

Annual Report 2024



**LAND
OF
HOPE**

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Anja Ringgren Lovén
Founder & Director
Land of Hope



Foreword

Every day, children's rights are violated.

In Nigeria, children are still accused of witchcraft. They are abused, raped, and exploited, all under the eyes of the world's leaders. And still with no consequence.

Harming an innocent child is an inexplicable crime — an injustice against humanity — and we are all responsible for acting and raising our voices when this happens.

- But are we doing enough?

The Nigerian government does absolutely nothing. They are puppets for the so-called "men and women of God," as the witch doctors like to call themselves. After more than twelve years of fighting for witch children in Nigeria, it is clear to me that diplomacy will not save them. A cultural revolution is needed before we see significant changes.

I will continue to raise my voice. In 2024, I turned up the volume. On the streets, in the media, in local communities. Everywhere, you can hear me shouting: #ChildrenNotWitches

An ancient Greek proverb says, "A society grows great when old men plant trees in whose shade they shall never sit". I may never witness the change, but we must all act selflessly for the sake of future generations.

With love, Anja



We are fighters.
We won't be silenced.
We will keep
addressing the issues
and speaking up
about children's rights
until innocent children
are no longer accused
of being witches.



Perseverance



Children's rights



Time



Hope



Involvement



Love



Passion



Education



Enlightenment



Knowledge

Awareness work



Children's suffering is 'big business'

The number of children accused of being witches is rising. This is because practicing exorcism and black magic has become a profitable enterprise in Nigeria.

Posters advertising witch doctors and their abilities to exorcise demons are everywhere — on roadsides and buildings.

Each year, this costs more than 10,000 children their lives. As a result, Land of Hope has intensified our educational efforts in 2024.

It is criminal to accuse a child of being a witch. Land of Hope files police reports against anyone performing and/or contributing to such actions, thus violating children's rights.





Land of Hope has maintained a visible presence in Nigeria for a decade to raise awareness about superstition. Our mission is a world where no child suffers from adult superstitions.

Part of this mission can only be achieved over generations.

Therefore, we educate our children, local children, adults, and authorities about children's rights and how to prevent and intervene if they are violated.

At the Land of Hope children's center, we teach children the value of inclusion. Every child has the right to be heard, equipping them to become independent and proactive actors in their own lives.

Our eldest children actively participate in the outreach efforts, bravely sharing their own stories. Here are Essien and Ernest.



Why are children accused of being witches?

Accusing children of witchcraft has become a way of explaining misfortune, death, and sickness in families and in the local villages.

Lack of education results in limited knowledge, and when combined with strong cultural beliefs, it leads people to seek superstitious answers.

Children who get sick from malaria, typhus, and other common tropical diseases are vulnerable. Children who appear aggressive, introverted, stubborn, or are born with physical deformities are also more likely to be accused of witchcraft.

When a child is accused of witchcraft, they are subjected to physical and psychological violence. First by their own family and social circle, then by church priests and so-called healers and witch doctors.

The stigma not only affects one child but everyone in the family as they eat, play, and sleep in the same space.



How We Rescue Witch Children

When Land of Hope receive information about a 'witch child', we can not be sure to find them. The children are frightened of adults and try to survive by fleeing.

In a rescue situation, we calm the child using various psychological techniques. Our team members are locals and speak the children's language, offering them snacks and sodas to help ease their fears.

Taking the child without notifying the police or getting an approval from a family member could lead to accusations of kidnapping. Documentation must be in order, and it is often a long and inefficient process.

If the child is at risk of dying, we can take them to the hospital. However, even nurses and doctors believe in witches.

Sometimes, family members do not want our help or "interference," and they resist. This resistance can escalate into a dangerous situation for us.

What may seem simple — removing a child from misery — is in fact a complex, corrupt, and dangerous process.



Rescues



Hope

March 27, 2024

She was only about 1 year old and in a very critical condition, left to die in the bushes. Today, she has 93 siblings at Land of Hope who love and care for her.

Israel

October 24, 2024

He was found in the middle of a busy road, attempting to end his own life at just 9 years old. His life had been filled with torture and pain. He bears severe injuries and suffers from epileptic seizures. At Land of Hope, he is finally allowed to have a childhood.



Children & Healing



The relationship between parents and child significantly influences the child's development. However, the relationships with other children have proven to calm especially traumatized children.

Playing and interacting with other children strengthen mental health, reduce stress levels, and build trust. And despite having experienced neglect, torture, and abandonment the children at Land of Hope are capable of showing love and care for one another.

That's why the children at Land of Hope play an active role in the rescues. Some of the older children accompany the team on rescue operations.

In the photo, Israel in red shorts is embraced by Abasiofon, Otuekong, and Hope. To the right, little Hope finds solace in her new big brother, Hope.



Hope's Recovery



When we found Hope, she was severely malnourished. Her body was close to shutting down, and she was near death. However, she has recovered quickly. She eats well and is thriving at Land of Hope, quickly learning the names of all the other children.



*Here is a photo taken
5 months after Hope's rescue.*



Israel's Recovery



Israel struggles with his memory, which limits the information we have to work with. He has undergone several medical examinations for his epileptic seizures and general health checks, but more are necessary to fully assess his condition. Despite this, he has begun to smile and even danced at this year's Christmas party, just two months after his rescue.



*Here is a photo taken
1 month after Israel's rescue.*



Reintegration



Reconciliation and reintegration are crucial aspects of Land of Hope's work. Some of our children stay with their families in the villages during holidays. This is possible because we have re-established contact, had the children visit home over the years, and ensured a positive relationship. When families see their children's development, it changes their perceptions. They no longer believe that they are witches.

In most cases, accusations of witchcraft come from pastors and so-called witch doctors who have significant influence in impoverished communities. The children of Land of Hope are living proof that superstition has no justification, which helps to undermine that power.



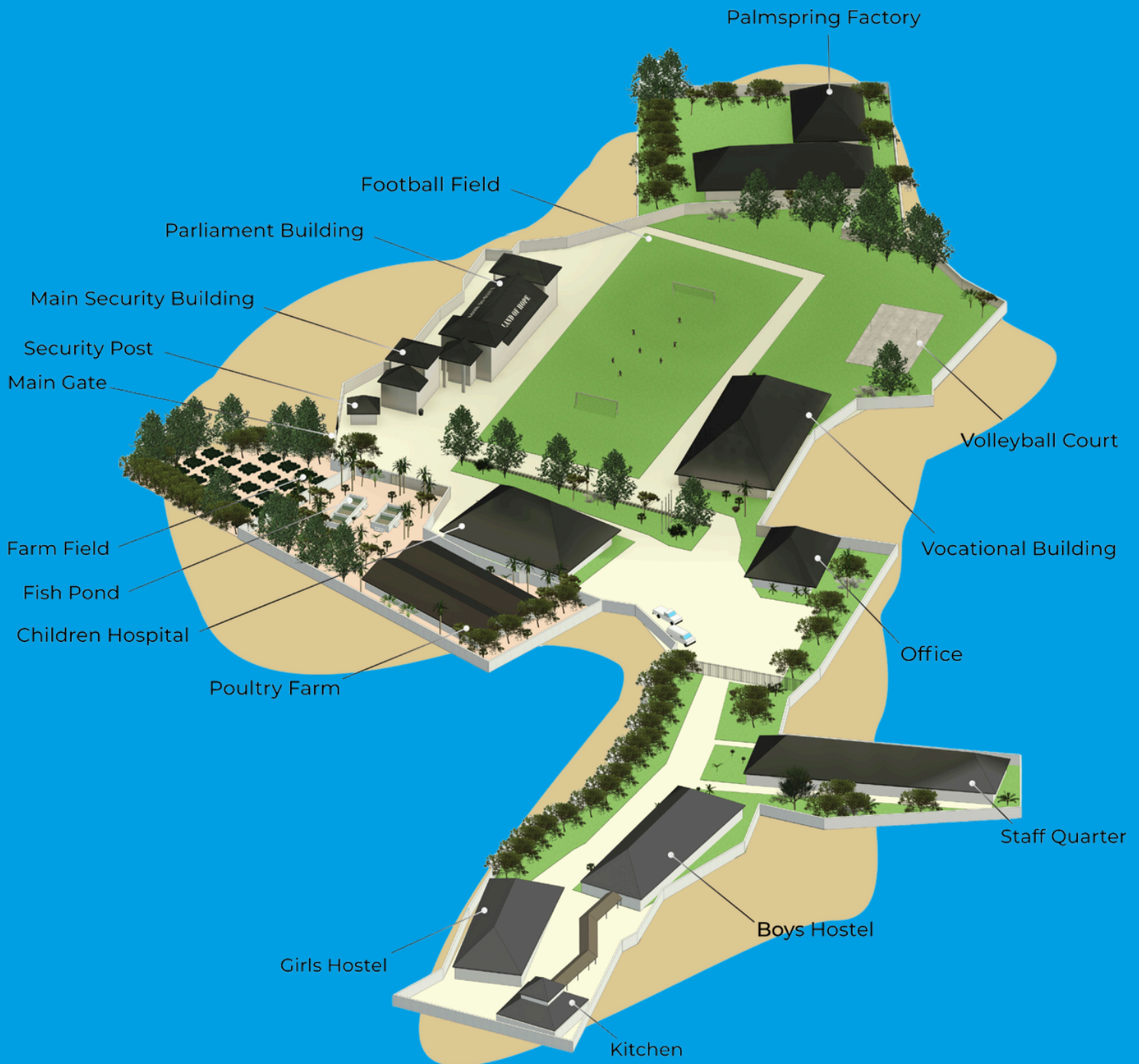
Here, Queen, Abraham, and Benjamin visit their families in the villages.

The joy and
happiness we see
between the
children and their
families have not
always been there.
Progress takes time
and discipline.

Anja Ringgren Lovén



Land of Hope



A Community

The saying goes, "It takes a village to raise a child."

Land of Hope's children's center covers over 30,000 square meters and consists of teams that must work together to ensure the children develop in a healthy and safe environment.

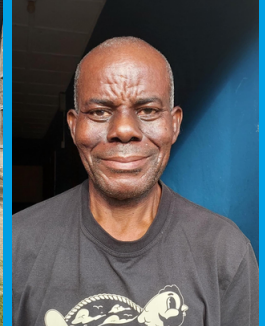


Three times a day, the kitchen team prepares nutritious meals for 94 children.

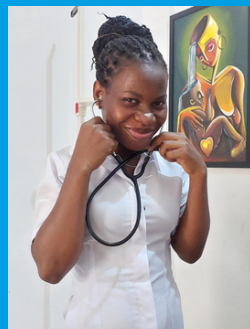


Health

An emergency team is ready whenever we rescue a child. Land of Hope has its own health clinic with nurses who assess the child's condition and start medical treatment. The nutrition team ensures proper nutrition, while the caregiving staff provides clean clothing, baths, and beds.



Land of Hope's dedicated staff are the true heroes of daily life. They ensure a healthy and safe environment for the children to grow and develop.





In Nigeria, 18.5 million children do not attend school, the highest number globally.



Education

All our children attend school. The education team ensures they are placed in local schools to integrate with local children, and to demonstrate to the community that these children are not witches. The team focuses on the children's academic development and supports their individual potential. They also receive instruction in sports, music, art, and various crafts at Land of Hope.



The children at Land of Hope are highly talented, often winning top positions in sports and arts competitions. Here, Eket has won a first place.



Development

For the children to develop, their security is paramount. They are always protected by guards and never leave the Children's Center alone. Our Child Development team works with their mental states and provides the necessary support. The administrative team ensures that all documents concerning them are in order, especially for legal purposes.

Mental Health



Land of Hope cares for four children diagnosed with mental illnesses such as schizophrenia, bipolar disorder, neurodevelopmental disorders, and paranoia. These are Joseph, Possible, Life, and Covenant.

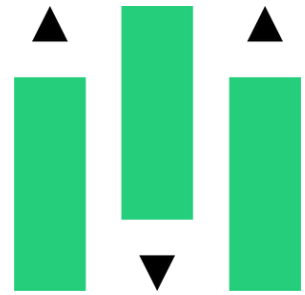
Children with mental disorders are often accused of being possessed by demons and thus also of witchcraft. All four boys were in very poor condition when we rescued them, and there is no nearby assistance for children with mental disorders.

Today, they are transformed. They play, laugh, hug each other, sing, dance — and thrive at Land of Hope.

Here, Covenant, Possible, Joseph, and Life stand arm-in-arm. Life and Possible could not speak when we rescued them, but today, they both talk, laugh, and sing.



Self-Sufficiency



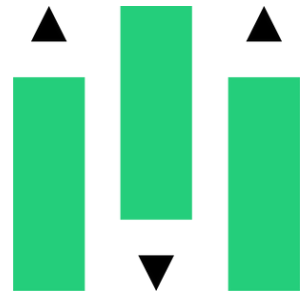
It has always been our goal to make Land of Hope self-sufficient.

Over the past decade, we have expanded our land to engage in agriculture and raise fish and chickens for our own consumption. When there is surplus, we sell it at markets, generating income for our operational budget. This strategy has been our lifeline during Nigeria's severe economic crisis over the last five years.



Land of Hope leases land outside the Children's Center for agricultural use. Our agriculture team involves the children in the daily tasks, teaching them how to cultivate the land.





In 2024, we invested in a hydroponic system that allows us to use coconut husks for growing crops, such as tomatoes.

This is an investment in sustainability and health, but it also serves as part of the children's agricultural education. There is something therapeutic about nurturing plants.



Here, Hope is busy growing tomato plants. He checks on them daily and proudly shows off the new sprouts.



Local Community



With 129 million Nigerians living in extreme poverty, we try to help the local communities as much as we can.

We support two young women who have lost their husbands. They and their children are at high risk of being accused of witchcraft. One of the women has twins who were close to dying from starvation. She and the grandmother come to Land of Hope weekly to receive baby formula.

In December, we raised funds to purchase rice for the poor, especially poor, single women who are at the bottom of social hierarchy. Elderly women and widows with children are particularly vulnerable. If they are abandoned by the village, they and their children will not survive.

We were able to distribute over 300 bags of rice.



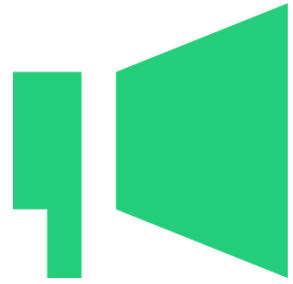
In one of the houses, seven children lived alone. Their parents had died, and their mother's dead body was still in the house. In another house, a man lived alone with six children. He had recently become blind and was unable to work. There are many tragic stories in the local community.

Awareness & Fundraising



Land of Hope aims to make the whole world aware that children are stigmatized and killed in poor, superstitious communities, and no one is talking about it. We are the children's voices.

Documentary



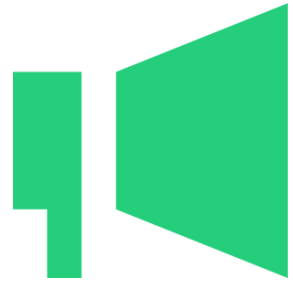
In the summer of 2024, the American streaming service Max (formerly HBO Max) launched its new documentary, "The One With Hope". The documentary, produced in collaboration with Warner Bros. Discovery, was released in over 60 countries. It tells the story and struggle of Anja and David for Nigeria's witch children over 12 years.

With its placement among top 3 "Most Seen" in several countries, the documentary has helped put Land of Hope back on the global map and give attention and focus on the organization's work in Nigeria.

"The One With Hope" provides a unique insight into the remarkable life of Danish humanitarian worker Anja Ringgren Lovén in Nigeria and as the founder of Land of Hope.



Hope. Collection



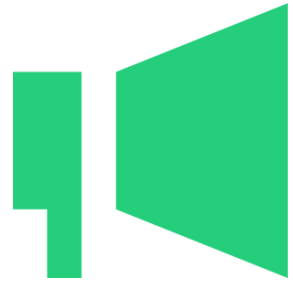
During the filming of "The One With Hope", the film crew, along with Anja and David, wore a t-shirt with the word "Hope." printed on the chest. Following the documentary's release, Land of Hope launched a collection consisting of this t-shirt as well as matching hoodies and caps for children and adults.

It is available for purchase on Land of Hope's own webshop, and all proceeds from the sales go towards Land of Hope's work in Nigeria.

Hope. symbolizes the mission of Land of Hope and is also the name of the boy Anja saved in 2016. The image of Anja and the boy went viral around the world and marked the beginning of the Land of Hope organization.



PR Collaboration

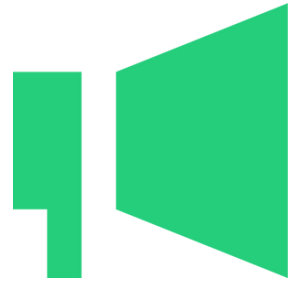


In September 2024, the children's art was showcased at London Fashion Week. The organization Think Ocean created a design collection made from recyclable materials, which featured the children's imaginative and colorful drawings of the sea, the planet, and the impacts of climate change. Models walked down the catwalk wearing dresses and blouses that artistically incorporated the children's art.

The children at Land of Hope were tasked with painting what inspires them in nature and what they think about when considering the environment and climate impacts. This resulted in over 20 beautiful paintings, which now form the Think Ocean design collection.



Media Coverage

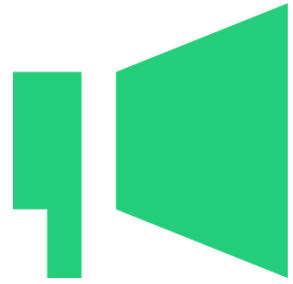


The media are powerful. They have the power to give a voice to the voiceless, which is why it is crucial for the children at Land of Hope to receive media coverage. Only through such exposure can we open the world's eyes to the witchcraft superstitions that still exist in some of the world's poorest communities and the consequences they have for children.

The rescue of Israel by Land of Hope was featured on the front page of Germany's largest daily newspaper, Bild. This coverage enabled us to secure the best medical examinations and medication for Israel. His physical condition was very critical when we found him.



Digital Platforms

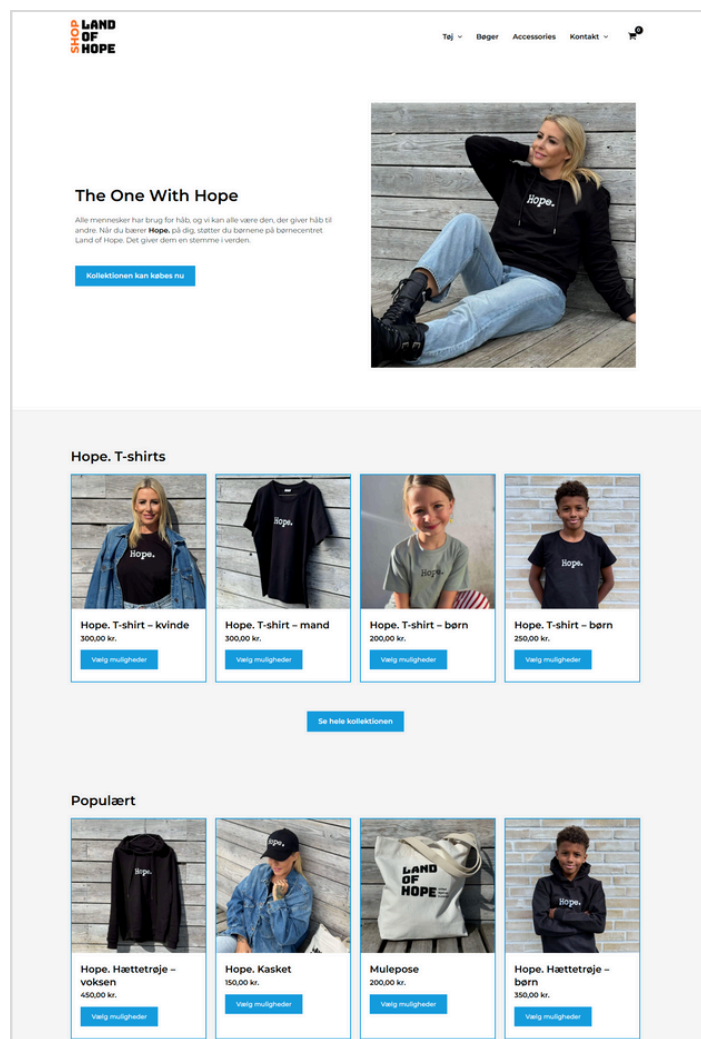


In 2024, we invested in the digital future of Land of Hope.

We have established a robust digital platform for fundraising. It has made it possible to receive donations via various payment methods both in Denmark and internationally.

We have set up a tool that allows Land of Hope's supporters to create their own fundraisers for Land of Hope, and we have opened a webshop where we sell our collections that help enhance visibility and community around Land of Hope.

On Land of Hope's webshop, we sell our Hope. collection. Since the webshop opened in September 2024, we have sold 2/3 of our inventory. All proceeds from sales go towards Land of Hope's work.



Online Auction

Through online auctions, Land of Hope has successfully raised €28,650. The auctions are sponsored by:

SCHERNING
LÉ MOSCH
Hair and Body Care
CARE BY ME
Polax
VISSEVASSE
MilkyWalk
Smart Makro
Stinne Holm
Legebyen
Pumpkins Sko
Mikaka
MIIEGO
Aalborg Zoo
Feststemning.dk
Dottir Nordic Design
Landal Greenparks
Sanzi Beauty
Balle & Lillelund
Sandstone Scandinavia
Kunstige Stearinlys
Forevig Liv
Ib Laursen
Anette Kragdahl
Dropps By Szhirley
mikk-line
Broste Copenhagen
Betina Miemietz Atelier
Randers Regnskov
ARKK Copenhagen
My-Candle
Pico Copenhagen
Kong Walther
Det Glæde Vanvid

STOFF Nagel
Beauty Bear
Pierre Fabre
iLoveEcoEssentials
Lalarm Copenhagen
ByChrillesen
Lavinde Copenhagen
Fliink
Danmarks Dufte
Sophia Lee / Funf
Wonder Living
2Have
Humdakin
Christina Jewelry
Plan Organic
GoblinGames.dk
Bykalender
Krea Deluxe
Manelleh
Gamcha
Podimo
My Little Nordic
Camilla Krøyer Jewellery
Retail Partner
Companys
Hemmingsen Interiør
Candle Studio
Brøndsholm
Anni Lu
Flammen
IZANEL Copenhagen
AiiA Care
Vibholm
Tina Lykkegaard



Campaigns

Together with these fantastic companies, we have developed products for Buy & Support campaigns.

CHICURA



GAI + LISVA



**LAND
OF
HOPE**



Our Sponsors

These amazing companies provide financial support for Land of Hope's work in Nigeria.



Sponsorship Gift



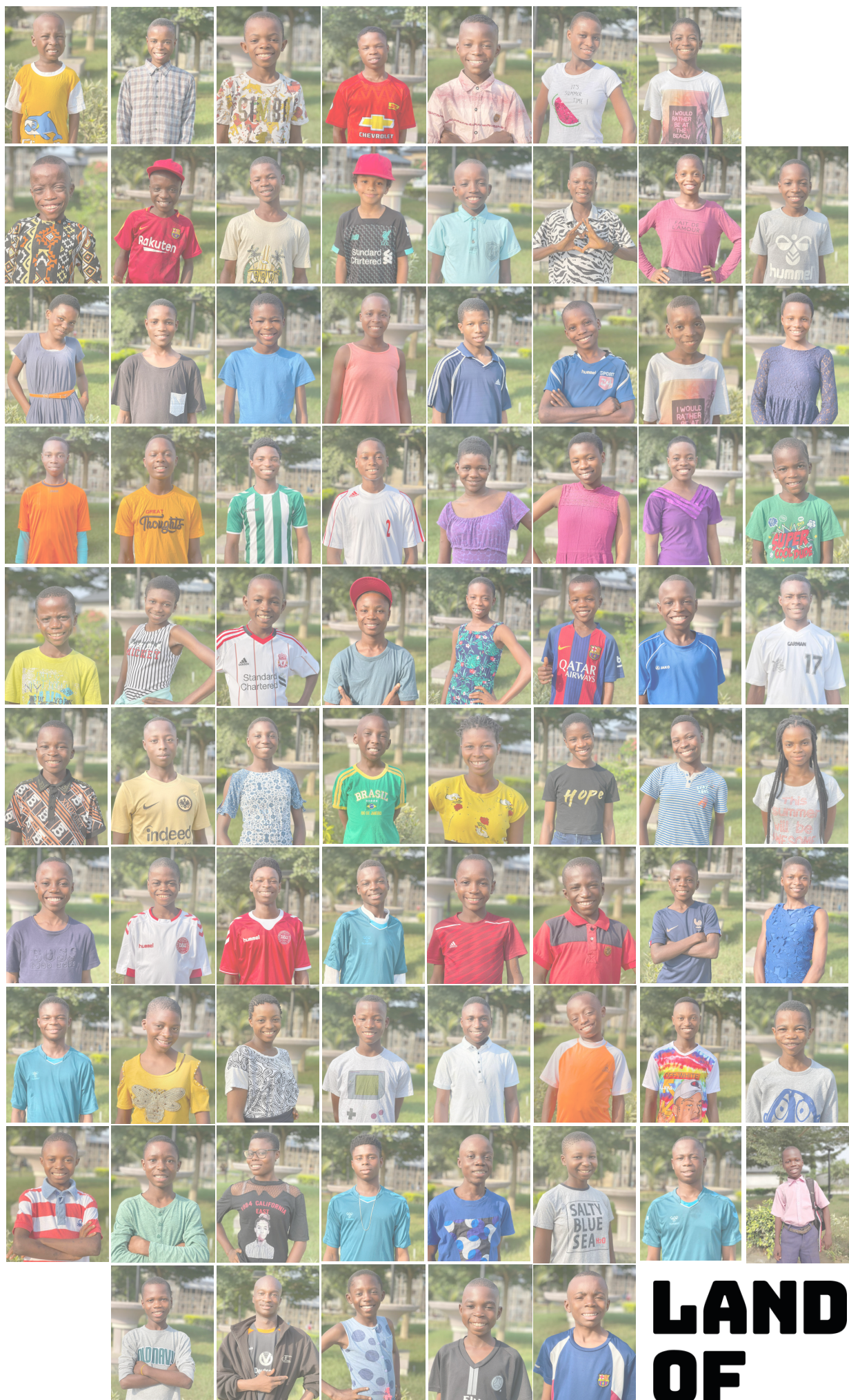
This year, SPORT 24 once again donated sports apparel to all the children at Land of Hope. The children are very active, and the boys, in particular, love to play soccer daily when they are not in school. With 94 sports-loving children, it is a great help to have some of the costs of clothing covered.



Helping a child have
a good childhood is
more than a healthy
investment. It is an
inalienable right.

UN Convention on the Rights of the Child





united against superstition

**LAND
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HOPE**