

# 2010 | Annual Review



World Vision International  
2010 Review

# Global Glimpses

## Haiti, Laos, Lebanon and Kenya



### Responding in Haiti

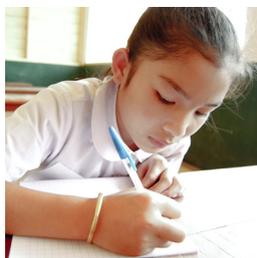
Life for Maraseille Saintulise and Etienne, her 11-year-old son, just changed – and she is ecstatic. Since the massive earthquake of 12 January 2010, they have lived in a tent.

Maraseille eagerly pushes open the door of her new home. As she stands in the middle of the single-room dwelling, she throws her hands in the air and pours out her heart in gratitude to all who made this possible. Though her eyes are moist with tears, her smile could not be more radiant.

The devastation from the earthquake affected millions of people in Haiti, already the poorest country in the Western Hemisphere. When events like this occur, World Vision's disaster response team works to strategically mobilise the organisation's resources to transform suffering into well-being whilst protecting the rights, dignity and livelihoods of people like Maraseille.

A few onlookers listen to her with understanding smiles. They know what it is like to have slept on the street and in flimsy, shared shelters with no privacy. For them, Maraseille's reactions are perfectly comprehensible.

"This is the first house I have ever owned," she says joyfully. Shy Etienne just smiles.



### Sponsorship contributes to child-focused development

Vison from Laos was a quiet girl who had no interest in going to school and rarely played with other children. She preferred going to the rice field with her grandmother. Vison's mother tried to help her

children with their schoolwork, but she was too busy working in the rice fields and looking for food to feed the family.

When World Vision came to the village in 2006, Vison was registered for sponsorship. In 2007, she received a letter and postcard from her sponsor in Taiwan. She read them very carefully and kept them in a safe place. The words from her sponsor were very empowering. She began to enjoy studying.

Today, 10-year-old Vison is in Grade 5 and earns good marks. "I want to study English so I can write a letter in English to my sponsor. I want to thank him for his goodness," Vison says.

Recently Vison was taught how to take photographs. "I am excited because I have never seen a real camera," she says. After just two days of training, Vison was proudly and capably taking photographs.

Now Vison has a different perspective on school – and life.



### Advocacy in action

In 2010, for the first time under the UN Universal Periodic Review process, a government (Lebanon) responded to human rights recommendations made by children. The UN review examines every country's human rights record, and governments must respond officially to the international community regarding all recommendations presented.

Several recommendations were based on a report prepared by four World Vision Children's Councils in Lebanon. Hassan, a 16-year-old from one of the councils, said to the UN: "I'd like this report to be an example for other children to follow, and from now on, I hope that any report related to children will be written by children themselves."

Kyung-wha Kang, the Deputy High Commissioner of the UN Office of the High Commission for Human Rights (OHCHR), thanked Hassan and his peers for doing such valuable and "unusual" work. "This proves that children can be articulate for their own rights," said Kang. "Children can get involved in human rights work in many ways. Be assured you have a partner in OHCHR."

Hassan said it clearly: "Take children seriously, because they will be the leaders in the future. Children who learn to solve problems now will be better able to solve the big problems later."



### Development through water and sanitation improvements

In Kenya's Northern Rift Valley, World Vision is completing a water and sanitation development project that began in 2007. Now Sabina Riwo (age 23 and mother of three) and the 68,000 people in her village will have clean, drinkable water. And they will travel less than a kilometre to fetch it. They no longer have to consume water that was a breeding ground for typhoid and cholera.

Since the age of 7, Sabina had gone to the river to fetch water nearly every day, a task that takes hours. "This denied me the chance to go to school. I have seen people who go to school do well and get jobs, and I feel bad that I could not go to school," she says sadly.

New cooperation has emerged amongst the villagers. For the first time, women are taking leadership positions in the community, serving on the Water-Users Association which will run the project to ensure sustainability. And for Sabina's daughters? "My girls will have the chance to go to school," she says thankfully. Sabina's life now brims with promise.

# Messages

## From the President and Board Chair



For 60 years, World Vision has been developing its dialogue with communities and its skills in responding to poverty, emergencies and injustice that affect the most-vulnerable.

A lot has changed in those six decades. World politics and the global economy are unrecognisably different. Many of the ways in which all humanitarian

agencies approach relief responses and long-term development have improved, with greater focus on the leadership and participation of local communities. World Vision has grown and adapted, seeking to be a responsible, learning and sharing organisation that constantly refines its activities.

Our core, though, remains the same. We serve communities by focusing on the needs of the children, following a pattern of social transformation that Jesus modelled. We aspire to heal the sick, feed the hungry, provide water to the thirsty, set free those imprisoned by poverty, protect children from harm, and tackle human and spiritual injustice.

Despite the effects of the recession in Western economies, World Vision's income grew in 2010. Combined with continued cost-saving measures, this meant even more work could be carried out amongst communities in 96 countries. This success is only possible because of the often-sacrificial giving of sponsors in 32 countries and through the support of donors, institutions, corporations and governments.

In March 2010, staff in one of our operating locations in Pakistan were attacked and, in the single greatest loss of life in World Vision's history, seven were killed. The impact of that incident was deeply felt across our partnership. I am proud to say, though, that the sense of unity and shared pain brought our staff, communities and supporters – Christian and Muslim – closer together than ever before.

I invite you to learn more about our work from this 2010 Annual Review and to rejoice with us in the stories from our communities. It has been our privilege to offer so many people an opportunity to partner with us and fulfil their own dreams: helping to create a better world for the world's poorest children.

In the year ahead, may God inspire us all to seize the opportunities we have to further the vision of life in all its fullness for every child.

**Kevin J. Jenkins**

*President and Chief Executive Officer, World Vision International*



Over a year ago, I visited a slum in Nairobi where people live in very frail shacks. Nearby there was a large trash container, and it was full of children looking for things to sell. It was a very hopeless circumstance.

We visited one of the shacks where three children were living. Each of them had been orphaned due to

AIDS-related causes. With the parents dead, they were left to care for themselves. The oldest child was praying for the youngest to find a way out of the slum.

Because World Vision was already working in the area, this youngster received a scholarship so she could attend school. With shining eyes, she said, "Now I have a future." I could see her happiness and God's promise of fullness of life coming to that child.

For many people crying in our world today, World Vision can be the answer to their prayers. Through our generous donors, we provide food when people have none, and we train them in improved food production techniques. Economic development and education projects offer stable incomes and opportunities to those trapped in poverty. We advocate for justice in unjust circumstances. And we respond to emergencies and disasters such as those in Haiti, Pakistan, Chile and Brazil.

This is what World Vision is all about.

We are a mature organisation, and I was honoured to be in South Korea to celebrate World Vision's 60th anniversary. As we continue to work in difficult places, we can only trust God that he will give us the strength, discernment and resources to deepen our ministry.

This organisation is led by the World Vision International board composed of 24 members representing 19 different countries. Our task is to discern how we can operate amongst so many different cultures, nationalities and religious backgrounds. Our vision is based on John 10:10 in which Jesus said, "I have come that you may have life and life to its full."

Please pray that we may continue to carry out our ministry to God's contentment.

**Roberto Costa de Oliveira**

*Chair, World Vision International Board*



# World Vision At Work

## “Oh, the joys of those who are kind to the poor!” Psalm 41:1 (NLT)

World Vision celebrated its 60th anniversary in 2010. During this milestone year, our 40,000 staff worldwide continued working on behalf of all children – offering them the hope of a life lived to the full and the tools they need to effect change in their own communities and beyond.

This year was not without challenges as we responded to disasters and suffered loss. On 10 March, we lost seven staff in an armed attack on World Vision’s office in Oghi, Pakistan. We have never lost so many staff in one incident. But hope endures in Oghi, and those who lost their lives will never be forgotten.

We remain committed to carry out **development** programmes that are child-focused, community-based and sustainable. Of the approximately 2,500 programmes, 1,500 are “area development programmes”, each a cluster of rural or urban communities where staff work with residents to develop tailored responses to self-identified needs. Hundreds of other programmes conducted specific development activities using grants or non-sponsorship funds.

World Vision remains the UN World Food Programme’s largest global partner in the fight against hunger. In 2010, we helped more than 8.8 million people by shipping, carrying and distributing 303,726,041 tonnes of food in a number of food aid programmes. This food, and the investment necessary to support the distributions, was worth \$304 million.

Through our **humanitarian emergency response** programmes, we were able to devote \$549.5 million to nearly 80 disaster mitigation, preparedness and response efforts, helping approximately 15 million people worldwide. We were already operational in Haiti when the massive earthquake of January 2010 hit. This disaster killed 220,000 people, affected millions and collapsed the country’s infrastructure. Then in February, Chile suffered an earthquake that took more than 500 lives and affected more than 90 per cent of the population. Heavy rains in Pakistan during August caused millions to flee as swollen rivers flooded the northern area of the country.

World Vision acknowledges that we cannot do this work alone. We rely on partners to enable and encourage us in work that is both exhilarating and exhausting. In nearly 100 countries, partnerships shaped from the grassroots to the government level join people and policymakers in a common goal – the sustained well-being of children.

The **Child Well-being Aspirations** are fundamental to World Vision’s desire for every child to live a full life. Several approaches support our goal of “Sustained well-being of children within their families and communities, especially the most vulnerable.” Approaches include enabling caring and transformed relationships, building resilient and secure households, and promoting just systems and structures. We do this by working with partners to empower children and communities to work together as agents of change.

World Vision has developed four high-level child well-being aspirations and 15 corresponding outcomes that define our version of a full life for children. We use these to guide our programming, and we seek to improve the outcomes in

partnership with governments, other non-governmental agencies, local organisations, families – and the children themselves. Our aspirations for boys and girls are that they:

- 1 enjoy good health
- 2 are educated for life
- 3 experience the love of God and neighbours
- 4 are cared for, protected and participating.

Good **health** is the foundation on which a promising future is built. Our health interventions are child-focused, community-based and address maternal and child health and nutrition; HIV and AIDS and infectious disease; and water, sanitation and hygiene. In 2010, World Vision scaled up its strategy for maternal and child health, called 7-11, which outlines critical health and nutrition interventions. We endeavour to equip families with the capacity to fight hunger and to achieve food security by helping increase food quantity and quality so children have hope for a healthy future.

A life without **education** is a life without opportunity. World Vision is dedicated to ensuring that all children – especially the most vulnerable boys and girls – have the right to quality education so they can attain functional levels of literacy, numeracy and essential life skills. Girls, children with disabilities, and children in emergency situations are particularly marginalised and are often not able to obtain an education. We are working to change that.

Through our decades of working to meet the needs of children, we have learnt that the physical and spiritual are both essential to the overall well-being of boys and girls. By **nurturing children spiritually** as well as physically, we hope that every child is able to experience the love of God in tangible and meaningful ways. Because we are always mindful that we are guests in cultures that hold many diverse beliefs, World Vision is piloting context-sensitive spiritual nurture projects.

Promoting the **protection of children** from abuse, exploitation, violence and neglect is one of the most fundamental expressions of justice. Worldwide, boys and girls identified their need for protective families, neighbourhoods, communities and societies as one of their major hopes. In 2010, our Channels of Hope programme – World Vision’s church and community-based response to HIV and AIDS – provided care to 1.2 million orphans and vulnerable children in Africa. More than 73,000 volunteers conduct home visits to support and care for these children.

**Child sponsorship** is foundational to World Vision, and in 2010 we renewed our focus on excellence in its activities. The number of children registered for sponsorship grew to 3.9 million in 2010. These boys and girls live in 1,500 development programmes around the world and are sponsored by people from 32 countries. Sponsorship is a means to promote transformation amongst children, families and communities – as well as amongst sponsors and partners.

Three billion of the world’s people cannot access basic financial services. World Vision’s **economic development** programmes work with communities to offer these services to the poor.

# Financial Summary

In US dollars

VisionFund International, a subsidiary of World Vision, provides microlending opportunities through 40 microfinance institutions, which in 2010 served 638,000 active borrowers with loans worth \$341 million. Nearly 70 per cent of the borrowers are women, who work to change the future for their children..

World Vision engages in **advocacy** by acting and speaking against the injustice, oppression and poverty faced by children. We listen to the voices of boys and girls and then create opportunities for their point of view to be heard. In September, World Vision International President Kevin Jenkins addressed 200 heads of government, ministers, experts, UN leaders and NGO officials at the UN Secretary-General's "Every Woman, Every Child" special event during the UN General Assembly week. President Jenkins called on them to be accountable for their commitments and pledges, so that health interventions reach the most remote communities and save the lives of millions of women and children.

Our first-ever global campaign, **Child Health Now**, is a five-year advocacy effort calling for a renewed commitment to reduce the preventable deaths of more than 8 million children under 5 each year. We are also working to ensure that **children with disabilities** fully, equally and meaningfully participate and benefit from development activities.

World Vision has learnt that addressing **gender** equity issues can transform the future of a community and help break the cycle of poverty. Gender equity is integrated into programmes to improve health services, increase opportunities for education and life skills training, and encourage communities to talk about the negative aspects of perpetuating gender inequity.

World Vision's **financial** partnerships rely on individual donors, such as sponsors who fund programmes; donor agencies who respond to needs with planned and monitored grants; and philanthropic corporations who donate money and items such as pharmaceuticals and clothing.

When an organisation seeks justice on behalf of children and communities, it must be transparent. The annual **Accountability Report** includes information on our intentions and any challenges we faced. This self-examination, which is part of a growing industry standard for international non-governmental organisations, serves to reinforce our commitment to continuously evaluate and learn from our programs and activities.

In 2010, World Vision staff worked even harder to help the impoverished, hurting, vulnerable and marginalised people whom we serve. Fighting, living and dying for others, seeking justice on their behalf – enabling joy, hope and change is what World Vision's work is all about. And to our donors and partners who make it all possible, a heartfelt "Thank you".

*\*The figure to the right for North America includes about \$105 million in cash and gift-in-kind revenue that was transferred by World Vision's United States office (World Vision, Inc.) to other organisations in the United States for use in both the United States and in other countries.*

To read more about World Vision's work in 2010, please go to [www.wvi.org/AR2010](http://www.wvi.org/AR2010).

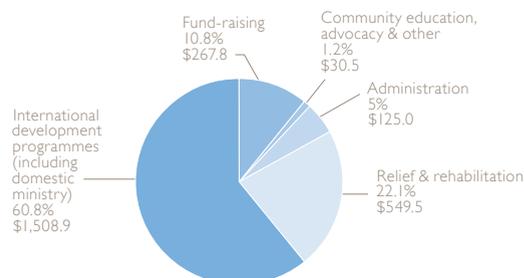
In 2010 World Vision raised \$2.61 billion in cash and gifts-in-kind. Total expenditures on international programmes, international relief and rehabilitation programmes, community education and advocacy, administration and fundraising totalled \$2.48 billion. In 2009, World Vision spent slightly more than it raised due to a carry-over from the previous year. In 2010, the amount spent was slightly less than the amount raised. This was due to factors such as exchange rates that turned out to be better than predicted for some fundraising countries and the fact that some funds raised for Haiti in 2010 were designated for spending as part of the continuing long-term response in 2011.

**World Vision Partnership Income Trend**  
(US\$ billions)



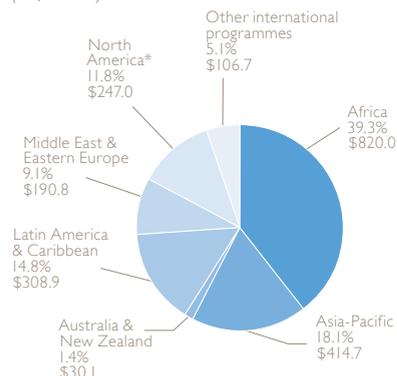
World Vision staff continued to monitor and evaluate our work to increase effectiveness and bring better outcomes for children. While fundraising costs increased somewhat, so did our expenditures on our international development programmes, from 58 per cent of our income to nearly 61 per cent.

**Expenditure by Activity**  
(US\$ millions – rounded figures)



World Vision's reach is global, and, as we are able, our activities are directed to people in places with the greatest levels of need. World Vision serves all people and communities in need, regardless of their race, beliefs or nationality. We are open about the Christian faith which motivates us to serve others, and our policies specifically prohibit proselytism.

**Expenditure on International Programmes by Region**  
(US\$ millions)





**This document is a summary of  
the full World Vision Annual Review for 2010.  
For more detail, go to [www.wvi.org/AR2010](http://www.wvi.org/AR2010)**

For details about how to contact the World Vision office nearest you, see "Where We Work" online at [www.wvi.org](http://www.wvi.org).

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**Whistleblower Hotline**

World Vision now uses a leading third-party provider of ethical reporting services to support our expanded "whistleblower" reporting systems. A confidential telephone hotline and an online reporting tool are available to staff, partners in the field, contractors and others wishing to report suspected illegal or unethical conduct by World Vision or its personnel. For further information, or to make an online report, go to [www.worldvision.ethicspoint.com](http://www.worldvision.ethicspoint.com).