



PROFILE

About ARC

Advocating the Rights of Children (ARC) is a non-governmental, non-partisan, non-profit organization registered in the Maldives in December 2009. With a mission to protect and promote the rights and well-being of children of Maldives, ARC hopes to be their voice, advocating for their health, safety, education and wellbeing.

ARC's main areas of work include working closely with children's shelters, advocacy and raising awareness on the rights of children through national and international outreach.

Nationwide Awareness Campaigns

Child Abuse Prevention



HOPE Campaign against Child Abuse urges the community to get involved in protecting children through raising awareness, recognizing signs, reporting abuse and reaching out.

- Media Campaign (series of video and radio clips and programmes to educate the general public on the various forms of child abuse, and to encourage reporting suspected abuse)
- Poster Competition, Exhibition & Billboards (on the theme of "Against the many faces of child abuse". The 5 winning posters were converted into billboards and displayed in Male')
- Campaign specific website, flyers & awareness sessions (www.arc.org.mv/hope) for HOPE Campaign to provide useful information on how to help children heal, the importance of outreach, ways to prevent abuse and how to empower children against abuse).
- Membership of an International Coalition (for the Optional Protocol on the Convention on child rights on a communications procedure, which establishes a complaints mechanism in cases where children's rights are denied by the State).
- Social partner in the Dhiraagu Maldives Road Race (dedicated for the prevention of child abuse for 3 consecutive years and promoting the message that protecting children from abuse is everybody's job)

Internet Safety



Surf Sm@rt Campaign promotes Internet Safety using the following HINTS: Hidden Hazards (How to be more aware and protected); Internet Intimidation (How to deal with those who don't have good intentions); Neat Networking (Steps to stay safe while using social media); True Tales (Learning from real life experiences); & Safe Searching (Recognizing that everything online may not be what it seems).

- Flyers, Billboards & Video Clips (to alert children on what they need to be aware of and be protected from, while they learn, share, connect and gain visibility online).



Health and Nutrition

HEAL Campaign promoting Healthy Eating & Active Lifestyles for Children encourages children to eat a rainbow of fruits and vegetables, re-think what they drink, eat less processed food, choose healthy snack options and be physically active.

- Sing along Song, Storybooks, Festival & Cooking TV program for children (to provide fun and educational tools that promote healthy eating and active lifestyles.) The first of the storybooks was also launched in Singapore and has been nominated for Europe's Gourmand Awards).
- Workshops and a resource guide for teachers (designed to help put preschoolers on track to a healthier lifestyle from early childhood, through fun classroom activities)
- Media Campaign & Awareness Sessions (series of video/radio clips and programmes and information sessions to raise awareness on health and nutrition).
- Posters, Flyers, Brochures, Billboards & Campaign specific website (www.arc.org.mv/heal to help children eat better, get more active and be healthy)

Road Safety

- Billboards & Video Clips (providing urgent reminders for the public to pay special attention to children's safety on the roads).
- Awareness sessions for children (to share road safety guidelines with children through interactive sessions at schools).

Work with children's shelters



ARC's work with shelters is driven by the purpose of helping children in alternative homes receive the care and support that they need and deserve, to grow up happy and reach their true potential. ARC organizes a variety of capacity building trainings for the careworkers, as well as educational, fun and recreational programmes for the children.

- Annual Ramazan Collection (which provides an opportunity for the public to donate much needed items to the children)
- Arts and Crafts Exhibitions (which are powerful demonstrations to people in the country, of what children in shelters can achieve with the right support and opportunities)
- Stakeholder Conference (which provides a platform for open dialogue between the shelters and line Ministries and establishes mechanism for relevant institutions to share best practices)

Programmes for children

Inspirational Talks, Visiting Doctor Programme, Islam/Quran tuition, English Reading Programme, Life Skills programme, Holiday Swimming Programme, Art Classes, Water Sports, Yoga Classes, Football, Chess and Carrom Camps, Badminton and Zumba etc.

Programmes for caregivers

Parental Effectiveness Training, Staff Development, Play Needs & Environment Preparation, Early Childcare Training, First Aid Training, Kitchen Training, Food Hygiene & Basic Nutrition etc.

Other activities of note:

- In May, in collaboration with UNICEF, ARC undertook consultations with children in two regions of the country, to generate a children's voice on Maldives-specific challenges and opportunities, in relation to the UN's post-2015 Development Agenda.
- From October to December, ARC conducted a study to understand the work of the key NGO players that have a mandate to improve the welfare of children, with a view to improve coordination among civil society and help strengthen the child protection system in the country.
- In December, ARC organized a panel discussion to mark the International Day of Persons with Disabilities, in collaboration with representatives from disability related NGOs and the Ministry of Health and Gender. Among issues discussed included early detection and intervention, education and health, lack of trained professionals and other challenges faced by children with disabilities.
- ARC worked as a member of the Juvenile Justice Coordination Committee and continues to work as a member of the Foster Care Panel of Maldives. ARC has also been selected for the newly established National Anti-Trafficking Steering Committee against Human Trafficking.

Awards of appreciation recieved:

- Human Rights Commission of Maldives (2013)
- Ministry of Gender, Family and Human Rights (2013)
- Kudakudhinge Hiya Children's Home (2010 - 2013)
- Correctional Training Centre for Children (CTCC) (2011)
- Maldives Police Service (2010)

While much work has been done by ARC, in collaboration with the Government, UNICEF, local and international organizations and supporters of our cause, much more remains to be achieved for the youngest and most vulnerable members of our society.

ARC is approved by MIRA (Maldives Inland Revenue Authority) as a charitable institution under the Business Profit Tax Act 2011, and any donations made to ARC can be deductible from a company's taxable profits.