



ANNUAL REPORT

2017

When we rescue the child, we save the adult



THE RED PENCIL (INTERNATIONAL)

ANNUAL REPORT FOR YEAR ENDED 31 DECEMBER 2017

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CORPORATE PROFILE

The Red Pencil (Singapore) was first incorporated in 2011 as a company limited by guarantee. It was registered under the Charities Act of the Singapore Government in 2012, garnered Institution of Public Character (IPC) status in 2013 and has been a full member of the National Council of Social Services since 2015.

Expanding beyond Singapore, The Red Pencil (International) was incorporated in 2015 as an Association by Swiss Law and garnered Institution of Public Character (IPC) status in Switzerland in 2016.

In 2017, The Red Pencil officially received the confirmation of registration as a Not-for-Profit organisation at the International Humanitarian City (IHC) in the United Arab Emirates.

The Red Pencil (Singapore)

UEN Registration No.:
201113675E

Address:
20 Upper Circular Road
#02-01 The Riverwalk
Singapore 058416

The Red Pencil (International)

Company Registration No.:
080.881.076

Address:
53 Avenue Blanc
1202 Geneva
Switzerland

Our Mission

The Red Pencil brings the power of arts therapy to children, adults and families who have been through traumatic life circumstances - natural disaster, displacement as a result of conflict zones, human trafficking, life-threatening disease, violence and abuse - for which they have no words. Our programmes help them heal and grow through drawing, painting, dancing and music at a therapeutic and professional level.

Through arts therapy, The Red Pencil helps break the vicious cycles of helplessness and violence, reduces stress and trauma and offers a way of expression towards balance, self-empowerment and resilience.

Our Vision

The Red Pencil is a volunteer-based organisation with a network of 1293 registered arts therapists globally. We are recognised as a cost-efficient organisation with our permanent staff representing less than 1% of our total humanitarian workforce.

Our approach is collaborative in nature, our missions being tailored to assist and enhance the psychosocial framework of local, community-based NGOs as well as large international humanitarian organisations.

Our Objectives

The main focus of our international programmes is to reach out to the most vulnerable populations around the world and to offer arts therapy as a unique psychological way of helping individuals and communities to be more resilient.



MESSAGE FROM THE FOUNDER & MANAGING DIRECTOR



Dear Friends of The Red Pencil (International),

Bringing new life into the lives of those who have been most affected by man or natural disasters is our everyday mission at The Red Pencil. But new life will not emerge until the past is laid behind, with its drama, scars, hurts and misunderstandings. Whether the battle is against others or against oneself, the journey can be daunting, until Light emerges. And eventually, with a well-intended heart, it always does.

The question for us at The Red Pencil is how to make that journey towards Light an empowering one. If the pain of the past can be excruciating, freeing oneself from its grip does not need to be. The subtle and soothing brush stroke which says what the words would sometimes unnecessarily exacerbate, relieves the tensions which may be locked inside and open a new space of freedom to shape what the future can be and will be.

Drawing after drawing, the power of our imagination can fathom what we want our life to be and how it can create strength and resilience for ourselves and for others.

2017 has been another year of growth and expansion for The Red Pencil, venturing into new countries and continents, hand in hand with new partners, humanitarian organisations and governments to care together.

Our deep gratitude goes to those who came and stayed along with us in this incredible pioneering journey to explain, deliver and give evidence of the life-changing and sustainable impact of pouring and firming one's heart through a pencil, through music or through body movements.

May your journey towards Light be a meaningful and happy one,

A handwritten signature in blue ink, reading 'Laurence', with a long horizontal line extending from the end.

Laurence Vandenborre | MA (A Th) AThR

Founder & Managing Director
Registered Arts Therapist

THE RED PENCIL (INTERNATIONAL) TEAM

BOARD OF DIRECTORS

Alain Vandendorre

Chairman & Co-Founder

Laurence Vandendorre

Founder & Managing Director

Sixtine Crutchfield

Company Secretary

Jean-Jacques Borgstedt

Director

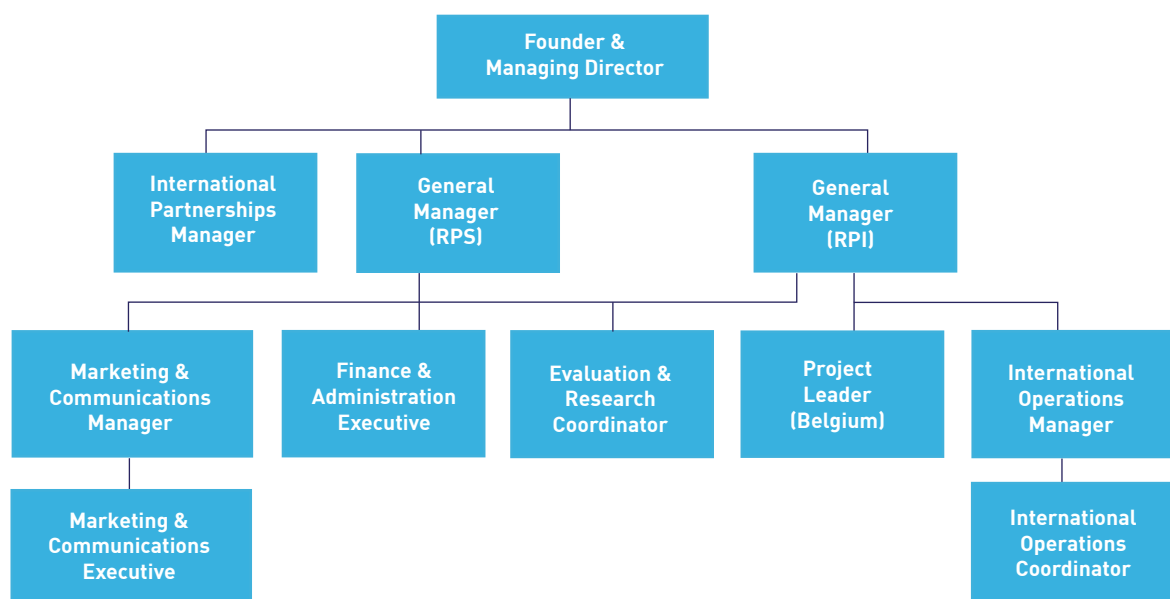
Marcia Baumgartner

Director

We will announce the upcoming nomination of three additional directors with global expertise.

TEAM MEMBERS

As of 31 December 2017, there are 9 team members at The Red Pencil. As a small yet cohesive team, we oversee the operations, management and outreach of The Red Pencil.



Accounting Firm:

Fidinam (Geneva) SA

Avenue Blanc 53
1202 Geneva
Switzerland

Auditor:

PKF Fiduciaire SA

Avenue de la Gare 32
1950 Sion
Switzerland

Bank:

UBS Switzerland AG

Place des Eaux-Vives 2
1207 Geneva
Switzerland

Legal Advisor:

Hin Tat Augustine
& Partners

20 Upper Circular Road
#02-10/12 The Riverwalk
Singapore 058416

AMBASSADORS

Simon Murray

Ambassador-at-Large

Roberto Senigaglia

Ambassador in Venice, Italy

Art Therapy Advisers:

Professor Mercedes Ballbé ter Maat

Ph.D., LPC, ATR-BC,
Past-President, American Art
Therapy Association

Iva Fattorini

MD, MSc,
Artocene Founder

Dr. Patricia Fenner

PhD, Senior Lecturer
& Co-ordinator
(Master of Art
Therapy)

Ara Parker

DMin (Cand), MA,
CCC, RCAT, RP

Dr. Nancy Slater

PhD, ATR-BC



OUR IMPACT

THE RED PENCIL FRAMEWORK



**Arts Therapy
Missions**

Sustainability

**Community
& Outreach**

**Monitoring
& Evaluation -
Research for
Excellence**

**Advocacy:
Academic
& Media**

Scholarships



Since 2011, we have conducted missions in **24** countries around the world.



16,334
empowered
beneficiaries



187
partner
organisations



548
trained caregivers
& social workers

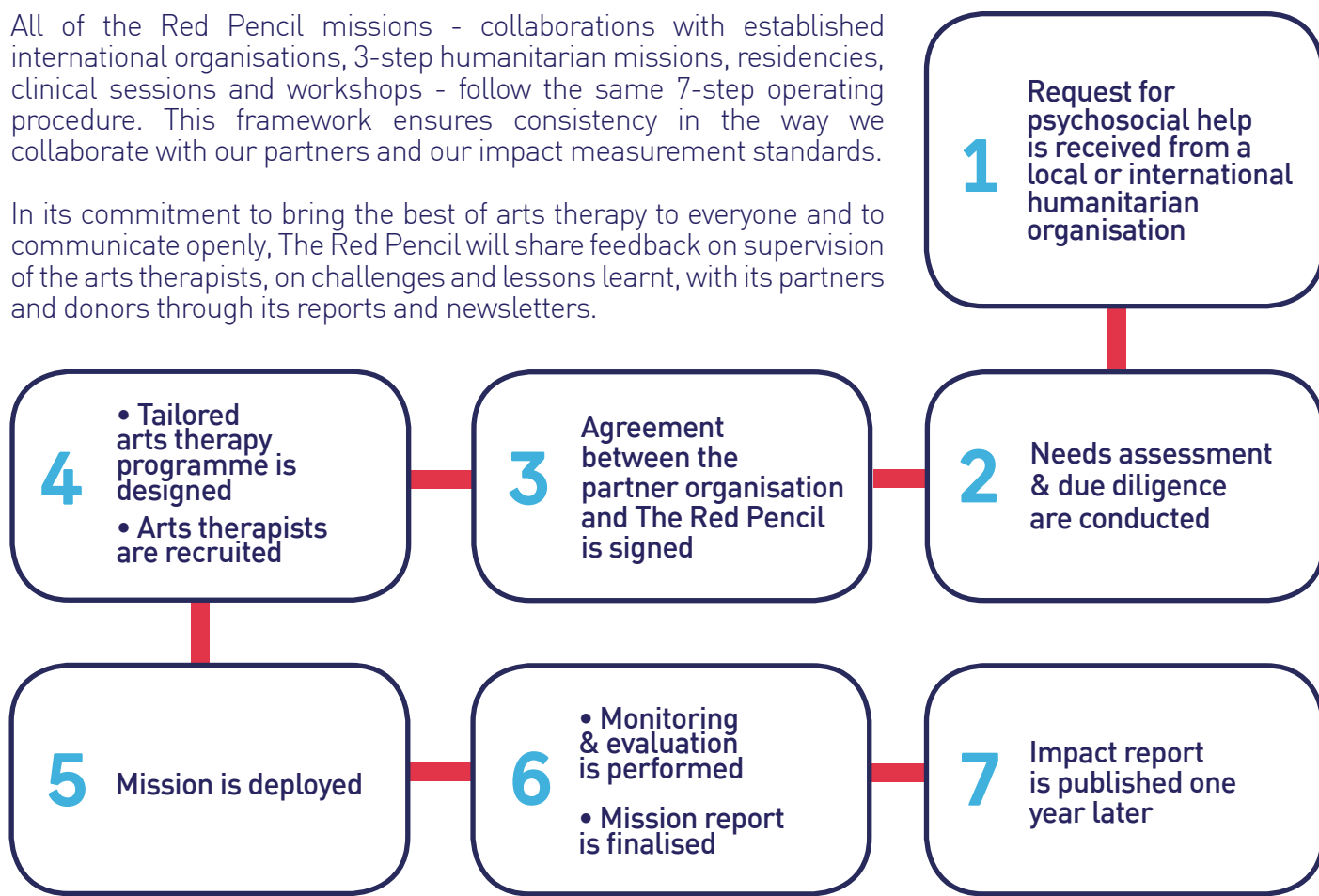


1,293
volunteer arts
therapists

ARTS THERAPY MISSIONS

All of the Red Pencil missions - collaborations with established international organisations, 3-step humanitarian missions, residencies, clinical sessions and workshops - follow the same 7-step operating procedure. This framework ensures consistency in the way we collaborate with our partners and our impact measurement standards.

In its commitment to bring the best of arts therapy to everyone and to communicate openly, The Red Pencil will share feedback on supervision of the arts therapists, on challenges and lessons learnt, with its partners and donors through its reports and newsletters.



THE 3-STEP FRAMEWORK

- 1 **Establish a relationship** between the therapists and beneficiaries through arts therapy sessions.
- 2 **Follow-up** with beneficiaries and caregivers, and address deeper issues as needed.
- 3 **Ensure proper closure** of the therapy and that adequate supplies of art materials and resources are available for beneficiaries to carry on their own healing process.

3-STEP HUMANITARIAN MISSIONS

The Red Pencil 3-Step humanitarian missions span over a period of one year and are carefully customised and structured into a specific framework (see left). They are designed to allow beneficiaries to engage in group arts therapy sessions daily for a period of two weeks, three times a year. This provides each beneficiary with 30-50 hours of arts therapy.

Our approach is collaborative, with our missions tailored to assist and enhance the psychosocial framework of local, community-based NGOs as well as large humanitarian organisations. The Red Pencil model is integrated into the existing psychosocial programme of each partner.

Our collaboration with large international humanitarian organisations such as The Singapore Red Cross, World Vision and others, enables us to reach out to more beneficiaries.

We mobilise a team of volunteer arts therapists who are registered and have completed a 2-year Master's Degree in art, music and dance therapy. In order to make sure that our interventions are culturally and ethnically sensitive, we recruit local arts therapists whenever possible, or co-facilitate the missions with a member of staff of the partner organisation.



INDIA – PCVC

Location

Chennai, South India

Partner organisation

PCVC (International Foundation for Crime Prevention and Victim Care)

Dates

- Step 1 in February 2017
- Step 2 in April 2017
- Step 3 in October 2017

Beneficiaries

- 20 women affected by burns (self-inflicted or attacks) and gender-based domestic violence, children who witnessed the violence
- 4 caregivers

Achievements

- Enabled survivors of domestic violence and their children to find their way out of the raw emotion of their abuse to discover a sense of safety and hope
- Enabled caregivers at PCVC to use arts as a tool for therapy and teach them how to inculcate creative expression in their daily work with the beneficiaries.

THAILAND – RADION

Location

Khek Noi Village,
Phetchabun, Thailand

Partner organisation

RADION International

Dates

- Step 1 in April 2017
- *Step 2 in April 2018*
- *Step 3 in October 2018*

Beneficiaries

- 31 Hmong children and youth (7-17 years old) facing high-risk behaviours (glue-sniffing, use of drugs...) and exposed to domestic violence and abuse
- 5 caregivers

Achievements

- Enabled creative exploration and alternate mediums of communication to build resilience, increase self-confidence and heal from trauma
- Created group cohesion while encouraging respect, kindness and compassion among them
- Assessed and identified those who required additional support and provided individual arts therapy sessions for them.





INDIA – CRY

Location

Delhi, India

Partner organisation

Child Rights & You (CRY)

Dates

- Step 1 in April 2017
- Step 2 in September 2017
- *Step 3 in May 2018*

Beneficiaries

- 41 children of migrant workers (ages 12-18 years)
- 10 caregivers

Achievements

- Encouraged children to use a range of communication strategies to express their needs, wants and feelings
- Promoted self-care and emotional regulation through the arts for CRY caregivers
- Enabled staff to enhance self-confidence of the children and increase their empathetic understanding. Themes of trust and relationships with peers and family members.

UGANDA – PCE FOUNDATION

Location

Amor village,
Tororo district, Uganda

Partner organisation

PCE (Pearl Community Empowerment)
Foundation

Dates

- Step 1 in January 2017
- Step 2 in May 2017
- Step 3 in September 2017

Beneficiaries

- 80 female members of the community who faced unfavourable and disadvantaged circumstances (child marriage, domestic violence, neglect and loss to grief and abandonment)

Achievements

- Empowered girls and women at grassroots level towards building resilience in the community to ensure long term psychosocial well-being and health.



FRANCE – SINGA (PILOT PROJECT)



Location

Paris, France

Type of mission/Partner organisation

Arts therapy workshops (Four 2-hour sessions) - in association with SINGA

Dates

- April 2017

Beneficiaries

- 30 migrants and refugees living in Paris

Achievements

- Improved psychosocial wellbeing and community resilience of specified target groups through participation in creative arts therapy programmes
- Provided an opportunity for the community to engage in arts therapy interventions to connect, feel comforted and supported.

RESIDENCIES

The Red Pencil residency model relies on close collaboration with NGOs, where arts therapy can be built into existing psychosocial support programmes. The residency model is used in situations where beneficiaries require a more sustained level of care, with sessions held once or twice a week over 3 to 6 months.

The residency ensures a well-integrated and culturally sensitive programme offering arts therapy sessions in group format for the beneficiaries and train-the-trainer sessions for local staff and co-facilitation.

With this approach, the arts therapist works with multi-disciplinary teams to enhance the psychosocial support of participants.



CLINICAL SESSIONS

In Singapore, The Red Pencil has operated arts therapy clinical sessions since its inception. These programmes are designed to allow beneficiaries to engage in a minimum of 8 arts therapy sessions (extendable upon recommendation of the arts therapist), whether individually or in groups. We work with a variety of partners – schools, foster homes, family service centres, health-related associations – and therefore for beneficiaries coming from diverse backgrounds and every age group, from socio-economically underprivileged young children to elderly people suffering from Alzheimer's disease.

In 2017, distressed by the unprecedented migration crisis happening in Europe, The Red Pencil decided to engage asylum seekers and refugees in Belgium through a series of clinical programmes, as they often go through traumatic events either before or during their exile journey. Organized in partnership with Fedasil and Samu Social, 10 distinct programmes (2-hour weekly sessions spanning over 4 or 15 weeks) were implemented around Brussels, Belgium. They targeted mainly unaccompanied minors and adults, with the exception of one programme designed for children.

By expanding its clinical programmes to migrants in Europe, The Red Pencil managed to reach out to a particularly vulnerable group of people, with the goal that arts therapy will help them make sense and let go of their traumatic past and become more resilient and hopeful in their new life.

The story of A. who took part in the pilot clinical sessions organised in April 2017 in Rixensart (Belgium), as told by the arts therapist in charge of the programme:

"A. is a young man who just turned 18 years old. His home country is Tanzania and he came to Belgium alone. At the shelter home, he was just moved from the minors section to the adults one. He didn't give a lot of information about the reasons why he left his country. He is very fond of music. His artworks are well structured with a preference for black. He joined the group early on and attended the sessions very regularly; in total, he attended 11 workshops.

For session 7, participants were invited to draw a part of their life as a path: the focus could be on their past, present or future. A. looked like he had low energy, which was probably related to the fact that it was the first week of fasting for Ramadan. About his artwork (refer to image on the right), he said that he felt like he was in transit, like he had always been in transit. I saw despair and resignation in his stare.

For the last session, participants were invited to make one final drawing on a paper bag and to put all their artworks into it. A. drew the message "never give up" on his bag. He commented on his work, saying that it is important to be prepared to face negative things."



A.'s artwork

“ In his post-evaluation form, A. wrote that the most difficult thing for him during the cycle was to remember the past and that he had learnt to move emotions away and to be able to face everything. **”**

To better convey the power of arts therapy, The Red Pencil runs arts therapy workshops which enable participants to experience the wonderful benefits in a single session of 1.5 hours.

Any individual, regardless of age, place, time and stage of life, can use the creative process of arts to take care of one's mental, physical and emotional wellbeing towards healing and self-empowerment. Participants are introduced to the world of arts therapy and try out invigorating hands-on activities as a group. As arts therapy facilitates release, relief, reflection, repair and restoration, participants leave the session feeling rejuvenated and refreshed.

CHILD PROTECTION POLICY

As we engage many children in our programmes, ensuring that everything is done to protect them is a priority for The Red Pencil. To go one step further and formalize this commitment of ours, we implemented a child protection policy in November 2017. This policy is defined in a comprehensive document that sets out common values and principles such as non-discrimination or best interests of the child. It also describes the steps (awareness, prevention, responding) that are taken by The Red Pencil in its commitment to protect children. The policy was reviewed and validated by Professor Anette Jacobsen, Head of Paediatric Surgery in Singapore and Board Director of The Red Pencil (Singapore).

SUSTAINABILITY – Building Resilient Communities



TRAIN-THE-TRAINER

Recognizing that capacity building is key to long-term and sustainable results, The Red Pencil also provides training to the staff of its partner organisations to introduce them to alternative ways in managing their stress levels as well as skill them with art-making techniques. Our Train-The-Trainer (TTT) programme provides various training levels for caregivers on creative ways to continue working with beneficiaries.

VISUAL JOURNAL

The Red Pencil has developed a Visual Journal which allows beneficiaries to draw and paint daily in a journal to express and capture their inner thoughts and emotions.

The Visual Journal assists beneficiaries to continue making art after sessions are completed, ensuring long-term sustainability of the results of art therapy beyond the sessions.

COMMUNITY & OUTREACH



SINGAPORE - ARTSTAGE 2017

The Red Pencil is once again proud to have been be part of ARTSTAGE 2017, held at the Marina Bay Sands Convention Centre, Singapore, in January. The dedicated efforts of our team and volunteers paid off, reaching close to 230 patrons of the annual Singapore art event who visited our booth to experience the essence of arts therapy.



MAASTRICHT - TEFAF 2017

The Red Pencil was present at one of the world's leading art fairs, The European Fine Art Fair (TEFAF) held at Maastricht, The Netherlands in March.

Patrons of the fair had the opportunity to experience arts therapy first hand, expressing their feelings and emotions on a small canvas. These canvases produced at the booth were either bought by the patrons themselves or donated to The Red Pencil's e-shop. All proceeds from the sale go towards The Red Pencil's missions around the world.

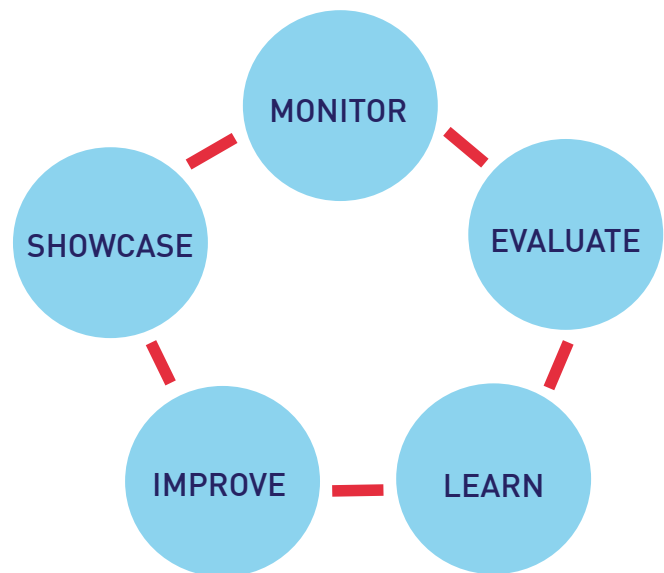
SPEAKING ENGAGEMENTS

The Red Pencil regularly takes part in arts therapy events such as the 14th European Arts Therapies Conference where it was invited to present its work and perspectives on the Train-the-Trainer Programme. The conference, organized by ECARTE (European Consortium for Arts Therapies Education) took place in September in Krakow, Poland.

MONITORING & EVALUATION – Research for Excellence

In 2017, The Red Pencil has taken concrete steps to solidify its existing Monitoring & Evaluation (M&E) practises, including hiring one staff to oversee this important task. Additionally, we have put together a Monitoring & Evaluation Framework with the guidance from experts such as Assistant Professor Ho Hau Yan Andy in Psychology of Nanyang Technological University in Singapore and other research agencies.

This preparatory work has led us to define a standard M&E procedure for each type of mission conducted by The Red Pencil.



- Before each mission we send a questionnaire to our partner organisation to define the specific needs of the beneficiaries and define the objectives of the art therapy programme;
- Once the sessions start, pre- and post- customized questionnaires are given to the beneficiaries to assess the changes they have been experiencing through art therapy;
- During the missions, regular feedback from the art therapists and the partner organisations is also gathered to add to a comprehensive assessment;
- Quantitative and qualitative data is then collected, collated and analysed to measure the progress in the pre-defined markers specific to each mission (post-traumatic stress, strengths & difficulties, self-esteem, hope, social connectedness). Additionally, resilience-building is systematically measured across all missions.

ADVOCACY – Academic & Media

In our goal to expand our reach to spread awareness about our mission and about the arts therapy profession, The Red Pencil is continuously consulting several public relations and advertising agencies, who generously advised us on our key marketing and communications strategies, and lent their regional network to maximise our outreach.

The Red Pencil also respects the importance of the Personal Data Protection Act (PDPA) as a measure of good governance and is actively working to put it in place throughout the organization.

SCHOLARSHIPS

Every year, The Red Pencil offers scholarships to deserving students worldwide who wish to pursue arts therapy as a profession. We particularly target students whose countries do not have a strong arts therapy education, or whose financial means do not allow them to enroll in such a programme.

Upon graduation, these students are encouraged to give back to society – go on humanitarian missions, volunteer at local programmes and workshops – as part of the art therapist's holistic development.



OUR SUPPORTERS

THANK YOU

The Red Pencil could not have achieved its progress and growth towards bringing arts therapy to vulnerable children and families without the trust and support of its donors and partners.

We aspire to be a partner to our donors by creating a personal 2-way relationship, based on trust, transparency and regular reporting. We value their advice and knowledge to continuously improve our impact and efficiency. We thank them for their unwavering support.

Our Donors



We would also like to express our gratitude and appreciation to our many private donors for their generous contributions and support.

Our Donors (in kind)



Our Partners





**FINANCIAL
HIGHLIGHTS 2017**

ASSOCIATION THE RED PENCIL (INTERNATIONAL)
Geneva

BALANCE SHEET AS PER DECEMBER	2017	2016
	CHF	CHF
<u>ASSETS</u>		
Cash	247,813.11	274,626.68
Prepayments	2,221.56	1,015.56
Total current assets	250,034.67	275,642.24
Total fixed assets	5,868.13	0.00
TOTAL ASSETS	255,902.80	275,642.24
<u>LIABILITIES</u>		
Total short-term liabilities	80,872.38	3,500.00
Foundation capital	5,046.41	5,046.41
Carry-over surplus (deficit)	267,095.83	(224.18)
Deficit (Surplus) of the year	(97,111.82)	267,320.01
Total equity	175,030.42	272,142.24
TOTAL LIABILITIES	255,902.80	275,642.24
PROFIT & LOSS	2017	2016
Donations & Contributions	174,585.39	351,837.83
Total expenses	271,697.21	84,517.82
Deficit (Surplus) of Income	(97,111.82)	267,320.01

Note: The expenses do not include 864 hours of professional therapeutic intervention provided pro-bono by our international arts therapists in 2017, for an estimated total amount of USD 129,600.



SUPPORT US

How To Make A Donation

BANK TRANSFER



Please inform us of your donation by sending a message to welcome@redpencil.org with your bank transfer reference, name and contact details. Donors are entitled to tax rebates in Europe and in the United States of America. For further details, please contact us.

UBS Switzerland AG

Place des Eaux-Vives 2, 1207 Geneva, Switzerland

CHF Current: CH44 0024 0240 8984 0040 M

EUR Current: CH39 0024 0240 8984 0041 C

USD Current: CH13 0024 0240 8984 0060 Z

SGD Current: CH13 0024 0240 8984 0061 W

SWIFT Code/BIC: UBSWCHZH80A

DONATE ONLINE



Simplygiving.com is an online platform that provides non-profit organizations and their supporters with fundraising, crowdfunding & donation tools.

To make a donation, please visit:

https://www.simplygiving.com/nonprofit/TheRedPencil_International

Fundraise for Us

SPECIFIC PROJECTS



If you wish to get involved in our cause, tap into your creative ideas and start your own fundraising project. Spread the message to your friends and family to support you!

If you wish to contribute to a specific mission, please drop us a message at welcome@redpencil.org.

THANK YOU



**When we rescue the child,
we save the adult**



THE RED PENCIL (INTERNATIONAL)

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1202 GENEVA

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www.redpencil.org



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@redpencilorg



@redpencilorg

**Scan the QR code
to make a donation:**

