

February 2010

Re: The Children's Village Conversion to a Community Center



Dear YUM Funders and Friends,

Following our letter to you in June 2009, regarding the strategic decision to convert the Children's Village to a new Community Development Center, we wish to update you on our recent Social Mapping activities and Strategic Planning Workshop.

The first stage of the conversion involved the re-settlement of the youngest Children's Village residents with their families in 2009, who we continue to support with basic needs. Since then, YUM has been busy coordinating the next phase of the conversion.

In October 2009, YUM carried out a Social Mapping exercise in Cipanas and surrounding communities to identify the communities' current needs. The Social Mapping involved Focus Group Discussions and Interviews with key stakeholders and community members, as well as observation of community conditions.

Further to the Social Mapping, YUM carried out a Strategic Planning Workshop at the Children's Village on 24-25 November 2009. Key stakeholders, including community members, representatives from the *Department of Social Affairs, Save the Children Indonesia*, local orphanages and Human Rights associations, came together to address the local communities' needs and best child welfare practices. The Strategic Planning Workshop was praised as a very successful event, bringing together key community members to network, and share knowledge and resources in order to benefit the wider Cipanas community.

A brief summary report and Feature Article about YUM's Social Mapping and Strategic Planning Workshop is attached for your information, along with a copy of the Recommendations from the *'Someone that matters: The quality of care in childcare institutions in Indonesia'* published by UNICEF, Save the Children and The Ministry of Social Affairs (Indonesia) in 2007. We're also pleased to introduce the new Children's Village Project Manager on page 6 of the summary report.

We hope this update will be of interest to you and look forward to keeping you updated with further Community Development Center news in 2010.

In the meantime, YUM's Children's Village continues to care for 28 children and without your continued support this would not be possible. Thank you for your time, please do let us know if you have any questions regarding YUM's work in Cipanas.

Warm greetings,

Olvia Reksodipoetro
Chairperson

YAYASAN USAHA MULIA (YUM) – Foundation for Noble Work

**YAYASAN USAHA MULIA (YUM) SOCIAL MAPPING AND
STRATEGIC PLANNING WORKSHOP
CIPANAS, WEST JAVA**

February 2010

Summary report of YUM's Social Mapping of the Cipanas area and Strategic Planning Workshop conducted in 2009 with key community stakeholders to assess the communities' most important needs and how YUM can help to meet these needs in future.

1. SOCIAL MAPPING

1.1 Background

In 2007, UNICEF, Save the Children and The Ministry of Social Affairs (Indonesia) published an alarming report - '*Someone that matters: The quality of care in childcare institutions in Indonesia*', on childcare in Indonesia, namely orphanages.

The key findings from this report influenced YUM's decision to review the future of the Children's Village:

- Caring of children by a childcare institution is needed if parents/foster parents/family are unable to provide a standard of care and basic needs to a child
- *Institutional/Center Base Care* should be a last resort

If *Institutional/Center Base Care* is necessary:

- The child assesment process must be properly regulated and done by a *panti* in coordination with a Local Government representative
- Criteria in which a child is accepted at an institution must be clear

(Someone that matters: The quality of care in childcare institutions in Indonesia, 2007)

Currently, the Children's Village remains focused on the quality of care given to the Children's Village children. Longer term, the Children's Village aims to widen its impact and strengthen its core competencies to become a key community institution.

To better understand the communities' needs, YUM conducted a Social Mapping exercise in the area. The Social Mapping exercise used a variety of research methods including surveys, focus group discussions, observations and interviews.

1.2 Community Beliefs and Identified Needs

Community Beliefs:

- A parent's role is to impart general and religious knowledge, provide continual guidance and daily encouragement, and support a child's education and dreams
- The wholistic development of a child includes nutrition, cultural values a strong sense of community and education

Community Needs Identified

Community consultation has identified the following needs that are yet to be specifically addressed by the Ministry of Social Affairs and its programs:

In respect to a child's social development, there is a further need to educate children about:

- Personal development
- Gender equality
- Children's rights and protection
- Responsibilities within family and community
- Empowerment to set future goals

Economic and income enhancement:

- Empowerment through a cooperative system for savings and loan activities
- Financial and accessible support of local businesses
- Support and empowerment of farmers and agricultural practices
- Sharing of resources and information about government subsidies, some of which include various forms of aid for the poor, business and local economy development

1.3 Identified Areas of Potential Business Development for Cipanas

- Information Technology, for example a Multipurpose Telecentre
- Telecommunication services
- Development of new land made available under *Hak Guna Usaha* (ownership centricities of the land and the right to develop it) to give entrepreneurial opportunities, for example to farmers or property developers, and in turn promote new employment opportunities for the community

1.4 Community Networks

YUM has good networks in Cipanas, however research indicates that there are other potential partnerships YUM could capitalize on including:

1. The Regional Budget (APBD) including: Cianjur District Administration and Provincial Government of West Java that have allocations for the Social Welfare sector.
2. The State Budget (APBN), especially in the sector of Social Welfare.
3. The recent stabilization of the Social Welfare sector under clear Government regulations has resulted in the development of new social welfare institutions and human resources, which may further aid cooperation between the Ministry and independent Yayasans including YUM.

1.5 YUM's Next Steps

General areas of focus for YUM moving forward:

1. Mutual commitment, formulation of joint declaration (MOU) with each stakeholder, including the Ministry of Social Affairs for funding support.
2. Enhance expertise in *case management* to map the needs of the communities that will feed into the referral database - Information Center.
3. Act as an advocate for Social Welfare policy changes and encourage community support and participation.

2. STRATEGIC PLANNING WORKSHOP

2.1 Description of Strategic Planning Workshop Process

The Strategic Planning Workshop (SPW) was held between 25-26 November, 2009 and was attended by 30 community stakeholders, including representatives from *Save the Children Indonesia*, Tata Sudrajat, the *Sub-District Administration of Sukaresmi*, R Dan Alamsyah and the *Ministry of Social Affairs*, Maria Hartiningsih.

During the workshop, Mrs. Hartiningsih took the opportunity to convey the Ministry of Social Affairs' support towards orphanages shifting their focus from Child Based to Family Based services, and confirmed the Ministry's decision to support the Children's Village as a pilot project - together with two government orphanages also undertaking a similar conversion.

Topics of discussion included:

1. SPW's role as part of the community's development, a follow up of previous Social Mapping.
2. Services provided will focus on care, protection and support for children, and will be integrated with family and community based programs,
3. Community engagement and consultation on 'current community needs'
4. Other topics also covered:
 - Expected future challenges
 - Synergy of resources
 - Commitment towards sustainable projects
5. Future plan: Continue to focus on becoming a social welfare institution with wider services in line with Government policies, especially those that relate to strengthening the role and function of families.

2.2 SWOT Analysis on current Children's Village

STRENGTHS

Resources & facilities
Re-evaluation of targets and goals
Strong community networks

WEAKNESSES

Weak community engagement and promotion of services, ie public access to YUM's Library
Lack of synergy with stakeholders

OPPORTUNITIES

Environmental resources
Integration with Government programs
Further support from current donors
New donors and CSR initiatives

THREATS

Insufficient funding

2.3 New Management at the Children's Village

The new direction given to the Children's Village was requiring a different set of management skills. For this reason, Samsul Maarif was appointed on 1 January 2010 as the new Project Manager, replacing Drs. Ari Prabowo. He combines this function with his position as Project Manager of YUM's Vocational Training Centre in Cipanas.

Samsul Maarif joined YUM three years ago as Child Sponsorships Coordinator and took over the management of the newly established Vocational Training Center on the 5th of March 2009. Samsul's background includes a University education on Social Welfare and years of experience working with communities on social welfare issues.

2.4 Next Steps for the Children's Village Conversion

1. Detailed case assessment of all current Children's Village children with a view to returning most of them to their families in 2010, including an assessment of the 'needs' in their new family setting, eg. assistance with educational costs and families' basic needs.
2. Draft a Community Center model to be reviewed with community stakeholders.
3. Continue working relationships with the *Ministry of Social Affairs* and *Save the Children* to strengthen YUM's strategic conversion, secure funding where possible and develop a community information database.
4. Once the final Community Center model has been agreed upon by YUM and community stakeholders, an implementation timeline will be created, including dates to return Children's Village children to their family where possible.