unprecedented number of minors who have been displaced over the past years.

We believe it is more important than ever to engage youth in supportive personal real-life relationships. Mentor's programs – from individual to group to parent mentoring– are designed to connect young people with the real world – be it practitioners, educators, youth professionals, volunteer mentors, natural mentors or even the labor market. Mentor engages young people in different communities involving a wide variety of stakeholders. In addition to our six member countries (Sweden, Germany, UK, Latvia, Lithuania and USA), our programs are offered in a growing number of Arab League countries through Mentor Arabia.

Over the past three years, we have started expanding within the Nordics. In 2016, we added programs in Denmark, and, in 2017, we launched a pilot project in Norway.

The universal aim of all of our programs is to provide protective factors against drug use, violence and destructive behavior, to help strengthen young people's self-esteem, increase integration (of young people into society). Mentor spans different cultures and geographical regions and between generations. Our programs provide training to build social networks and personal development for both young people and our volunteers. Young people receive support, encouragement, inspiration, and guidance from mentors who are committed to a non-judgmental relationship with the young people. From its foundation, Mentor has fostered supportive relationships according to internationally recognized mentoring standards in order to create meaningful impact for youth and society. The result is empowered youth who make healthy decisions and live drug-free.

Mentor Members Around the World

Mentor UK hosted their 3rd national conference on Kinship Care in Scotland. The event brought together a wide array of practitioners to share their experiences and practices around breaking the intergenerational cycle of care.



Youth participants from **Mentor Sweden's** individual mentoring program took part in a photography course with photographer and entrepreneur Felicia Margineanu. The photos were exhibited and sold at the Hobo Hotel in Stockholm. The initiative was made possible by partner Zurich.



Mentor Latvia concluding their 2018 mentoring program in Tukums. As a part of their closing ceremony the mentor couples participated in a creative workshop where they created their own unique design candles.



Mentor Lithuania simultaneously ran a research study and a social media campaign. 'Childhood in the Shadows' focused on the effects of alcoholism on children and families. The results of the study were presented on the International Children's Day, and involved experts and celebrities.



Mentor Arabia continued to run their Young Peer Mentorship program in Lebanon in collaboration with UNICEF. The program utilizes a "peer to peer" model to support youth's healthy choices, academic retention and informed career decisions.



Mentor Germany hosted a career inspiration day together with the Business Network International, BNI. 22 students from Ludwig-Dürer School received career advice and personal inspiration from 20 mentors.



15 students from Old Mill High School in Anne Arundel County met with H.M. Queen Silvia of Sweden, to present their work as Youth Ambassadors in **Mentor USA's** 'Living the Example' program. Her Majesty commended Mentor USA's Youth Ambassadors for their excellent work, bright ideas, and inspiring presentation.



2018: Some Highlights

Supported over 70,000 young people globally!

#MyTeenageMe

reached over **3 million users**, and
made over **4 million impressions!**

#MyTeenageMe

A viral social media campaign, coordinated on three different continents and in multiple countries around the world

In November 2018, Mentor International launched its first-ever global social media campaign, #MyTeenageMe. It was an image sharing campaign, where adults of all ages were nominated through social media (Facebook, Twitter and Instagram) to upload teenage pictures and share stories of themselves. The purpose was to get people thinking about the needs of young people, to raise awareness and mobilize support for Mentor.

The campaign ran in social media channels where many of our supporters spend time. It highlighted the diversity

and number of potential mentors that are out there who understand the challenges and vulnerabilities of being a teenager.

#MyTeenageMe was an international, collaborative effort involving all Mentor National Members. The concept was to be visually stimulating with no language or cultural barriers. With a twinkle in its eye, it reinforced Mentor's conviction that every young person deserves the support of a caring adult to help them reach their full potential look to the future with hope.





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The life-skills I developed and the knowledge I acquired ignited the motivation in me to insist on following my dreams and not giving up.

Youth Peer Mentorship
Program Participant

Mentor Arabia

2018 was one of Mentor Arabia's best and most challenging years ever. They reached tens of thousands of young people in the Arab world, through their empowerment programs.

Mentor Arabia continued their 'Youth Peer Mentorship' in collaboration with UNICEF in Lebanon. In 2018, 400 youth from underrepresented communities enhanced their transition into the workplace and increased their life skills through this innovative program. The program has resulted in remarkable change in the attitudes and behaviors of the program participants in relation to their self-esteem, readiness to the labor market, and knowledge about risky behaviors.

Mentor Arabia also resumed the implementation of 'Unplugged for Adolescents in Schools' program in cooperation with the Ministries of Education. By the end of 2018, the program had

reached around 68,000 students, teachers and social workers. The aim of this internationally acclaimed program is to enhance their life-skills, decision-making, and communication skills; thus leading them towards healthy lives. The program has been implemented in 10 Arab and European countries since 2010, proving its effectiveness and positive impact on youth behavior and health.

Another of their biggest initiatives during 2018 was the launch of the second round of their regional Awareness Short Film Competition for Youth. Throughout a period of 6 months, around 200 films were submitted from the MENA region. The initiative aimed at creating an awareness platform for Arab youth, encouraging innovation and creativity among young talents, and motivating them to express their views around various risky behaviors topics and potential solutions.

Mentor Denmark

Within one year, Mentor Denmark (our newest country!) recruited and trained more than 40 volunteer mentors. In the second half 2018, they ran an average of two career inspiration workshops per month in the Copenhagen area. Between 80-130 students from grade 8 and 9 participated in each workshop.

Mentor Denmark collaborated with global partner Zurich on career mentoring at Zurich's office and included career learning elements and employability skills like cv writing, job interviews (role-play), motivational speeches and personal leadership into the workshops.

Working together with an alcohol- and drug prevention expert, who is very dedicated to mentoring youth, Mentor Denmark developed an interactive and educational workshop on drugs and alcohol.

During the past year, Mentor Denmark has built a strong network of schools, youth counselors, volunteers and partnering mentor NGOs and will begin to expand programs to other parts of Denmark in 2019.



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I was introduced to many new jobs and opportunities that I did not know existed.

Career Inspiration
Program Participant



Mentor Germany

Mentor Germany had another year of growth in 2018. They continued to run Mentor core programs, offering parenting seminars, lectures and workshops, breaking their record of 140 parents in one night! They reinitiated their biannual strategic meeting to ensure all parts of the organization remain aligned.

Mentor Germany's inspiration day „Change starts with you,“ facilitated by Marco

Deutschmann, was the most run program, as group mentoring programs reached 1000 youth in a six month period.

Thanks to partner support from Zurich and Schindler Parent, Mentor Germany are producing a short film on the history of Mentor Foundation. The film's release date is planned for 2019.

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**Finally somebody
understands what it's
like to be me.**

“Change starts with you”
Youth Participant



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**My mentor inspired me to
continue my education
and learn more.**

Individual Mentoring
Program Participant

Mentor Latvia

In 2018, Mentor Latvia ran the individual mentoring program for at-risk and vulnerable young people aged 15-19 years old. All youth participants have an exposed background including either insufficient parental attention and care while living with their families, being in foster care, or other institutions of alternative care. The program offers young people with an adult to support and listen to them, as well as social activities and educational seminars together. There has been a strong interest from mentors to participate in the individual mentoring program.

Mentor Latvia received funding from the Ministry of Welfare to include housing search and assistance in practical and social adjustment for the young people. They have continued their strong partnership with Rimi Baltic and is now working with the Latvian State Forestry Company to help fund regional activities in Latvia during 2019.



Mentor Lithuania

In 2018, Mentor Lithuania ran core programs individual mentoring, career mentoring and parenting seminars. The parenting seminar included important topics like managing screen time, social media addiction and managing conflicts. General Partners were SEB, Alma Littera, OVC Consulting, Viciunai Group and Ellex Valiunas.

They also held their annual summer camp for young people from families in need and orphanages. During the camp, the youth were able to work on their social-emotional skills, also to meet mentors who taught about their hobbies, life and professional skills.

One of their fastest growing programs was the career mentoring program. The number of participants were three times as many! Students gained insight into professional and vocational occupations, including electrician, e-shop entrepreneur and government bookkeeper.

Mentor Lithuania simultaneously ran a research study and a social media campaign. 'Childhood in the Shadows' focused on the effects of alcoholism on children/families. The results of the study were presented as part of the campaign.

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**I wish that the mentoring
program would never end and
that every kid could learn how
many opportunities there are!**

Career Experience
Program Participant

Mentor Sweden

Mentor Sweden reached a record number of young people this year, almost 20,000 youth through their mentoring programs. Group mentoring “Career Inspiration” ran over in 60 schools all over Sweden including Stockholm, Norrland, Gothenburg and Malmö. The program, aimed at pepping youth for future school and career choice, was expanded with a film that prepares students for the work assignments as well as a follow-up lesson that reinforces the curriculum. Mentor Sweden ran group mentoring “Career Experience” programs with partners including Konsumentföreningen Stockholm, JM, SEB, Astra Zeneca, Peab, Zurich, Saab, Settervalls, Coca Cola and Bluestep. During the fall, SEB started its Career Experience: Entrepreneurship in Stockholm, and JM started Career Experience: Construction.

Mentor Sweden reached over 2,500 adults and carers through Parent Program seminars.

Popular topics were “The Art of Focus” and “Motivating the unmotivated”.

In addition to running all of the core programs, Mentor Sweden continued their Mentor Trainee program in collaboration with the Swedish Postcode Lottery. Mentor Trainee is an intensive year-long program that helps young people with employability skills to get their first job.

Mentor Sweden received extensive media exposure during 2018 thanks to their partnership with Dagens Industri (DI), the leading financial newspaper in Sweden. Mentor Sweden also initiated their own social media campaign ‘Killfällan’ (male traps) to help recruit male mentors and tackle the issues of ‘macho’ culture. Mentor Sweden hosted a number of breakfast meetings one with the theme Benchmarking and another with the Swedish Chamber of Commerce.

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Coming here as a refugee, without family, I didn’t know anyone. I was all by myself. But now I have a mentor and he’s like a brother to me.

Individual Mentor
Program Participant



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Drug-harm is a societal issue. That means we must tackle it as a society.

Boris Pomroy, CEO,
Mentor UK

Mentor UK

Mentor UK continued focusing their work with developing their Alcohol and drug Education and Prevention Information Service (ADEPIS), a digital platform for sharing information and resources aimed at schools and practitioners working in drug and alcohol prevention.

Mentor UK has done extensive research with young people and teachers to learn more about how they view alcohol and drug education. This ensures ADEPIS resources are relevant and meet the needs of teachers, parents, carers and all those who have a stake in young people's futures. In 2018, Mentor UK also hosted their third national conference on Kinship Care in Scotland.

The event brought together a wide array of practitioners to share their experiences and practices around breaking the intergenerational cycle of care. The conference welcomed 118 delegates representing 28 of the 32 local authorities in Scotland, as well as education, health and 3rd sector support services. The aim of the conference was to continue to share practice amongst local authorities around kinship care and to achieve a consistent and cohesive approach to supporting families living with kinship care arrangements.

Mentor UK also celebrated their 20-year anniversary in 2018.



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I cried happy tears. It made me feel I could accomplish anything.

LTE Youth Ambassador
& Scholarship recipient

Mentor USA

2018 was a successful year for Mentor USA. Through their Career mentoring program, peer-to-peer program and annual youth contest, they reached over 19,000 youth nationwide.

In 2018, Mentor USA launched their innovative Peer-to-peer 'Living the Example' (LTE) Program for the third year, this year in Anne Arundel County, Maryland. The program was developed in partnership with the George Washington University and is supported by Anne Arundel County Department of Health; Conrad N. Hilton Foundation; Second Genesis Foundation; and with the coordination from Anne Arundel County Public Schools.

Mentor USA also held their 'In Light of Youth' Benefit Dinner in the presence of H.M. Queen Silvia. The dinner brought together the best in private and corporate philanthropy and government, united by their compassionate concern for the health and well-being of youth.

H.M. Queen Silvia also took time to meet with Mentor USA's Youth Ambassadors and listen to their presentations on how they are actively working in their schools to address substance use and the stigma around addiction among their peers.

2019 Focus

To give the best support and reach more young people globally, Mentor International will focus on:



M&E. Invest in monitoring and evaluating our mentoring programs, using key performance indicators, to improve outcomes and impact for young people and society.



Strong relationships. Nurture long-term, sustainable relationships and partnerships. Optimize our communications so that more people join our programs and share our cause.



Network of experts. Collaborate with our network of scientists within the field of prevention and youth development to affect best practice based on current research.



Diverse funding. Expand our channels to grants, sponsorships, endorsements and partner cooperation, bring more support for nationals to grow and improve programs.





Agenda 2030

Sustainable Development Goals are the United Nations' blueprint for achieving a better and more sustainable future for all. UNSDGs help guide and support the work of development operations addressing global challenges related to poverty, inequality, climate, environment, education, health, prosperity, peace and social justice. To ensure that we leave no one behind, it is important that we achieve each our goals. The target for the UNSDGs is 2030.

Mentor is aligned with the following United Nations Sustainable Development Goals.

Our programs help create a sustainable society. Through trainings and seminars, we create socially competent natural mentors and more resilient young people. Adults learn life skills to better support young people in their everyday lives. Young people become more resilient and able to reach their full potential, as well as to look to the future with hope.



Goal 3 – Good Health and Wellbeing
Our programs empower youth and provide opportunities for healthy development away from risky behavior, for both young people and adult mentors.



Goal 4 – Quality Education
Mentor works closely with schools. Our programs inspire school motivation, as well as encourage young people to continue with education.



Goal 5 – Gender Equality
We work to promote balance and challenge stereotypes. Gender is a key component of our projects, and our life skills training workshops.



Goal 10 – Reduced Inequalities
At Mentor, all young people aged 13-18 have access to our programs. We work actively with particularly marginalized youth to reduce inequalities through integration efforts.



Goal 16 – Peace Justice and Strong Institutions
Working within the third sector in partnership with the private sector, we bridge the gap, engaging all parts of society to work towards better outcomes for youth.

Financial Information

	2018	2017
INCOME (EUROS)		
Donations	283,580	276,139
Services & Materials	17,490	14,737
Other Income	970	1,782
Financial Income	---	49,311
Total	302,040	341,969
EXPENDITURES (EUROS)		
Charitable Activities	275,093	298,043
Fundraising	41,731	16,751
Governance	37,797	24,658
Other Expenditure & Bad Debts	65	870
Total	354,686	340,322



Mentor International

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Chairman: Yvonne Thunell

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