

Annual Report

Itla Children's Foundation

2020

Summary of the Annual Report of the Itoa Children's Foundation

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The Itoa Children's Foundation was established in 1987 by the Ministry of Social Affairs and Health and the Central Union for Child Welfare when Finland was celebrating its 70th year of independence. On 5 December 2017, in a plenary session celebrating the centenary of Finland's independence, the Finnish Parliament decided to donate EUR 50 million in capital to Itoa. The appointment of the Itoa Children's Foundation's Delegation consisting of Members of Parliament and the Foundation's capitalisation are laid down by law (1004/2017).



FOREWORD



Becoming the child-friendliest society in the world – reading about Itla’s objective always stirs emotions

THE UN CONVENTION ON THE RIGHTS OF THE CHILD IS A BINDING HUMAN RIGHTS CONVENTION. It guarantees specific rights to every child in the world, including the right to life and development, equality, inclusion and to the child’s benefit being prioritised in all of society’s functions.

Finland was the first country in the world to offer free school meals to schoolchildren, as the act on free school meals was passed during the war in 1943.

In March 2020, Finland declared a state of emergency and applied the Emergency Powers Act due to the coronavirus pandemic. As a large share of schools initiated remote learning, Itla and the Chairperson of the Foundation’s Board of Trustees Tuomas Kurttila encouraged municipalities to ensure that schoolchildren receive school meals even under such exceptional conditions.

In March, the associations worked as a united front, returned to their original tasks and proved their flexibility in a domestic crisis. The Lunch for Every Child (Jokaiselle lapselle lounas) campaign was carried out with great results: an estimated 20,000 children across Finland received effective aid through Venner food boxes.

Basic public services must also be ensured under exceptional circumstances, since a crisis hits hardest the people and families already in a vulnerable situation in life.

Our shared objective is to offer effective, evidence-based low-threshold services in children’s own growth environment. Children need individual and personal support. In addition, the management of behavioural problems requires support for parenting and professional guidance for professionals in early childhood education and schools. The inclusion of children and families must be enhanced. Peer support and utilising the know-how of experts by experience have now been included in the toolkit.

Under the exceptional circumstances of 2020, Itla has continued its strong advocacy work and produced a variety of information in order to promote children’s rights and well-being. The National Child Strategy included in the Government Programme was published in early 2021, and its implementation will ensure that the rights of all children are realised as fully as possible.

The implementation must be cross-administrative and include a variety of different societal actors, the civil society and children and adults of different ages and population groups. Itla will make a strong contribution to this work.

Mirka Soinikoski
Chairperson of Itla’s Delegation
Member of Parliament, medical specialist



2020 *in a nutshell*



- SURVEYS
- COOPERATION PROJECTS
- EDUCATION
- OTHERS
- AWARDS AND DONATIONS

● **Itla's research programme**
Itla's research programme was approved in May 2020. The programme outlines the Foundation's research work, contents of commissioned research and the Foundation's own publication activities for the coming years.

● **Intervention and implementation competence for students of social and health research**
Itla's course on intervention and implementation competence (Vaikuttavat menetelmät ja toimintamallit tutkimusperustaisessa päätöksenteossa) was included in the University of Helsinki's Master's Programme in Social and Health Research and Management.

● **Service paths for young people in special care**
In cooperation with family rehabilitation centre Lauste, Itla surveyed the Finnish care grounds and service paths of minors in special care under the Child Welfare Act.

● **Childhood Builders podcast**
The Childhood Builders podcast discusses the building blocks of a good childhood. The podcast series began in April 2020 and included nine episodes discussing the coronavirus, resilience, collective impact, leadership and other topics on the well-being of children, adolescents and families.

The Kohtaamiskoulutus encountering training model won Itla's Childhood Builders challenge competition in 2020

First place in Itla's challenge competition went to Turku City Mission's Youth Council for their Kohtaamiskoulutus model aiming to develop the encountering skills of professionals working with young people. The training makes use of young people's expertise by experience in developing services for young people and providing training to operators.

Carrying capacity of social services and child protection during the coronavirus crisis

This survey observed the impacts of the coronavirus crisis on children and families with children and how the crisis is reflected in services for children and families in different parts of Finland. The objective was to identify challenging factors as well as new solutions to coping with the crisis.

Childhood Builders well-being management workshop series

The themes of well-being management were discussed in three Childhood Builders workshops during the year. The topics included strategic design and service experience management, empathy as a skill and prerequisite for good care and practice-based reform approach. The workshop series will continue in spring 2021.

Common solutions to complex problems

The Itla report Common solutions to complex problems deals with international examples of the Collective Impact model funding.

Sponsored professorships for intervention and implementation research

The intervention and implementation research professorships donated by Itla are located in the Research Centre for Child Psychiatry at the Faculty of Medicine at the University of Turku and the Center For Life Course Health Research at the Faculty of Medicine at the University of Oulu. At the University of Oulu, Mika Niemelä started work as the professor of practice in intervention and implementation research in spring 2020.

Cooperation between Itla, the OECD Innovation Unit and the Cities of Oulu and Vantaa

Itla initiated cooperation with OECD's Observatory of Public Sector Innovation (OPSI) activities. The network project also includes the Cities of Oulu and Vantaa. The cooperation focuses on developing anticipatory innovation and public sector capacity in questions of child policy.

Regional learning network promotes local development that strengthens resilience

Initiated in cooperation of Itla, the University of Oulu and MIELI Mental Health Finland, the Childhood Builders regional learning network aims to achieve optimal integration of social and health services and educational organisations. This interoperability enables the regional strengthening of the well-being and resilience of children, young people and families.

Towards a child-positive Finland

THE OBJECTIVE OF THE ITLA CHILDREN'S FOUNDATION is to speed up the development towards Finland becoming the child-friendliest country in the world. Itla's strategy is built on research-based information on the effectiveness of working methods and interventions, leadership skills supporting the well-being and growth of children and families as well as service innovations targeted at children and families.

The year 2020 was heavily marked by the coronavirus pandemic. The Foundation's activities were adapted to the exceptional circumstances by implementing campaigns and projects that offered immediate help to children and families, but also by moving activities forward to the coming years.

Thanks to sound financial management, Itla's invested assets remained unchanged in 2020 despite the pandemic.

The Foundation has become a well-known and sought-after cooperation partner in the field of child welfare. It is known as a producer of intervention knowledge, expert in innovation activities, initiator of regional learning networking, developer of leadership skills and professional of science communication. Our strategy is based on the idea of an ideal relationship between the contents of the Foundation's activities and their impact, importance and social value.

Responding to the challenges of the coronavirus pandemic

In spring 2020, we carried out an extensive investigative work on the capacity of social work, social services and child protection, in particular, to respond to the impacts of the coronavirus pandemic. The investigation consisted of three separate

What we do

We evaluate and help maintain effective working methods and communicate diverse well-being information concerning children and families.

We strengthen learning to learn, collective impact and extensive resilience-based well-being related to children.

We organise management training that strengthens leadership capability as well as systemic and people-centred leadership, and anticipate changes in children's well-being.

We carry out science communications on the well-being of children.

We strengthen the well-being of children and families through projects and campaigns.

What is our impact?

The awareness of working methods contributing to well-being is increased and the ability to apply effective working methods is improved.

Working methods and management based on collective impact are increased in the service system.

The systemic interoperability of services for children and families and a service ecosystem approach become more common.

Social awareness of factors contributing to the well-being of children is strengthened.

IMAGE 1 Itla Children's Foundation strategy map.



Why we are beneficial

Welfare problems among children and families are decreased, and the service focus shifts from corrective to preventive services.

The inclusion and resilience of children and families with children are increased.

A people-centred, serving and collaborative management and operational environment for well-being services speeds up the change in well-being approaches and service systems.

The child perspective is strengthened in all sectors of public policy.

Awareness of the future challenges and opportunities of child well-being is strengthened.

Itla's societal value

Improved well-being and resilience of children and families

Functional improvements in the service system for children and families

Positive changes in society's child-positivity

studies related to social media, the carrying capacity of social services and the impacts of economic crises to people's everyday lives.

Together with Venner Oy and other foundations and organisations, we implemented the Lunch for Every Child (*Jokaiselle lapselle lounas*) campaign that delivered food aid to low-income families with children.

The foundation funded the Risto Räppääjä tapaa Mielensäpahoittajan children's series that was broadcast in the Ruutu service. The programme deals with children's worries in an age-appropriate manner, but also covers other themes, such as friendship and intergenerational encounters. The issues of children's growth environments and well-being are discussed in a positive and encouraging way.

Since March 2020, our education activities have mainly been organised online. Due to the pandemic, our Childhood Builders management training was put on hold, and our focus shifted from long-term training to more general development of leadership capabilities. From March–April onwards, we organised online workshops on the themes of leadership which proved popular.

One of the key events of the year was the webinar *Itseohjautuvat organisaatiot – Buurtzorg ja Suomen kokeilut*, organised in cooperation with Varma Mutual Pension Insurance Company. The online event had around 2,100 participants, and our cooperation with Varma will continue into the coming years.

International activities

Itla set up an international panel of experts, the Advisory Board, which will become operational as the coronavirus situation allows.

In 2020, we organised events featuring foreign guest speakers and international topics. We also acquired international comparable information, e.g. on the models of strategic anticipation. The Foundation was also involved in The First 1000 Days in the Nordic Countries project funded by the Nordic Council of Ministers and continued with the OECD OPSI cooperation.

THE FIRST 1000 DAYS IN THE NORDIC COUNTRIES

In cooperation with the Finnish Institute for Health and Welfare (THL), the Foundation coordinated the Finnish section of the Nordic project. The situational analysis of the mental health promotion of babies, small children and their families was completed at the end of 2020. During 2021, Finland will propose measures for the Nordic project which will use the country-specific proposals to provide Nordic governments with recommendations on how every child can be best guaranteed the best possible start in life and how to support the healthy emotional development of small children. Itla cooperates with the secretariat of the Finnish presidency of the Nordic Council of Ministers.

OECD OPSI COOPERATION – ANTICIPATORY INNOVATION

At the end of 2019, Itla signed a cooperation agreement on city pilots with OECD's OPSI Anticipatory Innovation unit. The purpose of the cooperation was to develop the capability of public sector operators to respond to changing needs by anticipating the future and developing operating methods that cross boundaries between the administration and service sectors. The pilot was implemented in two cities, Vantaa and Oulu. In Vantaa, the pilot built service solutions that take into account the rapidly increasing share of young immigrants in the city's population. In Oulu, the work focused on 16–25-year-olds who are not working or going to school and developing services for them. The insights gained are closely linked to the local government pilot on employment. A summary of central findings containing examples from the Cities of Vantaa and Oulu will be published in early 2021.

Itla's research programme

Itla's research programme was finalised in May 2020. It outlines the research work and contents of commissioned research for the coming years. It also covers Itla's four publication series: Horisontti – research, Navigaattori – reports, Tienviitta – policy recommendations and statements, Luotsi – guides and manuals.

Approach

Itla's finances were managed responsibly and in accordance with the guidelines of the Board of Trustees and the Asset Management Committee. The development of the Foundation's communication contents and distribution channels continued in the course of 2020. This resulted in the improved effectiveness of communications.

Based on the self-evaluation carried out by the Foundation Board in December, the strengths of the Foundation's activities include attractiveness as an employer, good reputation, clear strategy, strategy-appropriate activities and competent personnel. Highlighted areas for improvement included an annual verification of strategic progress, improved integration of the annual operational and financial plan and systematic interest group cooperation.

PURPOSE OF THE FOUNDATION

The purpose of the Itla Children's Foundation is to promote and support the well-being, equality and position of children and families living in Finland and contribute to building a good future for them. The Foundation also promotes and supports parenting and the growth conditions and education of children.

OBJECTIVES AND ACTIVITIES

The activities of the Foundation are based on the UN Convention on the Rights of the Child, research-based knowledge, internationality, significant investment assets and an independent status under the Parliament. The Foundation has a unique position in Finnish society as a promoter of well-being for children, young people and families with children.

The starting point of the Foundation's activities is to collect, refine and distribute information on the well-being of children and promote the use of correct and relevant information in decision-making. The Foundation also reforms the services and service system for children and families by developing specialist and leadership competence and contributing to various well-being ecosystems for children. The Foundation acts as partner and bridge-builder between research, practice and decision-making.

AREAS OF ACTIVITY

Child policy knowledge

We construct, maintain and distribute an objective knowledge base of effective measures promoting the well-being of children, young people and families. These measures include working methods, programmes, pilot projects and services.

Innovation activities

We reform services and other functions aimed at children, young people and families with children. We support the reform of the service system, e.g. by locating, analysing and supporting promising practices and by refining and distributing them.

Child policy management training and leadership development

We strengthen leadership skills that support the well-being and growth of children, young people and families. The long-term leadership training is aimed at child policy decision-makers. The training aiming to consolidate the implementation of evidence-based methods is aimed at management and professionals.

Communications

We communicate about our activities and the well-being information concerning children, young people and families. We participate in social dialogue.

Responding to the impacts of the 2020 coronavirus crisis

– Key to doing things differently?

THE CORONAVIRUS CRISIS HAS A SUBSTANTIAL IMPACT ON THE WELL-BEING OF CHILDREN AND ADOLESCENTS and the realisation of their rights. The negative impacts of the crisis, in particular, accumulate in the lives of children, adolescents and families. Furthermore, based on several reports it is clear that the coronavirus crisis and the exceptional conditions do not have the same impact on all children and young people. Children and adolescents already in a vulnerable position before the crisis have suffered more than others. This is why the situation of these children and adolescents requires special attention in the management and aftercare of the crisis.

In addition to the coronavirus crisis impacting groups of children in various ways, the crisis has also had a different impact on children and young people in different situations in life. For example, young people who have just finished their studies have found it hard to enter working life. The crisis has especially hit the service sector, which plays a large role as an employer and facilitator of entry-level jobs for young people. Youth unemployment has increased significantly, and the situation is particularly difficult for young people with partial work ability unable to find their place in the labour market hit by the coronavirus.

Overburdened special services

The coronavirus crisis has impacted most services for families with children. The reduction of several basic public services, such as health care, education and early childhood education, the breaking-up of support networks and the dwindling of support for social networks are estimated to lead to the already busy special services becoming overburdened. The number of child welfare notifications decreased in spring 2020, but increased again in the autumn.

Doing things differently, doing things better

The well-being of children and adolescents is more dependent on public services and the decision-making concerning social resources than that of the adult population. Services for families with children are mainly offered by municipalities. In the management and aftercare of the coronavirus crisis, it must be ensured that municipalities have sufficient resources for service provision.

The negative impacts of the coronavirus pandemic can only be reduced if preventive working

methods and cooperation between different sectors are strengthened and the changed situations of families are addressed in the cooperation of growth environment and services. If preventive work is not strengthened, the escalated situations will require child welfare foster care services. Services for children and families – including child protection social work and the services of organisations and private providers – require sufficient investment in order to respond to the increased service demands and quickly generated service gap.

In addition to sufficient resources, we need to do things differently. Doing things differently, doing things better (Tehdään toisin, tehdään paremmin) was the theme of the Children's Rights forum ÄÄNI20 event organised in November 2020. The event included examples from Jyväskylä and Helsinki. In Jyväskylä, the situation and services of young people have been observed in a phenomenon-based way instead of a sectoral division. In Helsinki, the shared phenomenon-based service chains of different sectors and HUS are utilised in order to stop the increase in demand for special and demanding foster care. Other ways of doing things differently are realised in Itä's regional learning network that regionally develops cross-sectoral activities based on collective impact with the objective of smooth everyday life for children. Digital family work has developed new virtual ways of supporting families.

In the Kohtaamiskoulutus model created by Turku City Mission's Youth Council, young people teach adults how to encounter adolescents. Through OECD OPSI cooperation, the cities of Oulu and Vantaa have developed their operations based on anticipatory innovation.

Sectoral boundaries can be crossed, and doing things differently can generate results. Fighting inequality and strengthening the inclusion and faith in future among children and adolescents is a central aim in the aftercare of the coronavirus crisis. In order to reliably implement systematic impact assessment on children and young people, information about the crisis impacts must be collected from children, young people and their parents. On the basis of this information and by doing things differently, we can respond to the impacts of the coronavirus crisis and prevent the growth of inequality among children and young people in Finland. ●



Operations

Knowledge on the well-being of children, young people and families

THE WELL-BEING OF CHILDREN AND YOUNG PEOPLE CAN BE SUPPORTED in a preventive and efficient manner during childhood and adolescence. Effective prevention means widening the focus of the work from the child or young person to the parents, the entire family and the social environment.

We validate research evidence on various working methods and simultaneously strengthen the implementation competence related to effective working methods: the Foundation evaluates methods, promotes the adoption of effective methods and supports the maintenance and monitoring of evidence-based information.

We participated in the national development of evidence-based working methods e.g. through a working group on competence and support centres. In February 2020, together with the advisory board on mental health policy, we organised an event at the Finnish Parliament on the evidence-based coordination, funding and implementation of psychosocial support for children and young people.

The adoption of methods was supported in the spring by organising a webinar together with the Finnish Institute for Health and Welfare (THL) for regions that aimed to apply for funding for adopting evidence-based methods.



Effective prevention means widening the focus of the work from the child or young person to the parents, the entire family and the social environment.

During 2020, the Foundation supported the national home base activities of two evidence-based working methods. The home base activities of the Let's Talk about Children method and municipal model were supported through MIELI Mental Health Finland. The Incredible Years programme on identifying children's behaviour problems and their early treatment has been developed in cooperation with the Research Centre for Child Psychiatry at the Faculty of Medicine at the University of Turku.

Kasvun tuki

Kasvun tuki (Early Interventions) was a significant operational brand for the Foundation even prior to the Parliament's capital donation and the Foundation becoming subject to the Parliament's control in 2017.

At the end of 2020, the Kasvun tuki resource included 31 evaluated interventions, three of which were evaluated in 2020. The Kasvun tuki evaluation system was developed in cooperation with the corresponding Norwegian operator, Unga. In connection with The First 1000 Days in the Nordic Countries project, the Kasvun tuki scientific editorial board and Unga evaluated a total of 63 interventions and 33 tests. Furthermore, the Unga evaluation handbook was translated into Finnish and adapted to suit Finnish evaluation. Kasvun tuki has continued the existing cooperation with the NordicDataPrev network.

The next development phase of the Kasvun tuki resource is the Kasvun tuki journal, a domestic scientific publication made available online. The journal promotes interdisciplinary discussion in the field of child knowledge and policy between different operators. In the coming years, the Kasvun tuki intervention evaluations will be

published online as systematic reviews. The *Kasvun tuki* journal aims to promote research-based decision-making and evidence-based professional activities in services for children, young people and families. A publication forum rating will be applied for the journal.

Well-being databank

In 2020, we began the development of a digital well-being databank. The well-being databank providing an easy access to compiled information on children, young people and families with children will be made available in 2021. On a national level, the databank promotes the identification of data gaps, peaks and biases in child well-being information. The databank is aimed for decision-makers, researchers and specialists.

Implementation competence

The implementation of evidence-based working methods and interventions ensures the effectiveness of the methods in a way that benefits the target groups. The Foundation promotes implementation competence with training and by importing various international working methods into Finland. The intervention and implementation course created by the Foundation in 2020 (*Vaikuttavat menetelmät ja toimintamallit tutkimusperustaisessa päätöksenteossa*) was a part of the University of Helsinki's Master's Programme in Social and Health Research and Management.

Child well-being innovation activities

Regional learning network

In 2020, the key strategic initiative of the Foundation was the establishment of the regional learning network together with the University of Oulu and MIELI Mental Health Finland. Our cooperation partner at the University of Oulu was the Professor of Practice Mika Niemelä, working in the professorship donated by the Foundation. MIELI Mental Health Finland has organised home base activities for the Let's Talk about Children method utilised in the work of the regional learning network. The activities are based on collective impact and a systems-theoretic approach

and have the aim of developing practical operating models and structures for the reforming of social services for families with children, both locally and nationally.

The Foundation, the University of Oulu and MIELI Mental Health Finland make up the backbone organisation of the regional learning network. This backbone organisation supports local development with the help of research, historical information, peer experience and theoretical knowledge, and strengthens the links between local development work and national child policy. Itla has signed cooperation agreements for the pilot period 2020–2022 with four regions: Central Ostrobothnia (Soite), North Karelia (Siun sote), the Northeastern area in Tampere and the service areas of Kaakkuri and Tuira in Oulu.

The Foundation, the University of Oulu and MIELI Mental Health Finland make up the backbone organisation of the regional learning network by supporting local development with the help of research, historical information, peer experience and theoretical knowledge.

Anticipation

The anticipatory network gathered by the Foundation implemented the Delphi anticipation process with a special focus on the future of poor families with children and improving their position by 2040. The anticipatory network mapped international examples on models and processes of national strategic anticipation to perceive the future developments of children, young people and families.

Challenge competition

In 2020, Itla's challenge competition looked for models for amplifying the voices of children and young people in decision-making. The challenge competition was won by Turku City Mission's Youth Council for their Kohtaamiskoulutus model where young people themselves provide encountering training for social and health care professionals. An honourable mention was awarded to the Metku book that promotes the inclusion and amplifies the voices of children and young people. The book was developed jointly by children, their parents and rehabilitation professionals, supported by the Metropolia University of Applied Sciences and Central Union for Child Welfare.

Digitalisation of UNICEF's Child-Friendly Cities model

In 2019, the Foundation granted a two-year funding for the project to digitalise UNICEF's Child-Friendly Cities model. With the developed Child-Friendly City digital service, UNICEF can better support the child-friendliness of municipal decision-making and services by providing municipalities with tools for ensuring the rights and well-being of children.

Reports on collective impact funding models and working methods in foster care for teenagers

Cooperation between the Foundation and the Finnish Institute for Health and Welfare (THL) on working methods in foster care for teenagers began in late 2019 and continued throughout 2020. The final report was published in January 2021.

The Children SIB Social Impact Bond research cooperation between the Foundation and the University of Tampere initiated in 2019 also continued. In 2020, we published the report Future of Well-being Services at a Crossroads – Towards Outcomes Contracting? We also published a report on the funding models of collective impact pilots carried out in different countries.

Training and leadership development

THE YEAR 2020 GOT OFF TO A PROMISING START AS REGARDS LEADERSHIP TRAINING: The Foundation's long-term Childhood Builders leadership training received a number of registrations from government organisations, large cities and important NGOs in child and family policy.

Due to the coronavirus pandemic, however, the year was very difficult for our long-term training that is based on physical presence. Apart from the start of the year, all planned trainings and modules were cancelled. Our training is about constructive co-creation and cross-sectoral operations. Close and informal interaction has a central role in the training, meaning that it cannot be replaced by virtual training. The training will continue in 2021.

Well-being management workshops

- Towards child orientation: Strategic design and service experiment management
- Empathy as a skill and prerequisite for good care
- Practice-based reform approach

We invested in leadership development by organising a small-group Childhood Builders leadership coaching in autumn 2020 and a three-part well-being management workshop series. We also published work templates for child-centred co-development as well as podcasts, blog posts and articles on the themes of leadership impacting the well-being of children, young people and families, both in Finnish and in English. The Childhood Builders LinkedIn group gathered information and links to everyone interested in the topics.



Centralised operations

Sponsored professorships for intervention and implementation research

At the end of 2019, Itla decided on two sponsored professorships on intervention and implementation research at the Universities of Oulu and Turku. At the University of Oulu, Mika Niemelä started work as professor of practice in spring 2020. The professorship at the University of Turku will be filled during 2021.

Research of digital parent training

Itla, Helsinki's family centre and the Research Centre for Child Psychiatry at the University of Turku initiated research cooperation on the treatment of children's behaviour problems. The new study will clarify how the Strongest Families family training realised online and via telephone works with early support clients. The study is a part of the INVEST welfare state flagship project funded by the Academy of Finland.

Työ 2.0 Lab

Itla has participated in the Työ 2.0 Lab experiment since 2019. Työ 2.0 Lab is a meeting place for phenomenon-based, cross-administrative and -sectoral preparation and co-learning. For Itla, Työ 2.0 Lab offers a ready platform for the co-development carried out with ministries, central government and the cities and organisations involved in the experiment.



A child-positive Finland is developed under the title Childhood Builders. In 2020, Itla's Childhood Builders covered a leadership training, podcast, regional learning network and challenge competition. The Childhood Builders brand is registered as a trademark in Finnish.

Grants

During 2020, Itla awarded grants for four scientific projects, a total of EUR 63,900.

- Eliel Durchman (EUR 3,900), research on the future visions and dreams of young people
- Tuula Takalo (EUR 24,000), scientific research of the City of Oulu's Kaakkuri model included in a doctoral dissertation
- Johanna Timonen (EUR 12,000), the suitability, usability and effectiveness of the collective activity model in supporting the psychosocial well-being of young people
- Xiaowen Wang (EUR 24,000), doctoral research on applying AI to the anticipation of child and family service demand.

In 2020, a total of EUR 34,900 of grants were paid.



Communications

The Foundation's communications were developed in 2020 based on the new communications strategy. The strategic objectives of communications include:

- building the Foundation's reputation
- creating a framework for all communications and committing to joint activities
- supporting the development of the Foundation's operating methods and culture.

Itla's updated website in English and Swedish was made available in spring 2020, and the strategy was published in plain Finnish. New communications channels adopted in 2020 include the Childhood Builders podcast and LinkedIn. Nine episodes of the Childhood Builders podcast were published with 1,098 streams.

Social media

- The number of our Twitter followers grew by 47 per cent to 2,198 at the end of the year.
- The number of our Facebook followers grew by 45 per cent to 640 at the end of the year.
- At the end of the year, we had 311 followers on Instagram, which we adopted in 2019.
- We started using LinkedIn in August 2020 and had 116 followers at the end of the year.
- The Kasvun tuki Twitter account had 2,038 followers, nearly a thousand more than in 2019.

Website

- The number of visitors to our website grew from 20,028 in the previous year to 45,464. The total number of page views in 2020 was 113,388. The most popular piece of news on our website was the start of the Lunch for Every Child campaign. The most-viewed blog post was written by our CEO Petri Virtanen on the coronavirus pandemic (*Pelkästään terveydenhuollon kantokyvyn varmistaminen ei riitä*).
- The Kasvun tuki website had 33,486 visitors and a total of 90,913 page views. The number of visitors has grown steadily over the years.
- We sent out ten newsletters over the course of the year. The newsletter has 551 subscribers.

The most popular piece of news on our website was the start of the Lunch for Every Child campaign.

The number of our Twitter followers grew by 47 per cent to 2,198 at the end of the year.

Finances and asset management

ITLA'S BOARD OF TRUSTEES DECIDES ON ASSET MANAGEMENT. In matters related to investments, the Board is assisted by an Asset Management Committee that evaluates the profit development and risks of invested assets, the functionality of our investment strategy and the operations of external fund managers.

In the Foundation's investment strategy, the long-term strategic goal of invested assets is an annual real rate of return of 4 per cent. The time frame of the Foundation's investments is long and investments must be systematic and responsible. The investments must be efficiently distributed across different asset classes, geographical areas, sectors, asset managers and investment types. Intelligibility and transparency are important principles in implementing the Foundation's investments.

The market value of Ibla's invested assets on 31 December 2020 totalled EUR 58,389,435 and cash funds EUR 4,946,037.

The Board of Trustees set the operational budget for 2020 at EUR 2,697,000. The operational budget outcome in 2020 was EUR 2,067,026 (EUR 1,709,981 in 2019).

The market value of Ibla's invested assets on 31 December 2020 totalled EUR 58,389,435 and cash funds EUR 4,946,037.

Investment income

At the end of 2020, the returns on Ibla's invested assets were 5.4 per cent¹⁾. Investments in shares provided the most profit at 9.1 per cent. Income from fixed income investments was 1.6 per cent and alternative investments also provided slight positive income at 0.6 per cent.

¹ so-called time-weighted return. The numbers presented here are based on the changes in fair market value. The numbers contain the actual market changes during the period of activity. The numbers include both realised profits/losses and unrealised profits/losses. The numbers also include e.g. dividend, profit share and interest income.



Intelligibility and transparency are important principles in implementing the Foundation's investments.

Administration

Bodies

The bodies of the Itla Children's Foundation include the Delegation, Board of Trustees, Asset Management Committee and CEO. In 2020, the Foundation also included the Scientific Council and the international Advisory Board. The Foundation complies with good governance and is a member of the Association of Finnish Foundations.

DELEGATION

The role of Itla's Delegation is to monitor, support and promote the activities of the Foundation. The appointment, configuration and term of office are laid down by law (1004/2017).

In 2020, the Delegation met twice in accordance with the Foundation's by-laws. The Chairperson of the Delegation is Mirka Soinikoski (Greens) and the Vice Chairperson is Eeva-Johanna Eloranta (Social Democrats).

Members of the Delegation in 2020:

Members

Mirka Soinikoski (Greens), Chairperson
Eeva-Johanna Eloranta (SDP) Vice Chairperson
Riitta Mäkinen (SDP)
Ari Koponen (FP)
Sanna Antikainen (FP)
Anna-Kaisa Ikonen (NCP)
Ville Kaunisto (NCP)
Hilkka Kemppe (Centre)
Pia Lohikoski (LA)

Deputy members

Noora Koponen (Greens)
Kimmo Kiljunen (SDP)
Johanna Ojala-Niemelä (SDP)
Juha Mäenpää (FP)
Sheikki Laakso (FP)
Terhi Koulumies (NCP)
Pekka Aittakumpu (Centre)
Pasi Kivisaari (Centre)
Mikko Ollikainen (SPP)

BOARD OF TRUSTEES

On the basis of the Foundations Act (2015/487), the Board of Trustees is responsible for the Foundation's administration and the appropriate organisation of activities. Furthermore, the Board is responsible for the appropriate monitoring of the Foundation's accounting and asset management.

In accordance with the Foundation's by-laws, the Board of Trustees prepares matters for the Delegation, apart from selecting the members of the Board. The Board of Trustees also decides on strategy, resource planning and policy outlines.

In 2020, the Board of Trustees met eight times. The Chairperson of the Board is Tuomas Kurttila and Vice Chairperson is Sanna Vesikansa.

Members of the Board of Trustees in 2020:

Members

Tuomas Kurttila, Chairperson
Sanna Vesikansa, Vice Chairperson
Maria Kaisa Aula
Petri Pohjonen
Mirjam Kalland
Riitta Särkelä
Terhi Päivärinta

Deputy members

Johanna Laisaari
Mikko Mäkelä
Hanna Heinonen
Arto Willman
Jorma Komulainen
Mikko Mikkola
Tuire Santamäki-Vuori

ASSET MANAGEMENT COMMITTEE

The role of the Asset Management Committee is to support the Foundation in realising responsible investment activities. The Foundation's asset management must be systematic, secure, profitable, considered and sustained. The Asset Management Committee evaluates the profit development and risks of invested assets, the functionality of our investment strategy and the operations of external fund managers. The Committee provides the Board of Trustees with a report on investment activities at least twice a year and prepares changes to the investment strategy for the Board as necessary.

During the year covered by the report, the Asset Management Committee met four times.

The Chairperson of the Asset Management Committee is Mikko Mikkola.

Members of the Asset Management Committee in 2020:

Mikko Mikkola, Chairperson
Tuomas Kurttila
Annika Ekman
Sami Yläoutinen

SCIENTIFIC COUNCIL

The Scientific Council has had a role in supporting the Foundation's scientific activities in developing the evaluation criteria for early support working methods and interventions and method assessment. Based on the proposals of our scientific editorial board, it has provided an overall assessment and decision on the classification of different methods, and its activities support the work of the scientific editorial board and the Foundation's knowledge production.

The Scientific Council was dissolved at the end of 2020. It will be replaced by the Kasvun tuki journal's scientific editorial board.

The Scientific Council met three times during the year covered by the report.

Members of the Scientific Council in 2020:

Kristian Wahlbeck, Chairperson
Eeva Aronen
Heikki Hiilamo
Marja Holmila
Mirjam Kalland
Jorma Komulainen
Taina Laajasalo
Kirsi Peltonen
Raija-Leena Punamäki
Kirsimarja Raitasalo
Klaus Ranta
Nina Sajaniemi

CEO

Doctor of Social Sciences, Adjunct Professor Petri Virtanen has been Iita's CEO since February 2019. Alongside his role as CEO, Petri Virtanen acts as a part-time Professor of Administrative Sciences in the School of Management at the University of Vaasa.

INTERNATIONAL PANEL OF EXPERTS

The Advisory Board, an international panel of experts set up in 2020, aims to support and strengthen Iita's position and effectiveness in Finland and internationally. The panel challenges and provides a global perspective and competence to strategic themes and contents, e.g. by expanding the Foundation's international networks and influence in order to achieve its strategic objectives. The panel may also participate in the Foundation's strategic projects on a case-by-case basis.

Members of the Advisory Board include:

- Professor Jens Meyer, INSEAD, France, specialising in leadership and strategy
- Professor John Lavis, McMaster University, Canada, specialising in the effectiveness of well-being interventions and evidence-based activities
- Group Manager, PhD Piret Tõnurist, OECD OPSI, France, specialising in innovation activities and service design in OECD countries.

Personnel

Itla had 11 permanent employees at the end of 2020. In addition, the Foundation employed fixed-term project employees.

Internal development

The Foundation's working method is based on self-management, solution-centred activities, sound leadership and helping colleagues. During 2020, the competence of employees was developed from the perspective of meta-skills. The idea was to find meta-skills shared by all employees that could be improved upon in order to create the Foundation's characteristic atmosphere of getting things done.



Publications and events

Itla has four publication series based on its research programme:

- Horisontti – research
- Navigaattori – reports
- Tienviitta – policy recommendations and statements
- Luotsi – guides and manuals.

A total of 11 publications were issued in the series in 2020.

Itla organised 21 events during 2020.



Outlook *for 2021*

IN 2021, ITLA CHILDREN'S FOUNDATION WILL CONTINUE to implement its strategy. Knowledge on the well-being of children and families, strengthening the work of the regional learning networks related to innovation activities, leadership that promotes the well-being of children and science communication on the theme of child welfare are at the core of the Foundation's activities in 2021. During the operating year, the Foundation will participate in the Year of Research-Based Knowledge 2021 network and produce events to its programme.

Planning for the new strategy period will begin in the autumn. The Foundation's work input will support the implementation of the national child strategy and the development of social and health service systems. The coronavirus pandemic will impact our activities well into 2021.

In December 2020, the Board of Trustees decided on three key development objects for 2021: the development of strategic partnerships, the measurement of personnel competence, motivation and working ability criteria, and the reporting on activities and functions in relation to the strategy approved in autumn 2019. These issues will be developed during 2021.

Our fundraising and finance activities are carried out responsibly by optimising the liquid cash funds of the Foundation. In practice, this means that the market value of our invested assets is realised in a strong market situation.

Even after the coronavirus pandemic, the Foundation's working method will be increasingly based on work that is not dependent on place. This will require our entire personnel to collectively move to the direction provided by Itla's strategy. Measures to re-evaluate our facility needs will begin at the end of the operational year.

Balance sheet	31 December 2020	31 December 2019
ASSETS		
Non-current assets		
Material assets		
Machinery and equipment	21,541.10	28,721.47
Investments		
Other shares and similar rights of ownership	51,189,088.41	50,642,269.45
Non-current assets, total	51,210,629.51	50,670,990.92
Current assets		
Receivables		
Non-current		
Other receivables	11,502.00	11,502.00
Current		
Trade receivables	1,677.47	0.00
Other receivables	317.31	317.82
Prepaid expenses and accrued income	199,888.79	165,885.00
Current receivables, total	201,883.57	166,202.82
Receivables, total	213,385.57	177,704.82
Cash in hand and at banks	5,124,276.87	6,746,665.62
Current assets, total	5,337,662.44	6,924,370.44
TOTAL ASSETS	56,548,291.95	57,595,361.36
LIABILITIES		
Equity		
Initial capital	50,456.38	50,456.38
Fund donated by the Finnish Government	49,999,949.00	0.00
Profit (loss) from previous financial periods	7,149,045.46	56,533,373.86
Surplus (deficit) for the financial period	-863,540.00	615,620.60
Total equity	56,335,910.84	57,199,450.84
Creditors		
Short-term creditors		
Accounts payable	85,189.97	286,881.99
Other liabilities	27,940.13	25,732.34
Accrued expenses and deferred income	99,251.01	83,296.19
Creditors, total	212,381.11	395,910.52
TOTAL LIABILITIES	56,548,291.95	57,595,361.36

Income statement	1.1. - 31.12.2020	1.1. - 31.12.2019
OPERATIONAL ACTIVITIES		
Child policy knowledge		
Income	50,077.70	22,925.22
Personnel costs	-274,887.77	-280,935.62
Other expenses	-241,818.97	-386,462.14
Child policy knowledge, total	-466,629.04	-644,472.54
Child policy management skills		
Personnel costs	-132,081.63	-110,900.52
Other expenses	-89,141.56	-43,056.12
Child policy management skills, total	-221,223.19	-153,956.64
Child policy innovation activities		
Personnel costs	-161,863.70	-73,833.69
Other expenses	-392,338.94	-196,963.98
Child policy innovation activities, total	-554,202.64	-270,797.67
Communications and advocacy		
Income	8,166.26	0.00
Other expenses	-62,802.72	0.00
Communications and advocacy, total	-54,636.46	0.00
Grants and contributions	-106,880.00	0.00
Centralised operations		
Income	45,000.00	433.20
Personnel costs	-384,577.84	-255,520.98
Other expenses	-323,877.10	-385,666.20
Centralised operations, total	-663,454.94	-640,753.98
OPERATIONAL ACTIVITIES, TOTAL	-2,067,026.27	-1,709,980.83
SURPLUS/DEFICIT	-2,067,026.27	-1,709,980.83
INVESTMENT AND FINANCIAL ACTIVITIES		
Income		
Sales profit from securities	1,190,444.05	628,598.88
Dividend income	405,034.32	702,644.90
Interest income	67,734.39	67,298.49
Profit shares	39,131.19	54,584.49
Other investment income	62,887.30	34,789.60
Reversal of impairment	100,537.16	1,729,663.16
Total income	1,865,768.41	3,217,579.52
Expenses		
Sales loss from securities	-327,060.14	-95,304.74
Interest expenses	-23,532.10	-5,318.39
Asset management	-37,706.11	-38,267.92
Impairment	-273,983.76	-753,087.04
Tax withheld at source	-0.03	0.00
Total expenses	-662,282.14	-891,978.09
INVESTMENT AND FINANCIAL ACTIVITIES, TOTAL	1,203,486.27	2,325,601.43
SURPLUS (DEFICIT) FOR THE FINANCIAL PERIOD	-863,540.00	615,620.60

