

Annual report

The National Association BRIS (Children’s Rights in Society) activities for the year 2003

Bris annual report 2003

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Introduction

Yet another financial year has come to a close. We can't help but to think back on all the dramatic events that have occurred during the year. Concerns about the state of the world and wars close up on us through the ever increasing ability of the media to account for all the incidents that take place. We can't help but wonder how all the children and young people, who as a large part of the day have a TV set as their sole companion, handle such a vast array of information. Who do they talk to and how often? We already know that many of them get in touch with us at BRIS. All in all it is clear that dialogue with children and young people via the telephone and e-mail continues to increase. The adults who call our telephones regarding matters that concern children also continue to keep in touch.

2003 was a year full of expansion and activity.

Key decisions for the future were made at the BRIS congress in Gothenburg in the spring of 2003.

It was decided that a new organizational proposal should be formulated before the next congress where a possible new regional division should be taken into consideration. The congress furthermore decided upon central steering documents for the organization as a whole.

The cooperation between regions and national associations has developed and the concept of "one BRIS" with all its activities under one umbrella, becomes all the more solidified.

Great impact

Our main task this year has been to stabilize the economic situation and steer the money flow in the right direction. This has been achieved even though we are still regarded as a public authority by many and it is therefore assumed that we are more or less independent of financial support. Much of our communicative work has been focused on bringing this issue to light.

This year is no exception to the substantial impact BRIS has made on areas that we deal with and we have succeeded in conveying the conditions of exposed children in Sweden to the outside world. Our organization continues to enjoy a very high level of confidence. This is clear partly from the results of the annual Temo survey, but also through the fact that we are fortunate to have dependable partners who really care to be involved in our work. It has furthermore not proven difficult to obtain very skilled volunteer counselors to man our telephones and handle the incoming e-mail load. An ever increasing number of volunteers help out with our administrative work and are involved in all sorts of activities. That's the kind of confidence we in the organization seek to obtain and also feel proud to be entrusted with.

Thank you

A small card addressed to BRIS with the following words arrived in the mail:

”Hello BRIS! I think you are really great. You are important to us children who feel bad. Bye! Best regards NN”.

This little greeting will have to symbolize many of the letters and e-mails that we have received in national associations and regional offices. This kind of encouragement naturally warms our hearts and we want to convey it to all of you who have supported BRIS in different ways throughout the year.

Thank you to all our fantastic partners, sponsors and donors who have helped us throughout 2003. Your support is invaluable. Thank you to all the volunteers in national association committees and regional offices for providing the kind of management that a member organization is so dependent on. Thank you to all the volunteer counselors and friends and supporters for your fantastic and diligent work with validating and affirming the children and young people who seek our support. Thank you to all the staff, for your sacrificial efforts in getting all the work done.

And finally: thank you to all our members, without your valuable contribution our work would not be possible.

Kerstin Thuresson
Chairman
Göran Harnesk
General secretary

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The Children’s Helpline

During 2003 BRIS talked to over 76 000 children and young people over the Children’s Helpline during the 26 hours per week that the helplines were open.

Out of these calls, 16 008 contained enough information in order to be documented in more detail. More information about the contents of these calls and other contacts can be obtained in the BRIS report.

While the number of calls to the Children's Helpline fell by a few percent since last year, the duration of the calls were a little longer in return. BRIS' approx. 320 voluntary staff, so-called duty counselors, have talked to children and young people for close to 5 000 hours in total.

The number of attempted calls to the Children's Helpline have however increased during 2003 with just about 10 % to over 770 000. The result is therefore a somewhat decreased availability, 24% compared to last year's 28%.

Internally the work with the helplines has been coordinated through ten telephone conferences as well as through two planning days when BRIS representatives in charge of the helplines in the regions and the association's coordinators met. Some important areas of development within the support service work areas have been a) a currently imposed demand for a police record extract from all persons who initially start working at BRIS, b) coordination of statistically reported calls with counselors who terminate their duties and c) an update of the educational materials for the counseling training.

A total of eight basic education sessions involving the training of 103 new helpline counselors were furthermore organized in the regions. As a result a total of 318 active duty counselors were working on the Children's Helpline by the end of the year.

The counselors met both at the congress in May and at the E-mail conference at Sättra Bruk in June (see below).

The handling of the large number of nuisance calls to the Children's Helpline has been another central work area. A new method from BRIS' counterpart in Canada was introduced. The approach is that all children who call the Children's Helpline initially encounter a recorded message with an appeal not to place nuisance calls.

An adjustment of the forms and databases that are used for the documentation of the calls was implemented with a start in April. This resulted in a concrete improvement with regards to both availability and sensitivity in the approach to handling the extensive material that the calls generate.

Towards the end of the year the tasks of placing the entire documentation of the helplines activity directly on-line via the admin interface at BRIS.se. was furthermore initiated.

On an external level the collaboration with various organizations, e.g. TES – Telefonsjälavården in Sweden, has continued. On the international level the creation of the global network of telephone helplines for children, CHI – Child Helpline International marked an important event.

BRIS was present in Amsterdam in September when CHI, after barely a year of preparations, was officially founded.

Helplines and The BRIS Mail

"BRISSE" is a tool available on the new site BRIS.se in order to assist visitors with the navigation.

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The BRIS Mail

The BRIS Mail was intensively developed throughout the course of 2003.

A central part of the e-mail project has been to concentrate on training counselors, a commitment that has furthermore spread out into the regions, resulting in a total of 43 new trained e-mail counselors in 2003. All in all 86 active e-mail counselors in the regions were working on The BRIS Mail by the end of the year.

Method development and quality assurance has also involved revised guidelines for the e-mail activity area, an established basic training program with standardized training materials as well as a commitment to the development of e-mail counseling groups in the regions. The latter among other things entailed more structured supervision and improved resources when it comes to both premises and equipment.

Those BRIS representatives and coordinators who are responsible for the e-mail services have met on three occasions and have also held monthly telephone conferences. The conference which the Allmänna Barnhuset (Public Children's House) arranged at the Sättra Bruk premises in June was especially crucial for the development. Around 20 volunteers and BRIS employees from both the regions and national associations met for two days for training on current e-mail topics such as psychic ill-health and suicide related problems as well as to discuss e-mail response methods.

The development within this specific area of activity has contributed to BRIS' ability to meet the substantial increase in the number of incoming e-mails satisfactorily. During the year we received 8 350 e-mails, an increase of 25 percent compared to the previous year. 6 000 of these e-mails received a statistically processed, supportive e-mail response. See the BRIS report for a more thorough account. Despite this increase close to two thirds of those who sent e-mails received an answer within 48 hours. An additional one fifth received an answer within three days. The counselors, who handle 60% of the e-mail responses and the employees in the regions have together dedicated 1 300 hours to supportive e-mail responses during 2003.

The launch of the new site BRIS.se in October was crucial for the development of the e-mail services. Intensive efforts on our part together with the web agency deasign's expertise resulted in a substantially improved tool for The BRIS Mail communication with children and young people. At the same time the adherent documentation system was significantly updated. The process of accumulating and classifying the information from the e-mails has improved considerably, thus enabling comparisons between the e-mails and the children's calls to be made in an entirely different way now than was previously possible.

BRIS.se

Close to 3 900 contributions have been published throughout the year in the three ongoing discussion forums, with deal with total of nine topics. Here children and young people have been able to support each other and discuss themes such as loneliness, adults, immigrants/refugees and stress. All under supervision by BRIS employed moderators.

The BRIS Helpline for Adults – About Children

In 2003 there were 2 239 statistically processed calls to BRIS from adults. This represented an increase of 14% compared to 2002. If compared to the over 12 000 attempts to call during the opening hours of the Helpline for Adults, weekdays between 11.00 a.m.–13.00 p.m., it meant that the availability was just over 18% in average, in other words more or less unchanged from the year before. The calls were answered by just twenty persons, principally employed BRIS representatives, spread out over BRIS' five regions.

As a basis for the congress in May a more thorough evaluation of the Helpline for Adults service was made. The congress subsequently decided on a development of the Helpline for Adults, where various ways to boost the extent and availability should be explored. Examples of such improvements could involve other staffing and/or changed opening hours. Most of the scheduled phases of development however came to be projected on to 2004.

The jointly executed project between BRIS, Rädda Barnen (Save the Children) and Svenska Föreningen för Psykisk Hälsa (the Swedish Society for Psychic Health) in February concerning parent helplines,

resulted in the distribution of a joint information brochure. The result was a slight increase in the number of attempts to call The BRIS Helpline for Adults – About Children shortly thereafter.

The project was concluded during the year with an evaluation, but cooperation with the two organizations continues.

Collaboration with the Folkhälsoinstitutet (The National Institute of Public Health (NIPH) in Sweden) with the purpose of placing our helplines in a broader social context within the framework of the ongoing Parent Support Inquiry (Föräldrastödsutredningen) was, among other things, initiated towards the end of the year.

BRIS and the web agency deasign launched the new site BRIS.se in October.

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Children's rights

BRIS has carried out an array of tasks during the year which, besides the support services, have strong connections to the rights of children and young people and their life situation in general. The approach taken when implementing the tasks has naturally been that of the child's own perspective as well as one which corresponds well to the principles in line with the UN Convention on the Rights of the Child.

The basis for the work originates from the flow of information which children and young people have conveyed to us via the BRIS support services. The objective with the efforts has been to try to influence and present propositions for change and improvements within the area of children's rights.

The child's rights – manual for adults

BRIS has together with the journalist and author Susanne Hobohm and the publishing company Liber printed the book "Barnets rätt – handbok för vuxna" ("The Child's Rights – a manual for adults"). It is a very legible, approachable and updated reference book on children's and young people's rights according to current Swedish law.

Statement

During the year BRIS has submitted a statement concerning the following bills, public inquiries, general councils and other guidelines:

W Ds 2002:54 Swedish and foreign marriages

W Ds 2003:5 Enhanced safeguarding of legal rights for children in cross-border cases

W SOU 2002:121 School law for quality and equivalence

W SOU 2003:42 Alimony Reform

W SOU 2003:49 Adoption to what cost

In conclusion a statement has been submitted regarding the proposals of The National Board of Health and Welfare to general councils regarding the processing of certain issues dealing with custody, living environments and relations.

Hearing in connection with the investigative work of the Custody Committee for the year 2002

In addition to the above mentioned statements BRIS has also participated in various hearings that refer to judicial juvenile inquiries. The most important of these was the Custody Committee's hearing in 2002 which on three different meetings dealt with family law rules.

The Council for Migration Policy and Asylum Issues regarding migrant and asylum-seeking children

In 2003 BRIS was approached on the matter of entering into The Council for Migration Policy and Asylum Issues regarding migrant and asylum-seeking children which was founded by the Migration and Asylum Policy Minister Barbro Holmberg. Representatives from various voluntary organizations as well as experts from the different vocational fields who come into contact with asylum-seeking children and their families form a part of the council body. The function of the council is to act as a forum where experiences and knowledge about migration policy and asylum issues regarding the situation of migrant and asylum-seeking children can be exchanged.

Legal consultation for children and young people

During the financial year 2003 we have also developed a service at BRIS.se where children and young people can send in queries relating to the rights of children. The objective is to supply children and young people with access to professional legal counseling and consultation. This is furthermore a specialized service which only BRIS supplies.

A very legible, approachable and updated reference book on the rights of children and young people.

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Recruitment and member care

Recruitment.

In the work with recruiting new members BRIS has above all made use of the various channels we have access to through our partners and sponsors.

We have for example in cooperation with ICA taken part in an issue of their magazine ICA Buffé. A full page advertisement as well as an enclosed inpayment form resulted in around 1 400 new members and approx. 3 000 donors.

Around Christmas time we furthermore sent out a query to all our donors, approx. 5 000 persons, asking them if they wished to support us via direct debit (“autogiro”). Approximately 70 people responded and became new direct debit donors. In connection with this campaign we developed a special direct debit brochure. During the year BRIS has furthermore communicated with its members via the section “Medlemsnytt” (Member news) in the magazine Children and Young People (Barn & Ungdom). Each new publication includes a different offer, an example being a choice between selling clothes, an appeal to become a direct debit donor, or to actively become involved in BRIS.

A new database this summer.

In 2003 we finally determined the need for a new database.

The existing system Donor Perfect quite simply doesn't live up to the demands of today. During the fall we therefore started looking for and meeting with potential suppliers of a system that meets our requirements. The work is still in progress and negotiations will be going on throughout the spring. The expectation is however still to have a new functional system ready for the summer of 2004.

IK STOCKHOLM

The National Association BRIS,

Karlavägen 121,

115 26 Stockholm, Sweden.

Go to www.bris.se for more information or call us at + 46-(0)8-598 888 00.

I GREW UP in a safe and healthy environment in Tärnaby.

My parents supported me in every possible way when it came to my great interest, slalom.

But the kind of support they gave me was never too much or too little.

I was allowed to develop at my own pace and no one demanded any results. They took a genuine, active interest in what I was doing and encouraged me as best they could and this involvement on their part was definitely one of the prerequisites for my successes on the slopes. But obviously not everyone is given the opportunity to enjoy the privilege of growing up in as good an environment as I did. And unfortunately a bad childhood environment is as crucial for the rest of one's life as a good one.

That is why I have committed myself to support the children's rights in society.

Ingemar Stenmark

INGEMAR STENMARK

Happy

For the sixth year in succession BRIS sent out pictures of adult celebrities to all the fifth graders in the country.

What is new this year is that we also sent a card to their parents on which Ingemar Stenmark explains why he supports us.

ICA is one of BRIS' main partners and also the main sponsor of the adult celebrities campaign and we therefore wish to extend a special thank you to them.

LAST YEAR ALONE

we received several hundred thousand calls on the Children's Helpline.

Unfortunately, we could only answer 77 000 out of all these.

Although we are faced with a rising demand, only some of the children and young people that call us actually get an opportunity to talk to an adult, despite the fact that they really need to. We simply can't afford to pay for more calls than we already do.

So, if we are going to be able to increase our availability to children and young people who are having a hard time we need your help.

We therefore ask you to support us by giving a contribution or by becoming a member of BRIS via the inpayment form which is enclosed in the magazine.

You can also visit BRIS.SE.

Perhaps you can let your friends know about our work too?

Many thanks in advance.

There are many tiny voices trying to be heard every day.

The BRIS direct debit/autogiro campaign which was launched around Christmas time and the member recruitment advertisement in the magazine ICA Buffé.

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Marketing communication

Throughout 2003 the overall objective of our communication and marketing strategy has been to demonstrate and convey the concept of "one BRIS" in a clear way. Close cooperation between BRIS, the advertising agency IK Stockholm and the web agency deasign has made this possible. A new communicative platform and graphic profile has been developed by IK Stockholm and an entirely new website, BRIS.se, has been produced by deasign. The result of this work is that BRIS is more visible and recognizable today as well as acts in a more integrated way with more extrovert activities involving, for example, printed matter, campaigns and circulars and the same applies to the services on BRIS.se.

We worked hard throughout the year to try to remove the seal of authority and to overcome the misconstrusion that BRIS is a state financed organization. We have attempted to do this primarily through our marketing and communication approaches. We have clearly called attention to and focused on the fact that BRIS is a non-profit organization which is entirely dependent on memberships, donations and contributions in order to operate. We have also pointed out how important it really is for us to acquire these resources to be able to carry out the work with the Children's Helpline, the BRIS Mail and the BRIS Helpline for Adults - About Children.

The TEMO survey which was conducted during the year demonstrated high ratings both when it applies to knowledge about BRIS and the importance of the work we perform.

As mentioned earlier, an entirely new website, BRIS.se, has been developed during 2003.

Following a workshop in the spring in which The National Association BRIS and the web agency deasign participated, the latter later contacted us with a concept proposal involving a complete renewal of the website. This work was initiated

during the summer, and the new BRIS.se was launched in October. A major objective of the assignment was to develop the communication/dialogue with BRIS' various target groups. The aim has also been to allow BRIS.se to become a meeting place and a site which, in a clear and simple way, provides visitors with information, as well as acts as a communication channel for BRIS' overall services.

The new BRIS.se was furthermore given an entirely new design which well corresponds with BRIS' graphic profile and communicative platform.

As part of the renewal of the site a payment solution for on-line donations was also setup.

The work also led to an important and closer collaboration with EDS (hosting).

Examples of sections which were added to the new site BRIS.se are: "the BRIS Library", "BRIS in the Society" and "Support and Advise" with theme pages concerning the most frequently occurring areas of dialogue as well as "Ask the Legal expert". During the month of December we furthermore launched a Christmas campaign with the motto "Some fun for the children" and "An important message to adults".

The website BRIS.se is and will remain an important part of an ongoing effort for a unified communications platform. The vision is that BRIS.se will become a channel that actively contributes to a positive development of the overall service. The collaboration with IK Stockholm and deasign has meant that BRIS has taken a large and essential step towards reducing an incipient fragmentation and instead has begun to be more visible and communicate as one single organization.

BRIS profile products, etc.

During 2003 we sold out most of our profile products.

Among other things both the children and adult sweaters are entirely sold out in certain sizes. The fact that they have done so well is very much due to the newly printed product leaflets which are enclosed in our circulars and which are furthermore distributed to potential buyers. Sales also occur successfully via our new shop on BRIS.se. On the AMF days and at the Tivoli Gröna Lund we did especially well through direct sales.

We continued advertising the products in the BRIS magazine.

We also advertise in "Lathunden för nyblivna föräldrar" (Crib for parents) and the Schools' product catalogue. The advertising fees are heavily reduced or entirely free which makes it possible for us to make use of these channels.

School forum 2003

BRIS was also this year represented at Skolforum (School forum), a fair which is primarily directed at school personnel.

Volunteers

During the fall a number of meetings were also held for persons that were interested in becoming involved in BRIS on a voluntary basis. Subsequently, a group of volunteers was formed. The participants of the group mainly took part in various activities where they represented BRIS and sold products etc. A few persons furthermore helped with administrative work at the office.

Advertising in telephone directories and on the Internet

We continued to advertise for The Children's Helpline, The BRIS Helpline for Adults - About Children, and BRIS' various addresses in the telephone directories.

As many as 135 003 girls ran VårRuset last year, making the competition without comparison Europe's leading.

The Spring Rush -VårRuset

Stockholm Maraton (The Stockholm Marathon) is the main organizer for VårRuset, a competition which was arranged in 16 places around the country. 135 003 women ran last year, which makes the competition without comparison Europe's leading. A vital part of BRIS' operations is to spread information about our work. This is achieved in part through circulars, but first and foremost by a direct presence at the locations of the 16 the competitions. Special shoelaces with different colors each year are also being sold.

Opinion, information and the spreading of knowledge

During 2003 BRIS has together with the advertising agency IK Stockholm carried out the following campaigns, activities and specific assignments.

During 2003 we sold out most of our profile products.

New design is being developed.

1 **Member letter:** Annual circular to all members with information about BRIS and a query regarding renewed membership.

2 **Member folder:** Information about BRIS and why "you especially are needed as a BRIS member".

3 **Activity plans 2003.**

4 **BRIS report 2002:** Annual compilation and report of incoming calls and e-mails to the Children's Helpline, the BRIS Helpline for Adults - About Children and The BRIS Mail.

5 **Internal documents:** Policy, guidelines, etc.

6 **Annual report 2002.**

7 **Product folders:** BRIS profile products.

8 **VårRuset:** Information and material (colored shoelaces).

9 **BRIS golf:** Advertisement.

Children: Information folder about BRIS and poster in different languages directed at parents with immigrant backgrounds.

Pictures of adult celebrities 2003: Circular to all fifth graders in the country, parent information and advertisement in the magazine ICA-Bufferé.

Gröna Lunds Tivoli: Billboard, posters.

Family day with BRIS-AMF: Folders, posters, balloons and stickers.

Presentation material: "What is BRIS?"

Guldådan (the Golden Box): Posten's annual competition for direct advertising. BRIS was invited to participate in designing a Christmas campaign/fundraising drive in collaboration with Posten and competing advertising schools where BRIS stood as sender and beneficiary.

Alima: Info folder and calling cards, aimed at young girls with immigrant backgrounds in Malmö.

Direct debit (autogiro): Query to existing members about becoming direct debit/autogiro donors.

Advertisements/plugs: Daily, evening and weekly press.

Svenska Dagbladet: Christmas gift advertisement.

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The School Jog

BRIS, together with the IOGT Junior Association Junis, was for the second year running, beneficiaries of Springslanten in the School Jog which was arranged by the School Sports Confederation (Skolidrottsförbundet) in August. The overall purpose of the event was to jointly strive to present children and young people with a good basis and a fine start in life.

Forsbrands BRIS golf 2003

BRIS golfen (The BRIS Golf), which started in 1999, changed its name during the year to Forsbrands BRIS Golf. The competition is nowadays run by The National Association BRIS in cooperation with golf player Anders Forsbrand, and the aim is still to collect money to support BRIS' work with children and young people.

During the summer close to 5 000 persons participated in 51 clubs around Sweden. Around 300 persons qualified for the five regional finals which were held in September in Arlanda stad (Arlanda city), Assartorp, Gullbringa, Götaström and Luleå. These clubs furthermore sponsored the regional finals. 20 players, including three juniors of the ages 11, 14 and 18, made it to the finals which were concluded at the Estoril Golf Club in Portugal.

To conclude one may ascertain that despite a late start, information about BRIS had been conveyed in a satisfactory manner.

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Press

Press releases

During 2003 BRIS increased its presence in the Swedish daily press by approx. 40 percent. A survey conducted by the media corporation Observer shows that BRIS in one way or another featured in over 1 400 articles. Leading daily and evening newspapers were the most common media types where BRIS was mentioned.

During the same period over a hundred references to BRIS were furthermore made in the specialized press.

BRIS sent out 15 press releases in 2003.

These referred to, in said order:

1 **Love Boogie**. A reminder about the première of a film which deals with sex and coexistence for young people.

In cooperation with Save the Children and Skogfeldt Film.

2 **The Immigrant project**. Press conference in Landskrona about BRIS' information brochure in 17 languages directed at parents with immigrant background.

3 **The BRIS congress.** Presentation of the new union executive committee and the BRIS award to Dennis Andersson, the man behind Gothia Cup.

4 **TEMO.** A survey including 1 000 citizens showing BRIS to rate very highly with respect to the Swedish peoples' evaluation and appraisal of the impact and contributions of nonprofit organizations to society.

5 **Summer children.** Many children and young people called BRIS throughout the summer months due to loneliness. BRIS has for many years called attention to the fact that it is of utmost importance that the society not shut down the social activities during summer vacation.

6 **AMF Pension.** The National Association BRIS and AMF Pension signed a treaty involving profound, long-term collaboration between the two which means that AMF Pension becomes one of BRIS future main sponsors. Family days with BRIS was an introductory summer project.

7 **The Half-yearly report.** An increased number of calls and e-mails to BRIS during the first half of the year 2003. Bullying is still the most common single reason for calling, but The BRIS Mail is increasing the most.

8 **Pictures of adult celebrities.** Carolina Klüft and Håkan Hellström were two of the celebrities that were included in this year's adult celebrities campaign aimed at all the country's fifth grade pupils. This was the sixth year in succession that BRIS ran the campaign featuring pictures of adult celebrities intended for primary school pupils.

9 **Ingemar Stenmark.** In BRIS' annual adult celebrities campaign, directed at all school children in Sweden in grade five, Ingemar Stenmark participated with a directed request to all parents about realizing the importance of a secure family environment for children.

10 **Anna Lindh.** We did not experience a significant increase in the number of calls to BRIS after the murder of the Swedish Minister of Foreign Affairs. Those children that did get in touch with us following the incident had, in several cases, recently experienced the deaths of family members and the murder stirred up feelings of sadness, loss and fear.

11 **The new BRIS.se.** The theme for the UN's International Day of the Child is children's relations to adults. BRIS manifested this by presenting its new website, BRIS.se, which has been especially designed with simple navigation and with the fundamental principle of integrity in the dialogue with children and young people in mind.

12 **Schoolforum.** The novelty in this year's BRIS display case was the adult manual Barnets rätt (Children's Rights) which the journalist Susanne Hobohm has written in close collaboration with BRIS and Liber educational publishers.

13 **Drawing Award.** BRIS celebrated the International Day of the Child on the 6th October with different activities around the country centering on the theme "Children's relationships with adults". BRIS region Mitt announced a drawing competition on the theme of the year.

14 **Child indemnities.** Money is not the main concern for children living in abusive families. It is BRIS' standpoint that more efficient support for the child could be provided through access to remedial measures, such as for example communication in different forms.

15 **Buffert.se.** The launch of the project was presented as H.M. The Queen's 60th birthday gift.

The aim of the project is to help young people to find their way, to inspire involvement and to highlight good examples as well as motivating and simplifying cooperation and the exchange of knowledge.

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Debate articles

In the course of the year 2003 BRIS had a few articles published and also contributed with a number of articles referring to discussions in the press.

The press secretary published three articles describing the work that BRIS does in the magazine Piraya, which is distributed to all senior high school students the country.

BRIS' Secretary General, Göran Harnesk, wrote in the ICA magazine Buffé about the importance of adult presence in children's lives. Some debate articles were furthermore published in BRIS' own magazine Children and Young People (Barn & Ungdom).

Two major debate articles were published in Dagens Nyheter's respectively Göteborgsposten's Debate Pages during the year and these were:

(DN) Self-inflicted injuries. Account of the BRIS report primarily focusing on the increase in e-mails from young girls about cutting themselves. "Once we put together and reviewed the children's' testimonies from the calendar year 2002, the ominous signs were apparent: the life situation for a not insignificant number of girls in our country must be perceived as extremely alarming.", wrote the chairman, general secretary and press secretary of the association.

(GP) Christmas gifts. "Relish the eagerly awaited time to be together with your children and remember that Christmas is not only an enjoyable occasion for the family. Give yourselves the time to acknowledge those children that are especially exposed and offer them the spirit of togetherness outside of the private family celebrations. It is a gift which stands closer to the original message of Christmas.", **were the words of the general secretary and the services coordinator.**

The BRIS magazine Children and Young People (Barn & Ungdom)

– a specialist and member magazine

The average circulation of the BRIS magazine Children and Young People (Barn & Ungdom) has been approx. 12 000 copies per issue in 2003. The majority of these are distributed to members, but over a third of the copies is reserved for other subscribers or is used for internal purposes. Each issue is dominated by a theme topic where we focus on important issues by means of in-depth coverage and different perspectives. The angle of approach in the articles is always that of the child's perspective and the material is to a great extent based on our own experiences of the calls we receive at The Children's Helpline or on the information conveyed to us via The BRIS Mail.

Topics can for example also relate to projects that in various ways support children and young people. A section in the magazine is reserved for information on BRIS and Member News, and certain issues furthermore include a research supplement.

Topical themes throughout the year have been:

- + Child poverty
- + The digital youth recreation centre
- + Equality
- + Child safety

During 2003 five issues were published (four editions plus a double issue). The advertising sales company Påab in Gothenburg accounted for the production costs in exchange for a share in the advertising revenues.

Throughout the course of the year the advertisement volume also significantly increased. Approximately 40% of the magazine content consisted of paid advertising space.

The editorial work concerning the thematic part of the magazine is produced by a freelance group, Mosebacke Media, whose work is also financed by Påab. The press secretary remains both as editor-in-chief for the magazine and as a writer of other articles.

Internal information

The tool that BRIS first and foremost uses for internal information is the BRIS-Internen, a monthly information letter which is e-mailed to employees and **management** within BRIS as well as to certain partners and sponsors. By obtaining

information from magazines, press releases, the Internet and various information leaflets the BRIS-Internen has gradually increased its information field and the extent of news which affect children and young people in Sweden. Internal information regarding media exposure is also when possible sent out to the regions via e-mail and fax.

Two major debate articles were published during the year; one of these dealt with the increase in e-mails from girls about cutting themselves.

BRIS project activities

Anti-bullying activities 2003

The purpose of BRIS' anti-bullying activities has been to spread knowledge about how to take preventive and direct measures to counteract bullying in Swedish schools. The overall objective has been to reach out to as many schools, school personnel, parents and students as possible with this knowledge.

BRIS has, in the intention to achieve this, visited several schools and lectured about bullying and its consequences. School personnel, parents, students and friend supporters have been trained.

In total all personnel plus their friend supporters in around thirty schools have been approached this way. Through the seminars with lectures about anti-bullying oriented work which were arranged by BRIS together with municipality associations, BRÅ, universities and high schools, representatives from approx. 900 schools have been reached. Together with Arbetslivsinstitutet (ALI) and Halmstads Högskola BRIS has conducted a 5-point distance learning course on anti-bullying work. Approximately 50 teachers from around 45 schools participated in the program and the lectures were delivered via video conferencing.

However there has been no greater interest on the part of schools and municipalities to arrange information and education sessions specifically for parents.

During the year collaboration with the Swedish sports movement has also been initiated. In this context BRIS, together with SISU and RF, will develop methods to train sports leaders in a social leadership context where knowledge about how to counteract bullying, among other things, is included.

BRIS has furthermore on a number of occasions expressed views on issues relating to bullying in the mass media.

The National Council for Women's Peace

BRIS has in 2000–2003 participated in the government's working team "Nationellt Råd for Kvinnofrid" (the National Council for Women's Peace).

It remains an overall objective for the Council to inform and spread knowledge about children's situations in relationships where violence and abuse exist. The aim is to influence decision-makers and the society to act on the issue.

BRIS was involved in developing a report for the government with advice and propositions about how to improve the situation for these children. BRIS has furthermore contributed to the publication "Se till mig as liten är" (Look out for us small ones) which especially sheds light upon children's situations in abusive circumstances.

Planning of a follow-up of the work via a seminar has begun.

Student Influence

During 2000–2003 BRIS worked on a Student Influence project in Hallonbergen. The idea was to spread knowledge about BRIS and the UN's Convention on the Rights of the Child and on how to develop democratic student practices in the schools.

The aim was to develop a model for student democracy practices which could be easily transferred to other schools.

The result is accounted for more thoroughly in a report from BRIS and in a report from the Pedagogical Institute at the University of Stockholm, where a licentiate thesis based on the project furthermore will be presented.

The BRIS Mail Project

(Development and reinforcement of children's possibilities to communicate with BRIS via the Internet)

The project, called The BRIS Mail, started in 2002 and will be completed in July 2004. In the first year of the project 22 new e-mail counselors were recruited and trained, and a final recruitment and basic training session was held in September. The project has with that contributed in strengthening BRIS' services with a total of 33 new e-mail counselors.

The cooperation with BRIS region Mitt, which was initiated during the first year of the project, also continued throughout 2003. The representative from BRIS region Mitt has together with the project leader implemented the recruitment and training programs as well as shared in the responsibility of instructing the counseling groups within the project. Supplementary training for the e-mail counselors has also been carried out throughout most regions during the year. The project leader has also, together with other BRIS representatives who are responsible for the mail services, arranged an e-mail conference at Sättra Bruk, as well as a planning day for The BRIS Mail. An interim report for the project's first year was signed. An external evaluator submitted the written interim evaluation.

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Research and development

The work with research and development is in many ways integrated into BRIS' other activities, but a few projects deserve to be given a little extra attention.

Two central areas of the R & D (research and development) work in 2003 were the revision of the statistical forms for the helplines and the new documentation system for The BRIS Mail in the new BRIS.se.

Both these changes have been implemented with the cooperation of external expertise and have meant significant progress with regards to quality assurance of BRIS' documentation of the support services.

In May an application to the Fund for Victims of Crime was furthermore approved for project funds to conduct a survey of the obstacles which children and young people who have been exposed to crime encounter in order to get support from the society. Using the calls and e-mails to BRIS as a starting point we are presented with examples of how reality can diverge from the way in which societal support and the judicial system is intended to function.

This project will be presented during 2004.

A seminar held in April with Erik Blennberger, ethicist from Ersta Sköndal, bestowed us with good increments for the ongoing discussions on ethical issues concerning BRIS material. Still the question of how we can make use of the material from the BRIS Mail remains partly unsolved.

During the year however, examples of precisely how the e-mail material can be used, were presented. A research student was under negotiated forms, given access to a number of e-mail texts on self-destructive tendencies among girls, and subsequently presented a thesis in Public Health Sciences at Malmö Högskola on the subject.

None of the reports in the in-depth study series have been published in 2003. The study of children's relationships with adults in the school is however expected to be concluded during 2004.

We should also mention the article on voluntary organizations as a necessary complement to society's other efforts, with BRIS as an example, which was published in the last issue of Socialt Perspektiv in 2002. The issue was distributed at the beginning of the year.

BRIS' R & D group met six times throughout 2003, of which twice over the telephone.

In May an application to the Fund for Victims of Crime was furthermore approved for project funds to conduct a survey of the obstacles which children and young people who have been exposed to crime encounter in order to get support from the society.

bris annual report 2003

Funding

Funding

BRIS is entirely dependent on memberships and voluntary donations in order to be able to operate. The work with financing the activities must therefore be a priority and be run in a long term perspective as well as of course being consistent with the law and good ethics. The money which has been donated to us by the public provides the foundation for the Children's Helpline, the BRIS Mail and the BRIS Helpline for Adults - About Children.

These three areas of activity are built on the individual's commitment and confidence in BRIS as an organization.

As a non-profit association BRIS will also in the future be entirely dependent on support from members, individual donors, companies, funds and foundations in order to secure the continuation of the work. We need support in the form of money, collaboration in a specific project, or to have exposure in various campaigns. The good news is that more people opted to become members, contribute with a donation or purchase our products in 2003 than in the previous year. The interest to work on a voluntary basis for BRIS also increased. But the financial need is still great. The government

grant, via contributions from The National Board of Health and Welfare, amounts to 5,2% of The National Association BRIS' revenues.

But BRIS is still in need of more partners who can and want to contribute in creating long term financial prerequisites to build a better society for children and young people.

Postal giro account 9015 04-1

The National Association BRIS has a "90-account". It means that apart from our own certified accountants, our work is also reviewed by Stiftelsen för Insamlingskontroll, SFI (foundation for fund management control, a member of the International Committee on Fundraising Organizations, I C F O).

BRIS applies the annual report law as well as in other regards complies with SFI's regulations and instructions. They among other things inspect that fundraising drives are not burdened with unreasonable costs, that sound marketing methods are applied and that collected funds go to the designated charity or charities.

BRIS is furthermore a member of Frivilligorganisationernas Insamlingsråd (FRII) (the Swedish Fundraising Council). It is an association comprising over 70 voluntary member organizations within the fields of humanity, culture and environmental conservation who work for ethical and professional fundraising drives. In a joint effort they have developed ethical guidelines for public fundraising drives which BRIS has undertaken to follow.

Revenues

The total revenues for The National Association BRIS in 2003 amounted to 3 560 169 USD of which 3 125 339 USD derived from fundraising drives and sales. Of these 3 125 339 USD, 760 952,28 entered into the 90-account.

There was a reduction in the revenues from savers in the Humanfonden whereas public fundraising drives increased.

"BRIS' economic funds are managed in a way that ensures safety through effective handling, secure placements and restraint in expenses"

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Most of the companies and organizations which in earlier years have collaborated with BRIS also did so in 2003. Among the new partners we can mention AMF Pension, IKEA, RT-information, Sardus foodpartner, Kläppen Skiresort and Gröna Lunds Tivoli.

The welcomed economic support from AMF Pension as main partner has meant significant progress with regards to ensuring the quality of our support to exposed children and young people in Sweden.

This collaboration also brings about increased possibilities to expand BRIS' basic activities and through different common activities reach out to the public in different places in the country. Family days with AMF and BRIS were organized during August/September with free entertainment and activities in Uppsala, Sundsvall, Stockholm, Göteborg, Norrköping and Helsingborg.

The cooperation with ICA was also intensified, and much needed revenues were generated via different projects and through the support of ICA's sales channels.

ICA was the main sponsor of the adult celebrities campaign that we ran in September.

ICA furthermore supported the campaign by sponsoring an advertisement and enclosing a folder with an inpayment form in the magazine ICA-*Buffé*, as well as devoting a column space at the disposal of BRIS' secretary general.

A picture of Ingemar Stenmark with the headline "Even great heroes have once been small" featured on the front page of the folder, and the circular generated many new members and donors. The same poster which the fifth graders received was also sent out to all the ICA stores to increase attention to the adult celebrities campaign.

ICA ran a Christmas Bread Campaign in collaboration with Polarbröd and Skogholm for two weeks in December, 0,68 USD from every sold loaf of bread was donated to BRIS and the World Childhood Foundation.

In total the bread campaign generated 706 598,54 USD, a donation which the two organizations shared. An additional 37 298 USD was furthermore generated from the inpayment form which the Childhood Foundation and BRIS had enclosed in the magazine ICA-*Buffé* in connection with the campaign.

Christmas stars were also sold in ICA stores for a shorter period of time and 0,68 USD for every sold star was donated to BRIS.

In the beginning of the year IKEA and BRIS furthermore initiated long term collaboration with the activity "Draghjälpen".

IKEA contributes by donating 0,035 USD to BRIS every time an IKEA Family member slides their client card through the terminal at the check-out counter by the exit or in the restaurant. BRIS has begun visiting the IKEA department stores to inform the staff about BRIS.

The company E-konst (E-art) has since 1995 sold lithographies and reproductions to companies and art societies and donated a part of the profits to us.

During the year various motifs have been depicted by well-known artists such as Gunilla Bergström, Lasse Sandberg and Pija Lindenbaum, among others. E-konst has in this way contributed with a valuable addition to our activities.

Contributors to Associations in Sweden have for many years sold sponsorship packages for the benefit of BRIS where 50% of the revenues have been donated to us.

Partners 2003

- + Allmänna Arvsfonden/project
- + AMF Pension/main partner
- + Axfood/economic support via plastic bags
- + Banco Hjälpfond/fund savings
- + Banco Humanfonden/fund savings
- + Bokia/economic support via plastic bags
- + Childhood Foundation
- + Civilen/printed matter
- + deasign/ web agency
- + EDS/maintenance BRIS.se
- + E-konst/sales of lithographies
- + Ernst & Young/auditing
- + Föreningsstödet i Sverige (Contributors to Associations in Sweden)/sales of sponsorship packages
- + Försäkringshjälpen/commission on insurances
- + Goyada/campaigns
- + Gröna Lunds Tivoli/ fundraising drive
- + Hanson&Möhring/salt licking stones

- + Hasse Alfredson/royalties for “Blommig Falukorv”
- + HippHipphurra/profile products
- + HP/sponsoring of computers
- + Hyundai/VårRuset
- + ICA/targeted campaigns
- + IHM/licentiate thesis
- + IKEA/project Draghjälpen
- + IK Stockholm/principal advertising agency
- + Junibacken/the BRIS book, etc.
- + Kontura/development, internal culture
- + Leimdörfer/economic support
- + Liber Publishing House/the book “Barnets Rätt”
- + Lottericentralen/lotteries
- + Löparkansliet/VårRuset
- + Malmö Aviation/discount travel
- + Plantronics/technology
- + Posten/Guldlådan
- + Provito AB/MuminDusch&Schampo
- + PÅAB/advertisement sales
- + Rabén Sjögren/book sales for the benefit of BRIS
- + RT-Information/sales of Christmas cards
- + Sardus FoodPartner AB/ fundraising drive
- + Skoda/car auktion
- + Svenska Skolidrottsförbundet/Skoljoggen
- + Telenor/operations The Children’s Helpline
- + Temo/marketing surveys
- + TPR/return provisions insurances
- + Triumglass/the BRIS icecream
- + Universum Communication/Company barometer
- + Wallit/Internet payments
- + Wulgo, Anders Forsbrand/the BRIS Golf

Distinctions and larger donations

The jury of the Forum Cerberus awarded The National Association BRIS the year 2002's safety award Guldhunden (The Golden Dog).

BRIS was honored for its purposeful and important work of many years in creating better and safer life situations for children.

In connection with the presentation of the Astrid Lindgren award BRIS and Save The Children received a sum of money from the surplus of the sales from Astrid Lindgren's book "Alla mina barn".

During Christmas 2003 we furthermore received a number of substantial Christmas donations from the following companies:

- + Axel F O Vilna Linmarkers
- + Comhem AB
- + ElektroSandberg AB
- + Forsman & Bodenfors AB
- + FöreningsSparbanken
- + GreenGargo AB
- + Norrmejerier EK Förening
- + Siemens AB
- + Stora Enso Nymölla AB
- + Svenskt Näringsliv
- + Sydkraft AB
- + Thuréus Forskarhem
- + UC AB

BRIS is a member of the following

Societies/organizations:

- + Frivilligorganisationernas Insamlingsråd FRII
- + Ideell Arena
- + Sponsrings and Eventföreningen
- + Sveriges Marknadsförbund
- + Swedish Fundraisers

BRIS is represented in:

+ Hjärtefondsrådet-Banco

+ Nätverket För Barnkonventionen (an NGO Group for the Convention on the Rights of the Child)

Sponsors/partners

JONAS LEKSELL, 11 YEARS OLD

Annorlunda (Different)

HÅKAN HELLSTRÖM, 8 YEARS OLD

Klen (Puny)

JESSICA ANDERSSON, 14 YEARS OLD

Spinkig (Spindly)

MAGNUS CARLSSON, 13 YEARS OLD

Konstig (Strange)

CAROLINA KLÜFT, 11 YEARS OLD

Retad (Teased)

PERNILLA WAHLGREN, 12 YEARS OLD

Utanför (Excluded)

BRIS' popular campaign featuring pictures of adult celebrities were as usual sent out to all the fifth graders in the country.

bris annual report 2003

Annual report

The board and the secretary-general of The National Association BRIS – Children’s Rights in Society, organization number 802013-3420, hereby submits the annual report for the financial year 2003.

Regarding information on the organization – see the annual report.

Operating results and status

Group schedule

	2003	2002
Activity revenues in	3 671,46	4 256,58
Activity results after financial items in USD	321,91	565,28
Total asset turnover in USD	1 759,57	1 787,15
Total debt to equity ratio	59%	40%
Average number of employees	12	13

Proposal to Profit Disposition

The following capital is placed at the disposal of the congress:

	US Dollars
Balanced capital	466 168,47
Outstanding amount for balanced capital	51 359,66
	517 528,13

The board of directors and the secretary-general propose that the capital funds are disposed so that 517 528,13 will be transferred in to new accounts

517 528,13

517 528,13

Profit and loss account for Group

Profit and loss account [USD]	Annotation	2003	2002
Activity revenue			
The National Board of Health and Welfare		183 443,85	169 855,42
Membership fees		172 212,33	202 144,93
Society subsidies		517 022,64	456 793,81
Activity revenue		919 218,94	791 543,65
Other activity revenue		1 768 930,18	1 885 876,86
Revenues from the BRIS book		1 105 934,75	70 949,29
Total activity revenues		3 671 421,35	4 256 585,63
 Activity costs			
Costs sold books		-63 730,03	-324 608,25
Regional remunerations		-489 183,61	-550 331,56
Marketing, printed matter		-243 196,95	-258 442,09
External charges for services		-311 987,85	-209 221,65
Other external charges	4	-1 183 150,75	-1 366 975,35
Personnel costs	3	-1 051 338,87	-978 415,59
Depreciation of tangible fixed assets	7	-4 087,13	-4 184,83
Total activity costs		-3 346 675,18	-3 692 179,31
Activity results		324 746,17	564 406,32
 Results from financial investments			
Interest received and similar result items	5	1 522,72	4 226,82
Interest paid		-4 425,35	-3 320,61
Activity results after financial items		321 843,54	565 312,53
 Corporation tax	6	-1 009,48	-57 663,33
 Balance for the year		320 834,06	507 649,20

Distribution of balance for the year

Balance for the year according to the profit and loss account	320 834,06	507 649,20
Provision of funds for determined purposes which remain unused	-339 710,84	0
Outstanding amount for balanced capital	-18 876,78	507 649,20

Annual report 2003

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Balance sheet for group

Assets December, 31 [USD]	Annotation	2003	2002
Fixed assets accounts			
Tangible fixed assets			
Inventories	7	8 250,08	12 328,65
Total Fixed assets		8 250,08	12 328,65
Asset turnover			
Stock-in-trade, etc.			
Commodities		11 006,63	9 566,26
The BRIS book in stock		482 349,58	545 446,24
Total stock-in-trade		545 446,24	555 012,50
Receivable accounts			
Trade accounts receivable		3 968,50	239 896,32
Regional receivables		31 816,50	3 940,37
Sundry debtor accounts		21 443,36	94 574,68
Prepayments and deferred income	9	572 035,00	235 523,83
Total Receivable accounts		629 263,37	573 935,21
Cash and bank		628 761,69	645 915,59

Total Asset turnover	1 751 381,26	1 774 863,30
Total asset value	1 759 631,35	1 787 200,51

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Balance sheet for group, continued

Capital and liabilities December 31 [USD]	Annotation	2003	2002
Capital and reserves	10		
Funds for determined purposes, designation The Children's Helpline		385 911,51	46 200,67
Surplus balance		668 682,06	161 033,81
Balance for the year		-18 876,78	507 649,20
Total capital and reserves		1 035 716,79	714 883,68
Allocations			
Deferred taxes	6	14 412,44	14 412,44
Total allocations		14 412,44	14 412,44
Current liabilities			
Trade creditors and other accounts payable		112 455,02	335 472,74
Tax liability		45 780,11	43 250,90
Other debt		86 202,71	299 326,83
Accrued costs and prepaid revenues	11	465 064,27	379 853,92
Total current liabilities		709 502,12	1 057 904,39
Total Capital and liabilities		1 759 631,35	1 787 200,51
Memorandum items			

Commitments	None	None
Contingent liabilities	None	None

bris annual report 2003

Profit and loss account for Parent company

Profit and loss account [USD]	Annotation	2003	2002
Activity revenue	1		
The National Board of Health and Welfare		183 443,85	169 855,42
Membership fees		172 212,33	202 144,93
Society subsidies		517 022,64	456 793,81
Activity revenue		919 218,94	791 543,65
Other activity revenues		1 768 930,18	1 874 507,01
Total activity revenues		3 560 827,94	3 494 844,82
Activity costs	1		
Regional remunerations		-489 183,61	-550 331,56
Marketing, printed matter		-243 196,95	-258 442,09
External charges for services		-311 987,85	-209 221,65
Other external charges	4	-1 070 780,11	-1 192 728,01
Personnel costs	3	-1 051 338,87	-978 415,59
Depreciation of tangible fixed assets	7	-3 859,12	-3 859,12
Total activity costs		-3 170 346,51	-3 192 998,02
Activity results		390 481,44	301 846,80

Results from financial investments

Interest received and similar result items	5	1 443,50	3 513,15
Interest paid		-854,44	-225,30
Balance for the year		391 070,50	305 134,66
Distribution of balance for the year			
Balance for the year according to the profit and loss account		391 070,50	305 134,66
Provision of funds for determined purposes which remain unused		-339 710,84	0
Outstanding amount for balanced capital		51 359,66	305 134,66

bris annual report 2003

Balance sheet for Parent company

Assets December 31 [USD]	Annotation	2003	2002
Fixed assets			
Tangible fixed assets			
Inventories	7	7 717,82	11 576,94
Financial assets			
Shares in group companies	8	285 357,10	285 357,10
Total Fixed assets		293 074,93	296 934,04
Asset turnover			
Stock-in-trade, etc.			
Commodities		11 006,63	9 566,26
Total stock-in-trade		11 006,63	9 566,26
Receivable accounts			
Trade accounts receivable		1 358,84	164 173,96

Regional receivables		31 816,50	3 940,37
Sundry debtor accounts		15 540,68	11 445,40
Claims on group companies		44 641,27	o
Prepayments and deferred income	9	12 793 812,91	233 673,23
Total receivable accounts		657 580,04	413 232,96
Cash and bank		572 364,12	628 330,66
Total asset turnover		1 240 950,78	1 051 129,88
Total asset value		1 534 025,71	1 348 063,92

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Balance sheet for Parent company, continued

Capital and reserves December 31 [USD]	Annotation	2003	2002
Capital and reserves	10		
Funds for determined purposes, designation The Children's Helpline		668 682,06	161 033,81
Balanced capital		466 168,47	161 033,81
Balance for the year		51 359,66	305 134,66
Total capital and reserves		903 439,64	512 369,14
Current liabilities			
Trade creditors and other accounts payable		102 086,37	148 048,57
Debts and loans from subsidiaries		0	26 094,96

Other debts		83 131,32	299 226,14
Accrued costs and prepaid revenues	11	445 368,38	362 325,12
Total current liabilities		630 586,07	835 694,78
Total capital and liabilities		1 534 025,71	1 348 063,92
Memorandum items			
Commitments		None	None
Contingent liabilities		None	None

bris annual report 2003

Annotations

Accounting and valuation principles

The annual report has been established in compliance with the annual report law and the General Council of the accountancy committee.

Consolidated accounts

The consolidated accounts have been executed in compliance with the acquisition method. It means that acquired subsidiaries' assets and liabilities have been entered in at that market value that has determined the purchasing price for the shares.

The consolidated net worth of the group comprises the parent company's capital and reserves and that share in the capital (and reserves) of the subsidiaries which have been accrued following the acquisition of these corporations.

Receivables

Receivables have been entered in at the lowest of nominal value and that amount by which they are estimated to be realized.

Stock-in-trade

The stock-in-trade is valued at the lowest original value and the actual value on the balance sheet date.

Fixed assets

Fixed assets are valued at the acquisition value with deduction for depreciation. The depreciations are made systematically over the estimated economic life of the assets according to the list below:

Time of depreciation:

Inventories 5 years

Key Ratio definitions

Total debt to equity ratio

Adjusted capital and reserves -% of total asset turnover

Purchases and sales between group companies

Of the purchases for the year 750 000 USD (0) refers to purchases from other group companies.

Of the sales for the year 0 (0) refers to sales to other group companies.

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Personnel costs

Average number of employees

Parent company

Women 58% (69%)

Men 42% (31%)

In total

2003

7

5

12

2002

9

4

13

Subsidiary company

Women

Men

In total

0

0

0

0

0

0

Salaries and remunerations [USD]	2003	2002
Parent company		
Secretary-general	109 388,66	80 236,30
Other employees	565 984,48	625 093,22
In total	675 373,14	705 329,52
Social costs in total (USD)	364 080,20	261 922,90
Of which pension costs for the Secretary-general	20 820,20	13 887,38
Of which pension costs for other employees	89 289,87	13 576,20
Subsidiary company		
Secretary-general	0	0
Other employees	0	0
In total	0	0
Social costs in total (USD)	0	0
Of which pension costs for the Secretary-general	0	0
Of which pension costs for other employees	0	0
The Group in total	2003	2002
Salaries and remunerations	675 373,14	705 329,52
Social costs	364 080,20	261 922,90
Gender ratio for the board of directors and executive committee		
Ratio between men and women in board of directors		2003
Women		7
Men		5
Ratio between men and women in association executive committee		
Women		3
Men		3
Information concerning audit fees		
Remuneration and reimbursement [USD]	2003	2002

Parent company		
Auditing assignments and audit related consultation prompted by auditing annotations	28 789,54	21 954,02
Other assignments	0	0
Total audit fees	28 789,54	21 954,02
Group of companies		
Auditing assignments and audit related consultation prompted by auditing annotations	37 469,43	33 769,16
Other assignments	0	
Total audit fees	37 469,43	33 769,16

bris annual report 2003

Interest received and similar result items

USD	2003	2002
The Group		
Interest received	1 522,72	4 226,82
Total interest received	1 522,72	4 226,82
Parent company		
Interest received	1 443,50	3 513,15
Total interest received	1 443,50	3 513,15

Corporation tax

USD	2003	2002
The Group		
Prior year assignable current tax	-1 009,48	0
Current tax for the year	0	-43 250,90
Deferred tax cost regarding temporary disparities	0	-14 412,44
Total corporation tax	-1 009,48	-57 663,33

Tangible fixed assets

USD 2003

	Group	Parent co.
Incoming original value	20 381,16	19 295,17
Purchases	0	0
Outgoing accumulated original value	20 381,16	19 295,17
Incoming depreciations	-8 043,94	-7 718,23
Depreciation for the year	-4 087,13	-3 859,12
Outgoing accumulated depreciations	-12 131,07	-11 577,35
Closing planned residual value	8 250,08	7 717,82

Financial assets

Company

Swedish BRIS AB

Registered office

Stockholm

Org. no.

556625-4842

Swedish BRIS AB

Capital share

100%

Voting share

100%

Number of shares

1 000

Net book value

2 100 000

Prepayments and deferred income

USD

The Group

	2003	2002
Prepaid hire and rental charges	19 192,58	18 796,20
Prepaid insurances	0	1 850,74
Prepaid participation in Gula sidorna (the Yellow Pages)	19 096,10	10 244,86
Accrued contributions and donations	502 349,30	189 947,01
Other items	31 397,03	14 685,02
Prepayments and deferred income	572 035,00	235 523,83

Parent company

Prepaid hire and rental charges	19 192,58	18 796,20
Prepaid participation in Gula sidorna (the Yellow Pages)	19 096,10	10 244,86
Accrued contributions and donations	502 349,30	189 947,14
Other items	23 584,76	14 685,02
Total prepayments and deferred income	564 222,74	233 673,23

bris annual report 2003

Capital and reserves**USD**

	Funds for determined purposes, The Children's Helpline	Balanced capital	Balance for the year	Total
The Group				
Amount at the beginning of the year	46 200,67	161 033,81	07 648,25	714 882,73
Transfer of the preceding year's balance		507 648,25	-507 648,25	0
Provisions	339 710,84			339 710,84
Balance for the year			-18 876,78	-18 876,78
Amount at the end of the year	385 911,51	668 682,06	-18 876,78	1 035 716,79
Parent company				
Amount at the beginning of the year	46 200,67	161 033,81	305 134,66	512 369,14
Transfer of the previous year's results		305 134,66	-305 134,66	0
Provisions	339 710,84			339 710,84
Balance for the year			51 359,66	51 359,66
Amount at the end of the year	385 911,51	3 430 627	51 359,66	903 439,64

Accrued costs and prepaid revenues**USD**

2003 **2002**

The Group

Personnel related costs	86 158,14	77 885,23
Prepaid revenues	217 414,94	0
Other items	161 491,19	301 968,69
Total accrued costs and prepaid revenues	465 064,27	379 853,92

Parent company

Personnel related costs	86 158,14	77 885,23
Prepaid revenues	217 414,94	0
Other items	141 795,30	284 439,88
Total accrued costs and prepaid revenues	445 368,38	362 325,12

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Stockholm March 31, 2004

Our audit report has been submitted on April 2, 2004

Thomas Lönnström Ulla Lennman

Certified accountant Certified accountant

To the congress in The National Association BRIS – Children’s Rights in Society. Org. no. 802013–3420

We have reviewed the annual report, the consolidated accounts and the administration of accounts as well as the management of the board of directors in The National Association BRIS – (Children’s Rights in Society) for the financial year 2003-01-01–2003-12-31. It is the board of directors that bear the responsibility for the accounting records and the management. Our responsibility lies in submitting our comments on the annual report, the consolidated accounts and the management on the basis of our audit.

The audit has been conducted in accordance with good auditing practices in Sweden.

It means that we have planned and carried out the audit in order to ensure, to a reasonable extent, that the annual report and the consolidated accounts do not contain significant errors.

Comprised in an audit is the reviewing of a selection of the basis for the sums and other information in the accounting records.

Also included in an audit is the reviewing of the accounting policies and the board of director's application of these as well as assessing the significant estimations which the board of directors made when they executed the annual report and the consolidated accounts and also to evaluate the assembled information in the annual report and in the consolidated accounts. We have reviewed essential decisions, measures and conditions in the association in order to establish whether any company director has acted contradictory to the constitution of the association.

We consider that our audit gives us plausible grounds for our statements below.

The annual report and the consolidated accounts have been established in accordance with the annual report law and thereby represent a true and fair view of the profits and losses of the association and group and status in accordance with good auditing practices in Sweden.

We recommend that the congress determines the profit and loss account and balance sheet for the parent company and the group, arranges the result of the parent company in accordance with the proposition in the annual report and relieve the members of the board from responsibility for the financial year.

Stockholm April 2, 2004

Ulla Lennman

Elected accountant

Thomas Lönnström

Certified accountant

Audit report

BRIS

BRIS – Children's Rights in Society – was founded in 1971 and is an NGO, a voluntary organization with no party political affiliation, which supports children in distress. BRIS acts as a supplement to public bodies and authorities and is a link between children, adults and the community.

BRIS also works actively to influence public opinion in order to increase the respect adults have for children as individuals, and to ensure that decision-makers promote a more child-friendly society in line with the UN Convention on the Rights of the Child. BRIS is a national association, which operates in five regions, each of which has support lines, employed personnel and volunteers at their offices.

The Children's Helpline

The Children's Helpline at BRIS is open to children and young people up to 18 years of age during the following opening hours: Monday to Thursday 15.00 p.m.–19.00 p.m., Friday 14.00 p.m.–18.00 p.m. and Saturday and Sunday 14.00 p.m.–17.00 p.m. Calls are automatically routed to one of the regional offices that is open. BRIS bears the cost of the calls, even the increasing number of calls made from mobile telephones.

Calls to the Children's Helpline do not appear on the caller's telephone bills, and BRIS neither sees nor traces the caller's telephone number. In 2003, the Children's Helpline received over 76 000 calls of which 16,000 were statistically processed.

BRIS.se

At the BRIS.se website, among other things, children and young people have the opportunity to e-mail BRIS under safe conditions. Many prefer to write instead of calling, and today the BRIS Mail is BRIS' most expansive service with approx. 8,000 e-mails received in 2003.

The BRIS Helpline for Adults - About Children

The BRIS Adult Helpline – about Children receives calls from adults who need someone to talk to about problems relating to children. Calls are received at different offices and, unlike the Children's Helpline, which is free, calls are charged at standard rates. The helpline for adults is open every weekday from 11:00 – 13:00. In 2003, BRIS received just over 2,200 calls about children from adults.

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bris.ost@bris.se

The Children's Helpline:

0200-230 230

The BRIS Mail:

www.bris.se

The BRIS Helpline for Adults - About Children:

077-150 50 50

Memberships and donations:

Pg 901504-1

www.bris.se

The National Association BRIS

Audit report

Our audit report has been submitted on April 2, 2004

To the congress in The National Association BRIS – Children's Rights in Society. Org. no. 802013-3420

We have reviewed the annual report, the consolidated accounts and the administration of accounts as well as the management of the board of directors in The National Association BRIS – (Children's Rights in Society) for the financial year 2002-01-01-2002-12-31. It is the board of directors that bear the responsibility for the accounting records and the management. Our responsibility lies in submitting our comments on the annual report, the consolidated accounts and the management on the basis of our audit.

The audit has been conducted in accordance with good auditing practices in Sweden.

It means that we have planned and carried out the audit in order to ensure, to a reasonable extent, that the annual report and the consolidated accounts do not contain significant errors.

Comprised in an audit is the reviewing of a selection of the basis for the sums and other information in the accounting records.

Also included in an audit is the reviewing of the accounting policies and the board of director's application of these as well as assessing the assembled information in the annual report and in the consolidated accounts.

We have reviewed essential decisions, measures and conditions in the association in order to establish whether any company director has acted contradictory to the constitution of the association.

We consider that our audit gives us plausible grounds for our statements below.

The annual report and the consolidated accounts have been established in accordance with the annual report law and thereby represent a true and fair view of the profits and losses of the association and group and status in accordance with good auditing practices in Sweden.

We recommend that the congress determines the profit and loss account and balance sheet for the parent company and the group, arranges the result of the parent company in accordance with the proposition in the annual report and relieve the members of the board from responsibility for the financial year.

Stockholm April 14, 2003

Ulla Lennman
Elected accountant

Thomas Lönnström
Certified accountant