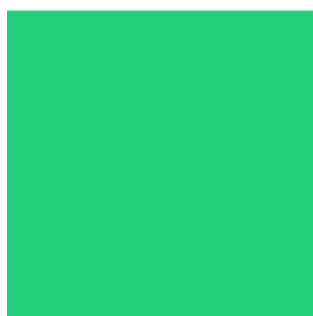
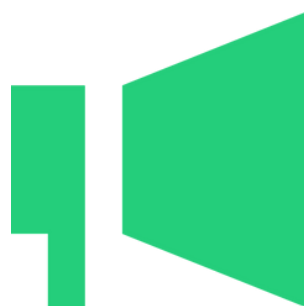
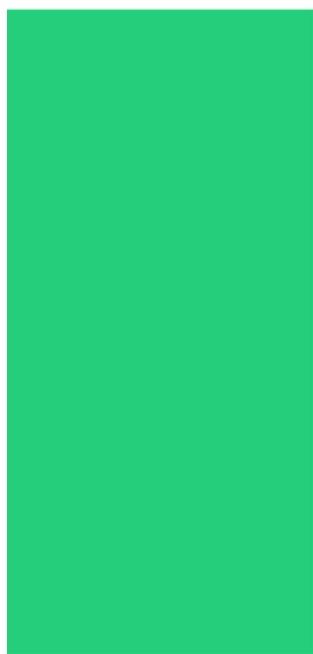
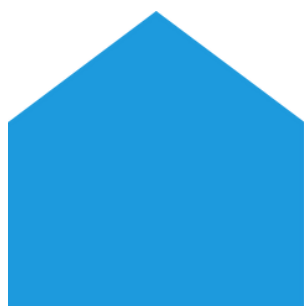
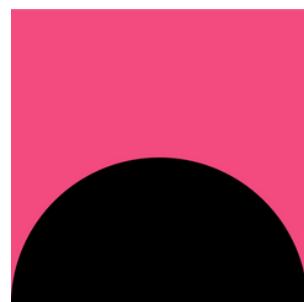


# Annual Report 2025



**LAND  
OF  
HOPE**

# Content

- 1 Foreword
- 3 Rescue Operations  
Why are children accused of being witches?  
How We Rescue Witch Children
- 6 From Outcast to University  
Education
- 13 Talent Development  
Art  
Sport
- 18 Reunification  
A mother's Role
- 26 Land of Hope  
Self-sufficiency  
The Local Community
- 30 Awareness & Fundraising
- 38 Sponsors





*Anja Ringgren Lovén  
Founder & Director  
Land of Hope*



# Foreword

There is a sense of powerlessness in my work that never goes away.

When I founded Land of Hope, it was to give Nigeria's abandoned children a voice. To tell their stories of pain, but also to show that new chapters of hope are possible. Yet my work confronts me every day with a devastating reality: not all children survive long enough for their stories to be told.

In 2025, we saw more witchcraft accusations than ever before. Inflation and rising living costs are pushing families into desperation. They search for explanations - and far too often, they find the answers in superstition.

I can only fight this with words. But the truth is, there are no words for what these children have endured. Some are burned alive. Others are tortured to death. Some disappear and are never found. Their stories must not be forgotten. Because they remind us that we cannot rest until no child is ever made a scapegoat again.

The powerlessness is real. But so is the responsibility.

I carry all children with me - including those we could not save. Their deaths obligate us to speak louder. To act more decisively. To refuse to grow accustomed to the inhumane.

There are days when hope feels fragile. But then I see a child smile again. Go to school. Paint. Play football. Dream. And I remember why I continue.

Hope is not naïve. Hope is action.

With love, Anja



Every week, I hear about children who need help. Children in desperation. Children in pain. Children without hope. Knowing that thousands of children are suffering — and you can't help them is the hardest truth to accept.

Anja Ringgren Lovén



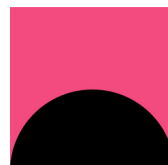
Perseverance



Children's rights



Time



Hope



Involvement



Love



Passion



Education



Enlightenment



Knowledge

# Rescue Operation



## Christiana

January 28, 2025

Christiana was only eight years old when her mother accused her of witchcraft and blamed her for her own serious illness. Christiana was abandoned, denied food, forced to sleep outside, and subjected to violence. Today, she is safe at Land of Hope. Yet her case remains deeply complex. Her mother continues to believe that Christiana is a witch. If her mother dies from the illness, the loss will be devastating. If she recovers while Christiana is in our care, it may reinforce her belief that Christiana caused the sickness. Either outcome carries painful consequences for the child.

# 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 most often subjected to both physical and psychological abuse. In some cases, the violence comes from the child's own family and social circle; in others, it is inflicted by church pastors and so-called healers or 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 a child's life is at risk, we take them to hospital. However, in some cases, even doctors and nurses believe in witchcraft.

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.



# From Outcast to University



At the universities in Nigeria you will meet future doctors, engineers, lawyers, agronomists, and bankers. Nineteen of them are from Land of Hope. They were once abandoned by their communities, and left to die in the streets. Today, they have overcome violence and social stigma, reclaiming their belief in themselves and in their own worth.

These young people represent more than individual success stories. They are part of Nigeria's future. With access to education and the opportunity to contribute positively to society, they are helping to break a destructive cycle of poverty, fear, and superstition.

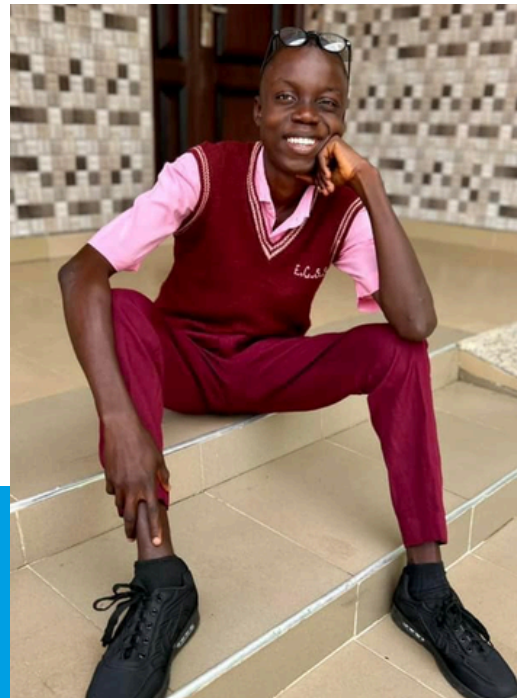
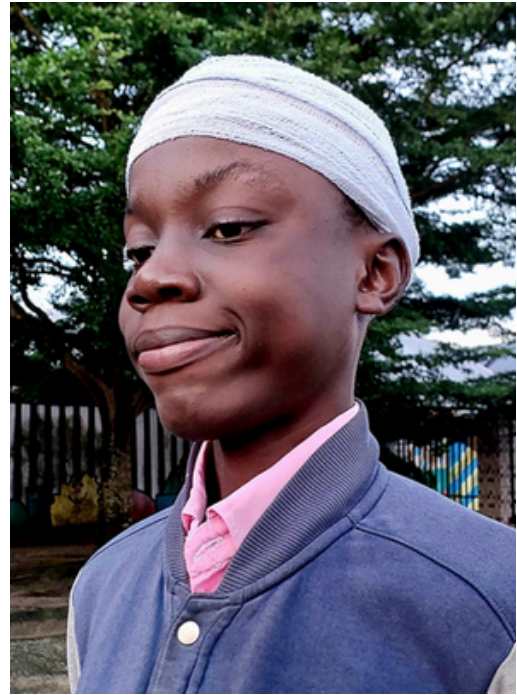
When a child is given a chance, it does not only change one life - it has the power to transform an entire community.





## Grace

Grace was eight years old when she was locked up, tortured, and accused of witchcraft by her uncle. He attempted to sell her and her two siblings, William and Victoria, but fortunately, we were able to bring them to safety. They grew up at Land of Hope, and now, eleven years later, Grace has achieved her dream: She is going to study at College of Nursing Sciences to become a nurse.



## Victory

Victory was rescued five years ago. He had been accused of witchcraft and left on the street in critical condition. When we found him, we thought he was dead. He could not breathe on his own and spent six months in hospital before he was stable enough to come and live at Land of Hope. It's a miracle he survived. We also thought he would never walk again, but today, he plays football and is going to study Food Science and Technology.



## Deborah

Deborah was rescued nine years ago. She had been abandoned, accused of witchcraft, and subjected to severe violence. She lived in constant fear of her life when the police brought her to Land of Hope. As she began to feel safe with us, Deborah said: "I feel so grateful for all these people who don't know me and yet believe in me. I will not disappoint them." Today, Deborah is a talented artist and beginning her university studies in Public Administration.



## Anefiok

We rescued Anefiok and his brother, Abia, twelve years ago. Their mother had been accused of witchcraft, and they all ended up in the streets, where the boys were forced to beg in order to survive. Shortly afterwards, their mother died. At just six and eight years old, the boys tried desperately to keep their baby brother alive. But he, too, passed away. When Anefiok arrived at Land of Hope, he was deeply traumatised. Today, he has passed his university entrance examinations and is preparing to study Electrical Engineering.

# Education

All children at Land of Hope attend school. If possible, we want them to attend in local schools so they can grow up alongside children from the surrounding communities. Keeping the children integrated locally is essential to our work of dismantling superstition - not by removing them, but by demonstrating that they are not witches.

We closely monitor each child's academic progress and support their individual potential. In addition to formal schooling, the children receive instruction in sports, music, art, and various practical skills at the centre.

We cover the cost of basic school necessities such as books, school uniforms, school bags, and desks. School uniforms are mandatory, and without one a child is not allowed into the classroom. If a child does not have a desk, they are often forced to sit on the floor.

The need for education is immense. 18.5 million children in Nigeria are currently out of school - it's the highest number in the world. At Land of Hope we ensure that the children we rescue not only survive, but gain an education as the foundation for an independent life.



# 95 School Children



## Baby Hope

Nursery School

In 2025, Hope started Nursery School. It is located near the Girls' High School, so every morning she travels by school bus together with Land of Hope's older girls. A staff member accompanies her all the way to the school gate and is there again to pick her up safely at the end of the day.



## Big Brother Hope

Primary School

In 2025, Hope completed Primary School. Hope is deaf and non-verbal, and in Nigeria there is no public support available for children with disabilities like his. Despite this, he completed mainstream schooling through determination, discipline, and remarkable intelligence.

# Talents



The children at Land of Hope are very talented. They often achieve top positions in sports and art competitions, driven by their love of being active on the football field and creative in the art room.

Art and sport also serve as powerful therapeutic tools in the healing process. After experiencing extreme trauma, words are not always enough. Here, art becomes an alternative language, a way for emotions to take shape without needing to be explained. What was once overwhelming and frightening becomes something tangible to work with.

---

Destiny supports other traumatised children in the art room, demonstrating how creativity can be a powerful tool.



## Destiny

Destiny was rescued ten years ago. When he arrived at Land of Hope, he was very aggressive, and in the early years he required close and constant care. The turning point came when Destiny was given access to the art room. With a pencil in his hand, he found a language for what he could not express in words. Art became a safe space where anger turned into focus and pain into expression. Destiny has been painting ever since and recently achieved second place in the Akwa Ibom Art Competition.

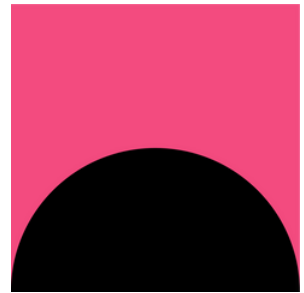


## Children's Art

In 2025, supporters of Land of Hope were able to purchase a selection of the children's paintings. All proceeds from the sales are reinvested directly in the children at Land of Hope.



# Sports Talents



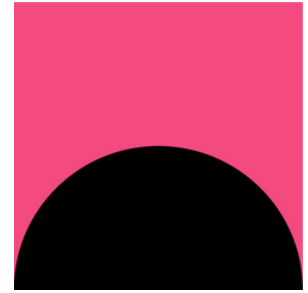
## Rita

Rita was rescued eleven years ago. She was accused of witchcraft and was chained, starved, and beaten. Today, she is studying at university and is also a highly accomplished athlete. She was named Sports-woman of the Year and achieved a 5th place finish at the Niger Delta Athletics Sport Competition among more than 100 competitors.



## Victoria

Victoria was only six years old when we rescued her. She and her siblings had been accused of witchcraft, and they were locked in a house. Through sport, she gradually regained her strength. Today, she is the third-best long jumper in Akwa Ibom State and won bronze at the MTN Athletics Championship - Grand Finale.



---

Here, Jonas Dal Andersen, Head of FC Midtjylland's Nigeria project, high fives all the children at Land of Hope.

2025 marked a significant milestone when one of the children at Land of Hope, Itohowo, was selected for talent development at FC Ebedei, the academy of a Danish professional football team.

As a result, coaches and management from the football team visited Land of Hope, giving all the children the opportunity to demonstrate their skills. The visit highlighted that sport is far more than play. It can open doors to professional opportunities, and it sent a powerful message to the children: their dreams are taken seriously.

For Itohowo, football was a turning point, a space where anger and trauma were transformed into discipline. His selection is the result of countless hours of dedicated work by Land of Hope's sports coaches.





## 2015 vs. 2025

Love grows by giving



# Reunification



For twelve years, Land of Hope has worked to reunite the children with their families. Reunification is a central part of the organisation's long-term commitment to protecting children's rights and fight the dangerous superstition that persists in parts of West Africa.

In 2025, we began to see the results.

Twenty of our children have re-established relationships with their families, and their bonds have grown strong enough for the children to be able to spend school holidays with their families in the villages where they were once rejected, abused, and accused of witchcraft.



---

*In the HBO Max documentary about Land of Hope, viewers can watch how Hope was reunited with his mother.*



## Children's right to identity and belonging

When children who have been subjected to witchcraft accusations return to their families, we receive strong reactions among Land of Hope's supporters. They struggle to understand why we allow this.

According to the UN Convention on the Rights of the Child, every child has the right to know their origins and to belong to a family - even when relationships have been damaged by poverty, fear, and superstition. Reunification therefore concerns not only the child, but also the wider community to which the child belongs.

Through dialogue, education, and repeated home visits, Land of Hope works with families and village leaders to change their beliefs.



### Destiny reunited with his mother

Destiny was rescued ten years ago after being accused of witchcraft by his own mother. The case was reported, and his mother was sentenced to prison. When she was released six years later, she reached out to us, and the relationship between her and Destiny was gradually rebuilt. For several years, Destiny has spent school holidays with his mother, and next year he will move back to live with her. A relationship once defined by abandonment is now shaped by responsibility, reconciliation, and hope.



## Rebuilding trust

The reunification process is carefully controlled, and professionally supervised, often extending over several years. The children's safety is always the highest priority, and no reunification takes place unless it is assessed to be in the child's best interest.

Throughout the process, we observe the child's mental well-being. In many cases, we have visited the families and local communities for years before the child is even involved. Dialogue, education, and clear agreements regarding the child's safety are integral to every stage of the process. No child is ever left alone during home visits.



### Charity reunited with her father

Charity was rescued almost twelve years ago, when she was just eight years old. She was found in an abandoned building after being accused of witchcraft. For years, we searched for her family without success. Recently, we finally found her father. The moment Charity saw him again was indescribable - as if a missing piece of her identity suddenly fell into place.



## The children's responses

Trauma does not disappear by being avoided. On the contrary, our experience shows that children find it healing to return, because it happens on their terms. They come to understand that they are no longer powerless. They are supported by trusted adults, have the right to say no, and are able to shape their own story.

They also look forward to seeing their families. Often, they pack a large bag of gifts: clothes, toys, or sweets they have received but chosen to save so they can share them with their siblings. It is a powerful reflection of the strong bonds that still exist between the children and their families.



### Elijah reunited with his grandmother

Elijah was rescued seven years ago after his mother died, which led his aunt to accuse both him and his brother of witchcraft. The boys were beaten and abandoned. When we rescued Elijah, his brother was so scared he fled and was never found. After seven years of searching, we were finally able to locate Elijah's grandmother, and contact with his family has now been re-established. The search for Elijah's brother continues.



## A foundation for the future

We begin the reunification process as early as possible, because a child's identity cannot be put on hold. The longer a child lives without their history, the harder it can be to find stability and belonging in adulthood. Reunification is not about dwelling on the past. It is about giving children a stronger foundation for the future.

After a home visit, one of our children, Mighty, said: "If you don't take me on home visits, where would I then go when I grow up?"

The sense of community Mighty experiences when he visits his village gives him a deep and lasting sense of belonging.



### Samuel reunited with his grandparents

Samuel was rescued three years ago after his father accused him of witchcraft and attempted to kill him with a machete. He inflicted a deep wound to Samuel's head, but Samuel managed to escape and hide in the bush. A home visit led to the discovery of Samuel's grandparents. They had rejected their son's actions and welcomed Samuel back with great joy. Contact has now been re-established, and the work toward further reunification continues.

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



# A Mother's Role



Land of Hope's supporters struggle to understand how a mother can allow her child to be accused of witchcraft and not protect them.

But in Nigeria, being a woman is not easy. Mothers often find themselves powerless when their children are singled out as scapegoats. They are trapped within a deeply patriarchal system where men, religious leaders, and traditional authorities hold the decisive power. Without access to education or legal protection, women have no real means to defend their children.

When Land of Hope visits poor villages, we meet mothers carrying profound grief and guilt. They love their children - but in this context, love is not enough. Fear, poverty, and abuse of power shape daily life.

## Abraham and Evelyn's mother

"Throw them out, or we will kill them."  
That was the choice given to Abraham and Evelyn's mother when, during a Sunday church service, the pastor accused her children of being witches. Abraham was only four years old. Superstition is so deeply embedded that when a pastor declares children to be possessed by evil spirits, his judgment is rarely questioned. A "good" religious woman is expected to be obedient and loyal - no matter the cost.

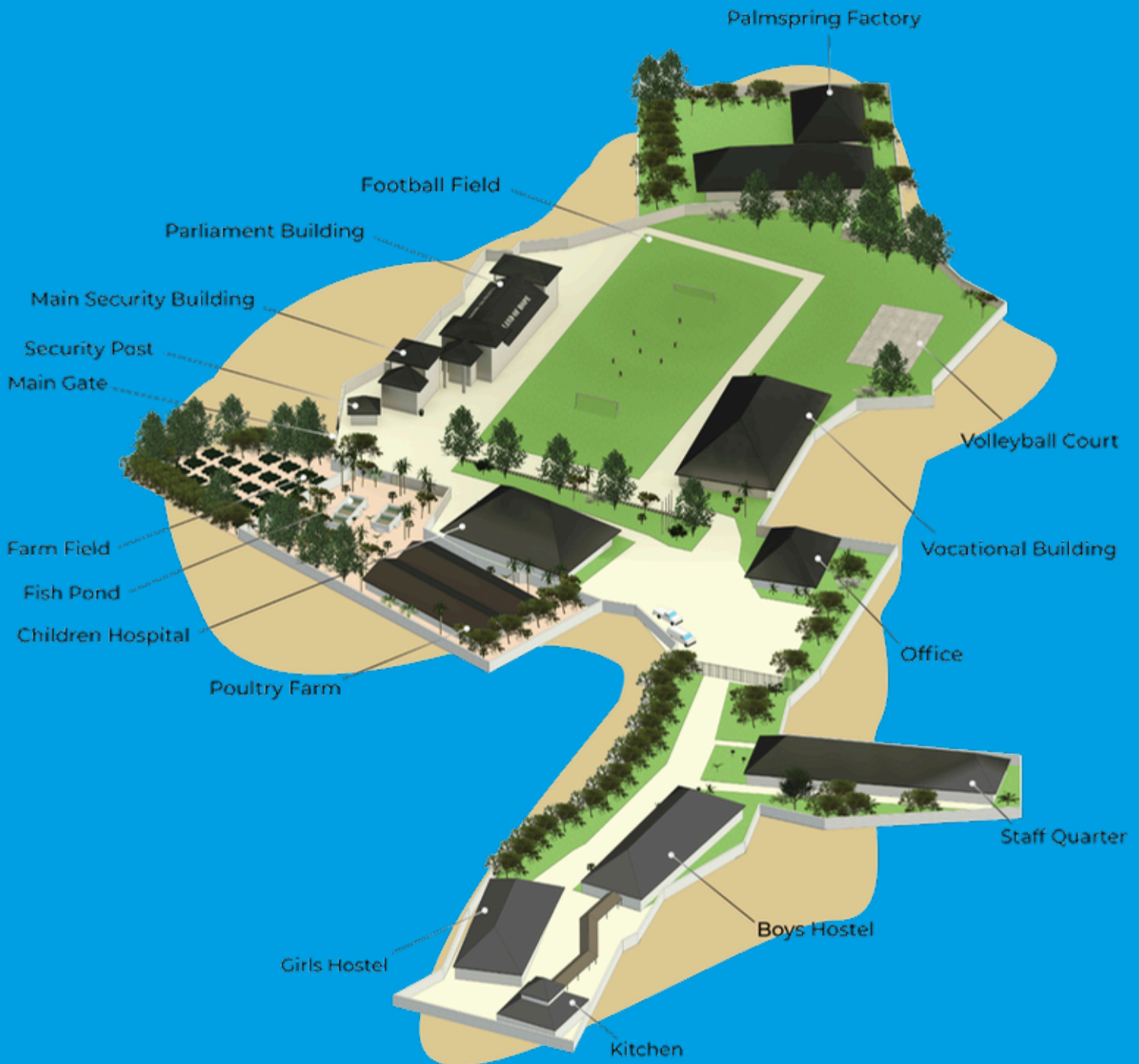


---

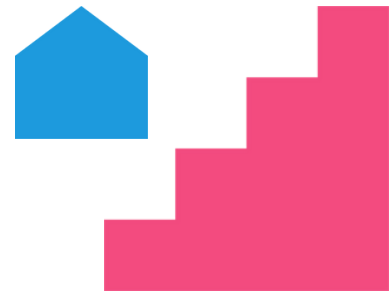
*Mary's mother is struggling to survive on her own, living in constant fear of getting killed.*



# Land of Hope



# Self-Sufficiency



In 2025, Land of Hope took another important step toward becoming more self-sufficient. We established a cattle farm, and 42 cows are now part of our overall agricultural programme. The initiative was launched with external professional support, and animal welfare is a top priority, ensured through proper fencing, regular monitoring, and veterinary supervision.

Self-sufficiency has always been a cornerstone of Land of Hope's work. In a country affected by inflation, economic instability, and rising food prices, producing our own food strengthens the organisation's resilience and helps secure stable conditions for the children even in times of crisis. The cattle farm complements existing initiatives such as vegetable cultivation, fish farming, a poultry operation, our own water system, and an on-site health clinic.



---

*Land of Hope use farmland outside the centre for agricultural production. The children are involved in the daily work, giving them hands-on experience in cultivating the land.*



At the same time, the agricultural activities serve as a learning environment where the children gain practical knowledge about responsibility, animal care, and sustainable operations. We also sell groceries locally, helping to support the day-to-day running of Land of Hope. The cattle farm is therefore not only a source of food, but a long-term investment in both the children's future and Land of Hope's independence.



---

*Through hands-on agricultural work, the children acquire skills that can have a significant impact on their future.*



# Local Community



Poverty in Nigeria is extreme. 139 million people live below the poverty line. That number is large and difficult to fully comprehend. Despite the country's substantial oil revenues, resources and wealth are unevenly distributed, benefiting only a small segment of the population and business sector.

Therefore we support the local communities as much as we can.

In villages shaped by superstition, extreme poverty can have tragic consequences. More children are accused of witchcraft and blamed for the hunger and misfortune. Extreme poverty leaves people vulnerable - and it is the children who pay the highest price.

In 2025, we raised EUR 20,000 to purchase rice for families living in extreme poverty.



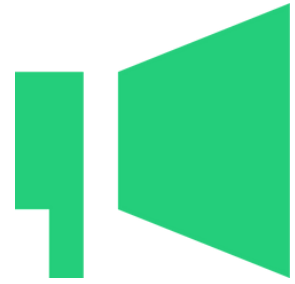
*A 25-kg bag of rice costs €25. It will not feed a family for an entire year, but the support gives them hope- and hope is powerful. We see it in their eyes.*

# Awareness & Fundraising



Land of Hope is committed to making the world aware that children are being stigmatised and killed in communities shaped by superstition. No one else speaks about it. In 2025, we focused on activating our sponsors to help amplify our message and reach a wider audience. The following pages offer examples of this work.

# Christmas Bingo



In 2025, Land of Hope hosted a charity bingo event in collaboration with the organisation's sponsor, Easyfood A/S. The event was a great success, bringing together 200 participants for a warm and festive evening and raising EUR 9,000 for the children at Land of Hope.

Easyfood A/S generously provided the venue and catering, while more than 150 prizes were donated by Danish companies.

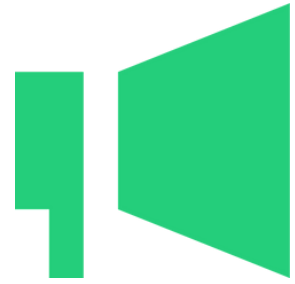
“The event is an example of how a single evening can grow into something much greater - both financially and humanly. It's not only about the money, but about creating a community that gives children hope,” said Land of Hope's founder, Anja Ringgren Lovén.

---

*Anja Ringgren Lovén personally acted as the bingo caller during the evening. The event was organised in collaboration with Easyfood A/S, which sponsored the venue and catering and contributed a dedicated team of employees.*



# Charity Concert



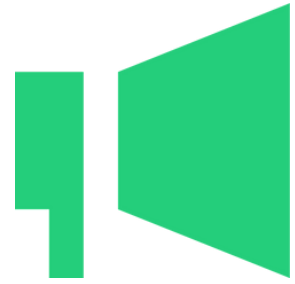
In 2025, iHuga Lænninger, Nordre Land Cultural School, and The Maks Café Foundation organised a charity concert in support of Land of Hope. Founder Anja Ringgren Lovén travelled to Norway to attend the opening of the event.

Talented singers, dancers, musicians, and local volunteers created an unforgettable experience - all to raise funds for Land of Hope and the children in Nigeria. At the event, Anja said:

“Passionate people exist all over the world. When we come together and do what we know, deep down, is right, there are no boundaries between us. Anyone can do what I do. Just follow your heart.”



# Africa T-shirt



Following the success of the Hope collection in 2024, Land of Hope once again collaborated with its partner Kompagniet af 1991 A/S to design a special-edition T-shirt in 2025. The design, centred on Africa and the message of hope, was made available to supporters through Land of Hope's webshop. The sale generated EUR 5,350 all of which supports Land of Hope's work in Nigeria.

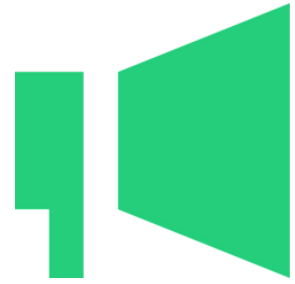


---

*Here, founder Anja Ringgren Lovén is pictured at the Land of Hope children's centre wearing the newly designed special-edition T-shirt.*



# The Hope Figure



In 2025, Land of Hope entered into a new partnership with the Danish design company Spring Copenhagen. Together, we combined Nordic design and compassion through the wooden figure Hope. The story behind the figure is inspired by one of Land of Hope's children, the girl Hope, who was rescued in 2024 after being accused of witchcraft.

For every figure sold, Spring Copenhagen donated the proceeds to Land of Hope. The partnership is a strong example of how businesses and shared values can be transformed into tangible hope.



---

*Here, founder Anja Ringgren Lovén presents the small wooden figure Hope the Cat together with the girl Hope from the Land of Hope children's centre.*



# Online Auction

Land of Hope raised EUR 16,250 through online auctions sponsored by:

Dropps By Szhirley  
Ib Laursen  
Guldsmed Stinne Holm  
Sandstone Scandinavia  
Legebyen  
Dottir Nordic Design  
Mikaka Skincare  
LÉ MOSCH  
Soulful  
Craft Sisters  
Rice  
By Adelborg  
Amalie Rosalie  
HABIBA  
Beauty Bear  
Sophia Lee Design  
Kasmami  
Landal Green Park  
Aalborg Zoo  
I love eco essentials  
Bastant Design  
Kunstige Stearinlys  
Lalarma  
Sanzi Beauty  
Hemmingsen Kids  
Milky Walk  
NODA

VACVAC  
SKAL VI TEGNE  
Mikk Line  
Plan Organic  
Walls Home  
Lavinde  
Camilla Krøyer  
Brøndsholm  
My Little Nordic  
BLID Care  
Du er Smyk  
Danmarks Duft  
Retail partner  
Flammen  
AiiA Care  
Wetendorf Living  
Lykia  
My Candle  
Dottir Nordic  
Krea Deluxe  
MessyWeekend  
Pico  
Vibholm  
Langkilde & Søn  
Scherning  
Izanel

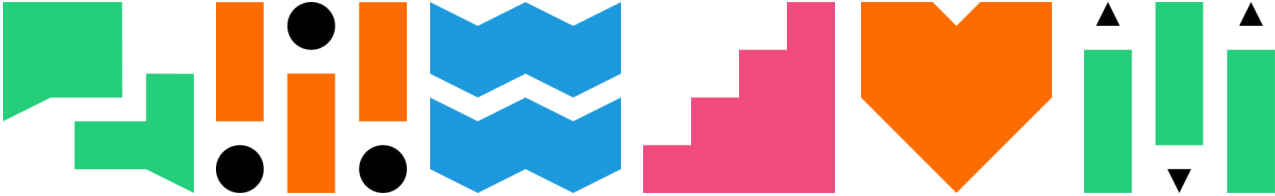


# Campaigns

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

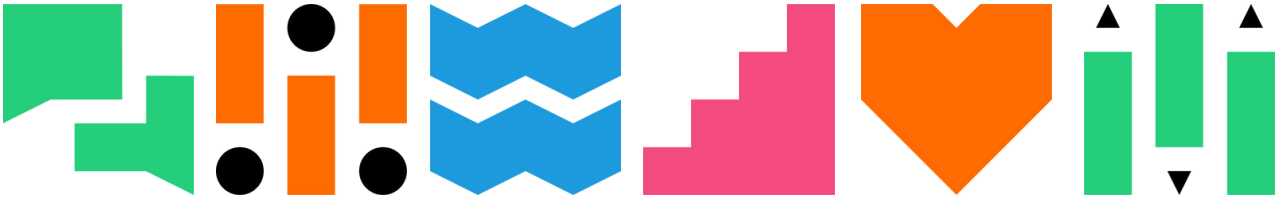
The central image is a grid of product photos and logos. It includes:

- CHICURA**: Two framed artworks. One is titled "CELEBRATE LIFE" and the other "LIFE IS A JOURNEY".
- NORDAHL ANDERSEN**: A logo featuring a stylized 'NA' monogram above the brand name.
- GAI + LISVA**: A gold necklace with a circular pendant containing a map of Africa.
- DELUXUS**: A black circular logo with the word "DELUXUS" and five stars below it.
- LAND OF HOPE**: Three wine bottles with colorful, patterned labels. The labels include "CHERRY SAUVIGNON", "CABERNET ROSE", and "PINOT NOIR".
- A photograph of a young child holding a colorful drawing.
- A photograph of a person's arms crossed, wearing a light-colored patterned sweater.



# Our Sponsors

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



# Just Mokka



In 2025, Land of Hope marked eight years of close collaboration with its main sponsor, Just Mokka. Since 2016, founders Kristian Balle Arboe and Brian Thy Kofoed have supported Land of Hope, and this year the coffee company's total contribution reached DKK 1 million.

Just Mokka was founded with the ambition to deliver high-quality coffee, but also with a clear and uncompromising set of values. From the very beginning, the company committed itself to the UN Sustainable Development Goals and donates 10% of its annual profits to Land of Hope.

The choice to support Land of Hope was deliberate. Early on, Kristian and Brian recognised a project where their contribution could make a tangible difference. For them, the sponsorship is not only about financial support, but about purpose. As fathers, the children's stories resonate deeply, and the opportunity to witness real change firsthand is what truly matters.

The partnership with Just Mokka is a powerful example of how businesses can take responsibility and help create lasting change - not just through words, but through action.



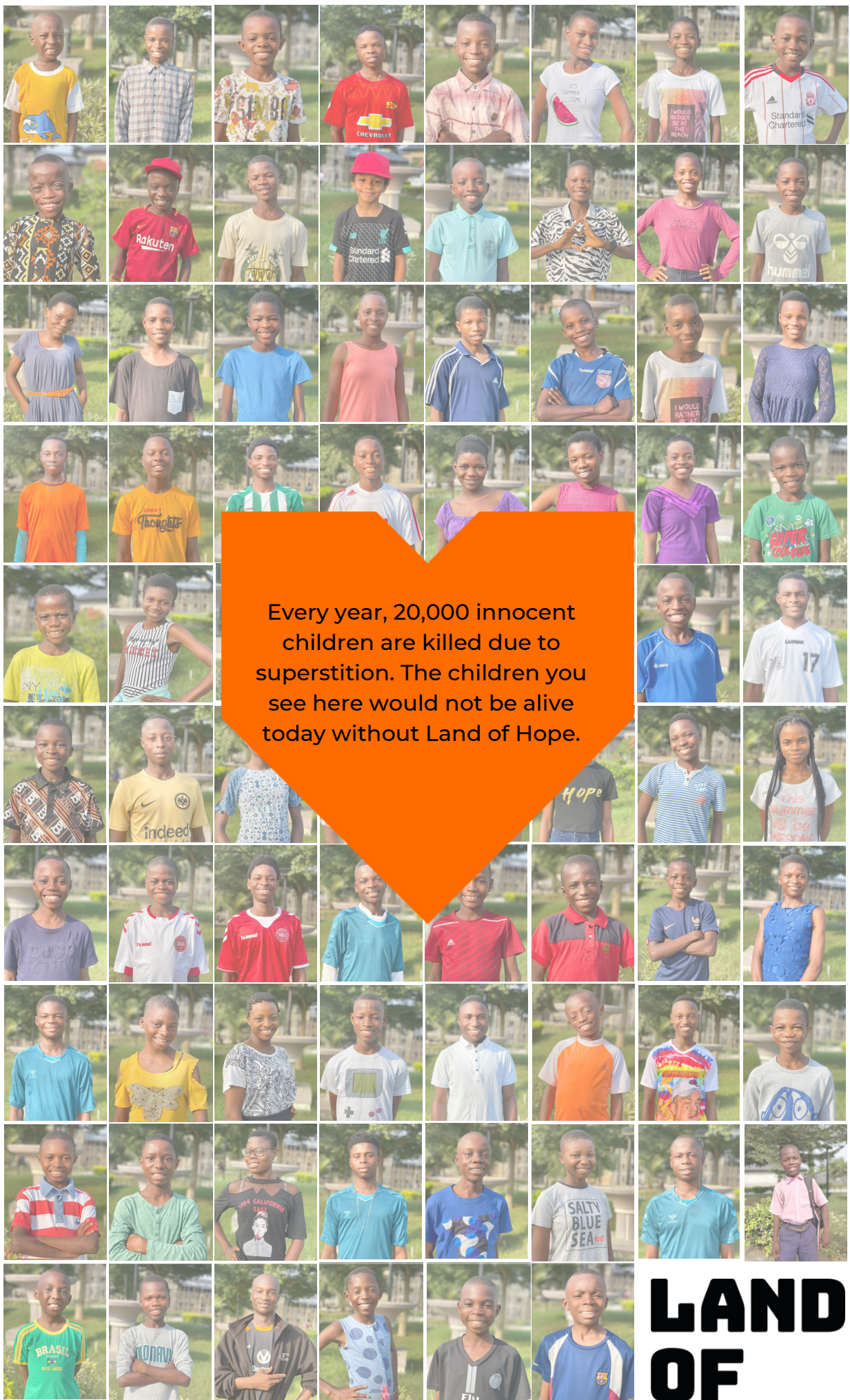
---

*Kristian Balle Arboe (right) and  
Brian Thy Kofoed (left)*

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





Every year, 20,000 innocent children are killed due to superstition. The children you see here would not be alive today without Land of Hope.

united against superstition

**LAND  
OF  
HOPE**