

# ANNUAL REPORT 2020



IFFD FOUNDATION

empowering families



Since 1978  
**IFFD**  
INTERNATIONAL FEDERATION  
FOR FAMILY DEVELOPMENT

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## INTRODUCTION

**The International Federation for Family Development (IFFD) and IFFD Foundation together promote a global project in favor of families** in almost 70 countries through two ways of action: Family Enrichment (training courses on parenting), and Advocacy (inspiring policy-making).

**The International Federation for Family Development (IFFD)** is a non-governmental, independent, and non-profit federation founded in Orlando (United States) in January 1998, as a continuation of the organization that had been coordinating the training programs on parenting since 1978. The headquarters are in Spain, which is where the first courses took place in the late 1960s.

**IFFD Foundation** was established in 2015 to provide financial stability to IFFD and to make possible its plans for growth and expansion. It carries out its fundraising activity through volunteers in several countries such as Brazil, Chile, Italy, Spain, Mexico and the United States.

# **Board of Trustees**

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# TRAINING RELATED ACTIVITIES



# TRAINING RELATED ACTIVITIES

**1. Digital transformation project (IFFD Innovation and Transformation Process).** In 2019 a process of digital transformation began at IFFD. This process seeks to renew its objectives and structure in order to connect with users and better respond to their needs by offering innovative content and updated pedagogical methodologies. It is also about making better use of the extensive network of volunteers who collaborate with IFFD around the world (around 7,000 people), making their work more efficient by incorporating technological tools, as well as enhancing the abundant talent that exists among them.

This digital transformation project has an expected duration of 3 years. During the first half of 2019, a training process took place for the IFFD work team with advice from companies specializing in design thinking and “Agile” methodologies. In the second half of the year, 4 prototyping pilot projects were launched with international multidisciplinary teams.

In 2020, the consolidation stage began by creating a network of international multidisciplinary teams to work on various transformation and innovation projects. A total of 13 teams were launched in 2020, with a total of 148 members from 35 countries on all continents. 18 people were specifically trained to coordinate these teams.

A structure of permanent teams, which we have called 'change teams,' was designed in order to professionalize IFFD through a collaborative work system which promotes the integration of IFFD members in decision-making, takes advantage of talent, and connects with our users. These structural teams at the same time rely on 'innovation teams' that work on specific projects.

All of these teams are made up of volunteer IFFD collaborators. Its members are professionals of different sectors and of various nationalities.

The change teams that form the structure that advises IFFD's core team are: TALENT team, R&D team for pedagogical innovation, TECHNOLOGICAL innovation team, COMMUNICATION team and BUSINESS MODEL team. All of them were active in 2020 except for the business model team, which will be launched in January 2021.

All change and innovation teams follow a training itinerary in methodologies for innovation and collaborative work.

This has been the start-up and training schedule for the **change teams**:

- **January - March 2020.** Talent Team: change team to implement improvements in the organization and the relationship between IFFD and its associated centers.

- **January-April 2020.** R&D team for pedagogical innovation: dedicated to designing a structure and work system that allows an agile adaptation of training materials and methods that respond to current demands.

- **March-May 2020.** Change team for technological innovation and the development of prototypes that allow the application of communication technologies to parenting skills: launched as a prototype in 2019 and in the first half of 2020 we intensified its training.

- **October-December 2020.** Communication change team to improve IFFD's internal and external communication strategies.

Throughout 2020, the following **innovation teams** have been launched:

- **January-June 2020.** Work team formed mainly of young people for designing the Personal Project 3 program.

- **January-December 2020.** French technical committee work team: dedicated to the compi-



Covid-19 has introduced many changes in our daily life. IFFD, as many other companies and organizations, has adapted to these changes strengthening the use of technology and video conferences to facilitate the way of continuing with our projects. With such tools, Family Enrichment moderator Cristina Napolitano led an online session on "Communication of Married Love". 20 couples from 18 countries from the 5 continents, were the participants of this international online meeting. It took place in their homes, through a Zoom meeting. The dynamic was divided into two sessions: a team meeting that was held on the weekend of March 27th-29th and a General Session with all the individuals that partook the session on April 4th.

lation and updating of course materials in French.

- **March-December 2020.** Work team focused on **innovations** to support parents in the emotional - sexual education of their children.

- **March-December 2020.** Work team for the development of marketing strategies.

- **April-December 2020.** 6 'Synergia - Ítaca' teams for the review of IFFD programs (the last one launched on January 7) and a team for the innovation of moderators training.

## 2. Coordination of training courses in 70 countries in Africa, America, Asia, Oceania and Europe.

IFFD has continued to support local teams by providing training materials, offering country-specific advice for the implementation of the programs, training coordinators and moderators, and providing support in the organization of the courses by coordinating the exchange of trainers between countries.

IFFD programs pursue the following objectives:

- Provide attendees with in-depth knowledge about the stages of personal and family development.

- Promote the individual responsibility and co-responsibility of parents in the education of their children.

- Train in educational skills and train parents so that they can design their family project.

- Offer communication and problem-solving skills that promote a harmonious family environment.

The Covid-19 pandemic has posed a challenge for the planning of IFFD courses, which were mainly held in person and had to be adapted to an online format. The innovation efforts of our collaborators in different countries to maintain the essence of IFFD programs in their online versions has been successful for the most part. Despite the distance created by the screen, friendly environments have been created in the training sessions.

Turning difficulty into opportunity, in 2020 international online programs were launched for the first time with great success, both for families and young people.

## 3. Training activities for moderators and program coordinators.

The training activities for the coordinators and moderators of our programs have also been affected by the pandemic, as we were forced to cancel the training programs that we have been developing annually. Instead, we have organi-

zed online training sessions to train coordinators in digital moderation.

During 2020, 11 training sessions were organized by continent/region, in which 370 moderators from 57 countries participated.

- Africa: 2 moderator training sessions.
- Asia & Australia: 4 moderator training sessions.
- Europe: 3 moderator training sessions.
- Latin America: 1 moderator training session.
- USA & Trinidad Tobago: 1 moderator training session.

#### **4. Support for national conventions which promote parent training programs.**

Of the activities planned for 2020 was to support the design and organization of national conventions to be held in various countries. These events are valuable opportunities in each of these countries to exchange experiences, as well as to give impetus to the training activities carried out through the courses. On this occasion the events took an online format:

- Germany - Berlin (January 2020 - face-to-face)
- Colombia (May 2020)
- Italy (May 2020)
- El Salvador (September 2020)
- Honduras (December 2020)

#### **5. Coordination of technical committees and expert work groups for updating IFFD programs.**

The goal of these work groups is to update the materials used in the various courses, as well as to create new materials and adapt them to new formats.

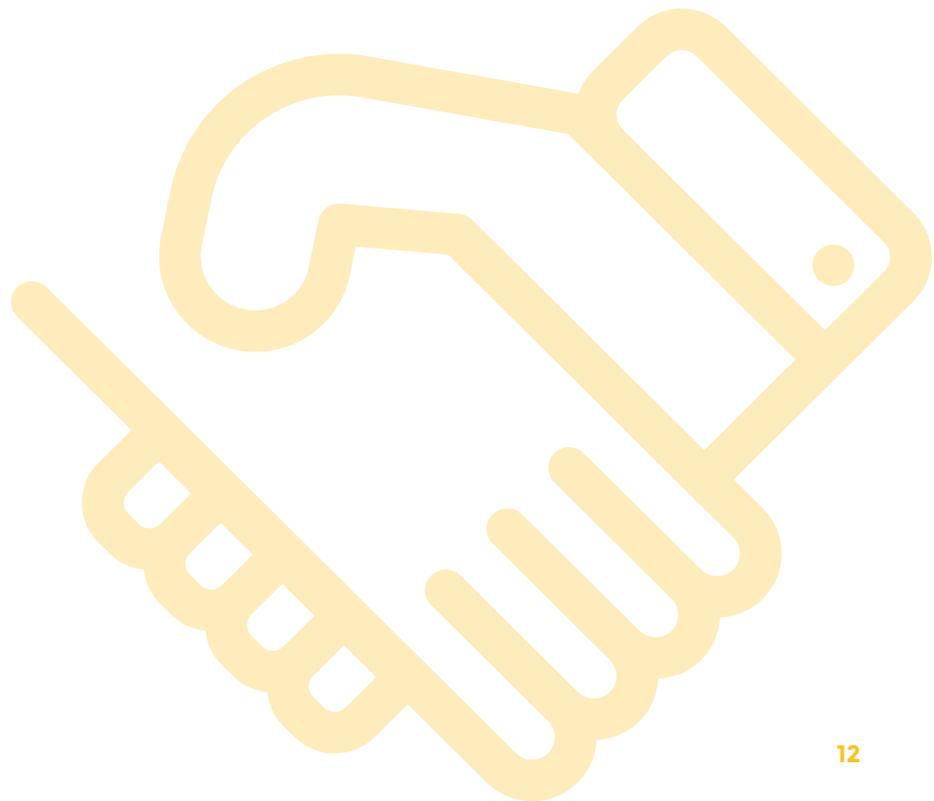
- **Spanish technical committee:** the objective of this work group is to develop new training content, as well as to continue developing a new program for training IFFD moderators, with a total of 40 hours of training. This committee has been integrated into the R&D change team for pedagogical innovation.

- **English technical committee:** made up of experts from Australia, Canada, the United States, Great Britain and Ireland. In 2020 they continued working on the revision, translation and updating of IFFD programs in English, as well as on the language and cultural adjustments for each country.

- **French technical committee:** made up of experts from Belgium, Canada, Ivory Coast, France and Lebanon. In 2019 they worked on the translation and cultural adaptation of the IFFD programs to each country, as well as the support material for trainers. In 2020 they have become an innovation team.

- **German technical committee:** made up of experts from the three countries that offer training in this language: Germany, Austria and Switzerland. In 2020 they have incorporated "Agile" work tools to make their work more effective. They have continued to work on the German translation of training programs as well as support materials for trainers.

**ADVOCACY**  
(INSPIRING  
POLICY-MAKING)



# ADVOCACY (INSPIRING POLICY-MAKING)

The objective of the advocacy work of IFFD is to implement the **family perspective** in local, regional, national and international legislations. To this goal, IFFD contributes with evidence-based policy recommendations obtained through international research projects.

The advocacy work carried out by IFFD covers three areas:

## **a) United Nations**

IFFD collaborates with the Economic and Social Council (ECOSOC), UNICEF, UN Women and other agencies within the UN-System. IFFD holds General consultative status with the Economic and Social Council of the United Nations, which is reserved for organizations with substantive and sustained contributions to the UN-System, that are closely involved with the economic and social life of the people of the areas they represent, and whose membership—which should be considerable—is broadly representative of major segments of society in a large number of countries in different regions of the world. These tend to be fairly large, established international NGOs with a broad geographical reach. They represent only around 4% of the all organizations working with the UN.

## **b) European Union**

IFFD participates in research and dissemination programs, as well as consultation and policy recommendation at the European Parliament, European Commission and European Committee of the Regions.

## **c) Local, regional and national governments of the countries where IFFD delivers training programs.**

IFFD's projects and policy recommenda-

tions reach and involve government officials, local and regional policymakers, and are backed by evidence, research papers and contributions of global experts.

During 2019 the advocacy work carried out by IFFD can be synthesized in the following outcomes:

## **1. Preparations for the 30th Anniversary of the International Year of the Family in 2024.**

**Objectives.** To prepare for the celebration of the 30th Anniversary of the International Year of the Family and collaborate with the United Nations in developing objectives for the International Year of the Family 2024.

### **Activities.**

- Preparations began in October 2019 at a parallel meeting to the IFFD International Congress that took place in London. The meeting was attended by several experts on family of recognized international prestige, in addition to the coordinator on family issues at the United Nations and representatives of IFFD.
- In June 2020, IFFD was invited to contribute with recommendations for family policies and formats for the celebration of the International Year of the Family 2024 at the experts meeting organized by the United Nations.
- In December 2020, IFFD participated,



From left to right, Fabián García, first secretary of the Permanent Mission of Ecuador to the UN; Renata Kaczmarek, UN DESA Focal Point on the Family; Rispa Flora Maroko, Deputy Director for Social Development at the Ministry of Labour and Social Protection of Kenya; Francesca de Ferrari, Programme Management Officer at UN-Habitat; Daniela Bas, Director of UN DESA's Division for Inclusive Social Development; H. E. Sheikh Alya Ahmed bin Saif Al-Thani, Permanent Representative of the State of Qatar to the United Nations; Luís M. B. Cabral, professor of the Stern School of Business of New York University; Samira Nanda Sine, Regional Director of Common Sense Media; Luiz Alvaro Salles Aguiar de Menezes, Secretary for International Affairs at the Municipality of Sao Paulo; Mario Armella, World President of the International Federation for Family Development; Sharifa Al Emadi, Executive Director at Doha International Family Institute; Ignacio Socas, Director of International Relations at IFFD; and Azril Abd Aziz, Minister Counselor at the Permanent Mission of Malaysia to the UN.

along with other global organizations, in drafting the Civil Society Declaration for the Anniversary of the International Year of the Family. The objective of the Declaration is to promote various regional and global initiatives to further the goals of the International Year of the Family and the megatrends proposed by the United Nations: new technologies, climate action, urbanization, international migration, and demographic change.

**Partners.** Division for Inclusive Social Development (DISD United Nations), Generations United (GU), National Association of Large Families (NOE), Doha International Family Institute (DIFI), European at-home Parents and Carers (FEFAF), Haro's Platform on Family Politics (Haro), and European Large Family Association (ELFAC).

## 2. Research project 'Families and Societies' (2017-2021).

- **Objectives.** To explore the increasing complexity of family configurations and transitions in European societies, as well as examine their implications for children, women and men with respect to inequalities in life opportunities and intergenerational relationships.
- **Financing.** European Commission.
- **Academic coordination.** Livia Sz. Oláh, Associate Professor, Stockholm University. The project has 25 European academic partners.
- **Partners.** 3 transnational partners from European civil society.
- **Presentation of Results.** 2 events at the United Nations headquarters, 2 statements at the United Nations headquarters, 79 working documents,

# ADVOCACY (INSPIRING POLICY-MAKING)

80 articles, 7 book chapters, 1 book and 4 online databases.

### 3. Research project 'Inclusive Cities for Sustainable families' (2017-2021).

● **Objective.** To contribute to the resilience and strength of modern cities so that families can find a suitable place to live in them.

**Financing.** Contributions from various local and regional governments.

**Academic coordination.** 9 de Julio University (UNINOVE) (Sao Paulo, Brazil)

**Partners.** Government of the Veneto Region (Italy), ELISAN (European Network for Inclusion and Social Action) and the city of Marseille.

**Results.** 1 political declaration, 3 events at the United Nations headquarters, 4 expert meetings in Venice, Italy and Curitiba (Brazil), 3 dissemination meetings, 1 virtual event to present government initiatives during the Covid-19 pandemic.

**4. Resolution of the General Assembly in 2020 on the follow-up to the 20th anniversary of the International Year of the Family and future needs:** IFFD has advised various member countries and United Nations officials in the drafting of this annual resolution.

Some points of special importance in the resolution:

● It encourages the design, implementation and evaluation of social policies which impact the family unit.

● It encourages governments to support family activities through state funds, tax benefits, and other kinds of assistance.

● It emphasizes the need to prepare an annual report on the state of social policies aimed at fostering family development.

● It highlights the contribution of the family unit and encourages proposing social policies which would strengthen its role as an indispensable means for sustainable development.

● It encourages member countries to invest in parenting education as a means to improving child well-being.

● It begins to discuss ways of celebrating and participating in the 30th anniversary of the International Year of the Family.

**5. Project 'SDGs & Families' (2016-2020):** This is a research project promoted and coordinated by IFFD that was carried out between 2016 and 2020.

● **Objective.** To analyze how family-re-



Conference in the European Parliament (Brussels). From left to right, MEP Lukas Mandl, Austria; MEP Michaela Sojdrová, Czech Republic; Ignacio Socias, director of International Relations of IFFD; Paul Grass, moderator; Katalin Novak, State Secretary for Family and Youth Affairs of Hungary; Katarina Ivankovic-Knezevic, Director for Employment, Social Affairs and Inclusion of the European Commission; Katarina Ivankovic-Knezevic, Director for Employment, Social Affairs and Inclusion of the European Commission; and Katalin Kardosne Gyurko, president of NOE.

lated policies contribute to the achievement of the 2030 Sustainable Development Agenda, which is the main United Nations roadmap between 2015 and 2030.

- **Financing.** La Caixa Foundation and Stiftung Maeinburg Foundation.

- **Academic coordination.** UNICEF – Innocenti Research Office.

- **Partners.** UNICEF and the United Nations Economic and Social Department.

- **Results presentation.** United Nations Headquarters in New York, May 2018. Since the report was presented, a number of events have been organized to disseminate the results of the project in various cities: Sao Paulo, Brasilia, Curitiba, Bogotá, Santiago de Chile, Buenos Aires, Madrid, Barcelona, Budapest, Torun (Poland) and Nairobi. In turn, it was presented in June 2020 at the experts meeting organized bi-annually by the United Nations. At this meeting we also gave, as experts, two lectures: one on parenting and another on the role of civil society in the family.

## 6. Collaboration with UNICEF.

- **IFFD has been an advisory member of the UNICEF Board of Directors since 2018.**

- **IFFD is co-chair -along with SOS Children's Village- of the NGO Committee of UNICEF.** This role gives us a lot of visibility and capacity for collaboration.

- **IFFD collaborates with UNICEF** in the initiative 'Redesigning the workplace to be family-friendly: what governments and businesses can do'.

- **Presentation of a survey on the situation of families staying at home during the Covid-19 pandemic.** Numerous IFFD families participated in the survey that was sent as an official document to the Executive Board of UNICEF as supporting material for the 2021-2024 Strategic Plan.

## 7. International Advocacy Workshop:

This seminar, which takes place every year, gathers young leaders from all over the world who are interested in developing a professional career in the scope of multilateral institutions.

# ADVOCACY (INSPIRING POLICY-MAKING)

- **Objectives.** To critically evaluate the field of international human rights and to promote its development, institutions, strategies and key actors; to explore how national, regional and global policy strategies are established; to facilitate debate on various challenges that family defenders face along with a variety of stakeholders, including governments, international institutions, and the private sector.

- **Activities.** 15 speakers, 24 experts and 118 participants from 34 countries took part in the 8th Edition of the International Advocacy Workshop (IAW) on September 9<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup>. Participants attended individually and in small local groups, to facilitate personal interaction and teamwork.

- **Funding.** The workshop was free for participants and was held in English.

- **Partners.** Due to the COVID-19 pandemic, it was carried out online in collaboration with the Family Institute (Universidad de La Sabana, Colombia).

delve into how their careers have helped them be sensitive to family-related issues and advocating for the family; and to create an international network of professionals in order to make the impact of the family in legislation more effective and global.

**Activities.** In 2020, 4 sessions were held with the participation of young professionals from various sectors and with varying experience in Estonia, Belgium, Costa Rica and Poland. The sessions were held every 15 days.

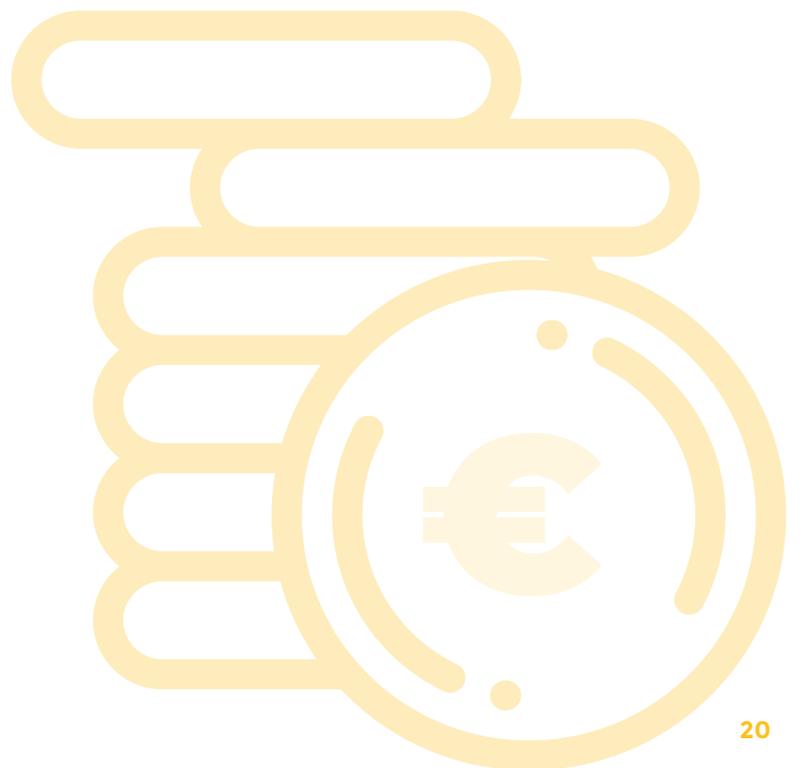
## 8. Looking Ahead Talks.

- **Objectives.** To organize a series of informal online meetings with energetic young leaders from all corners of the world; to take advantage of their different backgrounds and experiences as a source of inspiration for university students and young professionals; to





# FINANCIAL INFORMATION



# FINANCIAL INFORMATION - IFFD

## TRAINING RELATED ACTIVITIES

### INCOME (in Euros)

- 'Barcelona and Family' Foundation	60,700
- Fees paid by the countries	55,889
- IFFD Foundation	43,244
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	159,833

### EXPENSES (in Euros)

<b>PERSONAL EXPENSES</b>	<b>92,660</b>
- Salaries	70,274
- Social Tax	21,665
- Other social expenses	727
<b>EXTERNAL SERVICES EXPENSES</b>	<b>56,620</b>
- IFFD 2020 Project	38,914
- Administration	10,340
- IFFD headquarters	7,138
- Documentation, travel, courses and communication	228
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	149,286

#### (\* ) The breakdown of this item is as follows:

- **Coordinator of the Madrid office.** This is the only person who is always in the IFFD office in Madrid. She runs the whole area of administration, documentation and management. Specifically, she manages the meetings of the management committee, as well as the meetings with the committees who are running the activity in the countries. She is also responsible for coordinating the organization of the international congresses. For example, she coordinated the three events that took place in London in October 2019 with attendees from 70 countries: 20<sup>th</sup> World Family Enrichment Congress (1,200 attendees), World Meeting of Family Enrichment Leaders (400 attendees), and 1<sup>st</sup> World Meeting of Personal Project (400 attendees).
- **Director of Family Enrichment.** This person coordinates and directs the launch, re-launch and expansion of courses in the countries. She travels frequently all over the world to provide training to moderators and management teams. She also coordinates the expert committees that are responsible for developing and translating the case studies (case studies are translated into up to 17 languages), and monitors and adapts all materials to the different situations of each country. She advises the local teams about the coordination and implementation of courses.

**(\*\* ) IFFD 2020** is a digital transformation project that includes an improvement of process efficiency, a modernization of working methods, and the design of a functional structure that will allow the organization to face the challenge of growth that lies ahead.

# FINANCIAL INFORMATION - IFFD

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## ADVOCACY

### INCOME (in Euros)

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- Stiftung Maienburg Foundation	100,000
- GAVEKAL Endowment Limited	11,000
- IFFD Foundation	21,756
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	132,756

### EXPENSES (in Euros)

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- Director of Family Perspective	42,071
- United Nations Representative	74.714
- General expenses for projects, travel and representation	13.203
- Taxes (IRPF)	5.953
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	135.942



# FINANCIAL INFORMATION

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## IFFD FOUNDATION

### EXPENSES (\*) (in Euros)

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(\*) The foundation does not have any paid employee. All the people who work in the foundation do it as volunteers. Both legal and administrative services represent a high cost because the Spanish legislation has established a very strict supervision of foundations, related to both accounting and legal issues. The rest of the expenses in that list are mostly related to the fundraising activity carried out by the foundation.

- Legal and administrative services	10,207
- Communication	13,863
- Travels of the Director	4,909
- Other travels	0
- New York Summit	0
- Other expenses	2,320
<b>TOTAL</b>	<b>31,299</b>



# ENDOWMENT FUND



# ENDOWMENT FUND

IFFD Foundation launched in 2020 a fundraising campaign aimed at establishing an endowment fund. The goal of this endowment is to provide financial resources to IFFD in order to make possible the growth and expansion needed to reach out to many more people all over the world, and to do it in a more effective way.

We live in a new time and the future has knocked on our door. With more than 50 years behind us, we are giving a new impetus to our project. On the one hand, we are implementing a **transformation process** advised by a consulting company, following a methodology of design thinking oriented towards innovation and digital transformation. This project seeks to generate new dynamics that help our users discover and experience the beauty of family life. Based on agile methodology as an effective management system for the organization, we are developing design thinking and technological innovation that takes advantage of the talent of our

moderators and participants, at the service of each family we work with. The objective is that each of the participants in our courses discover, personally and in their own way, the beauty and happiness of living a full family life.

On the other hand, as mentioned above, we are carrying out a **fundraising campaign** in order to establish an endowment fund. The return provided by this endowment will allow IFFD to have the resources that are needed to enter this new phase, and will provide the necessary financial stability to expand its activity both in family enrichment (training courses on parenting) and in advocacy (inspiring policy-making).

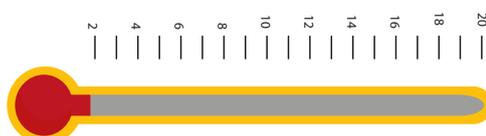
The goal is to raise by 2025

# \$20 MILLION

**As of December 2020, the main donations have come from:**



**As of December 2020 we have raised \$1.8 million**







empowering families



**IFFD FOUNDATION**  
[www.iffdfoundation.org](http://www.iffdfoundation.org)  
[rocio@iffdfoundation.org](mailto:rocio@iffdfoundation.org)