

# World Vision International

## 2009 Review

*love*

*protect*

*joy*

**health**

*educate*

*participate*

**hope**

*peace*

**care**



Working Together With Joy

# Messages

## From the President and Board Chair



Despite continuing economic uncertainty, ordinary people who care deeply about children in the world's poorest countries continued to support World Vision's work with generosity and humility throughout 2009. By cutting our core costs and re-thinking how we do business, we worked to minimise the effects

of the recession on frontline projects which serve millions of people in 96 countries around the world.

Success does not simply mean showing that we spent the money where we said we would. It means that people's lives are measurably improved. World Vision views the results of its work by its impact on children, so we developed the Child Well-being Outcomes, indicators which provide World Vision with a clear, simple description of 'a good life' for children. They guide us when we plan, make decisions and measure our contributions to child well-being. In this review I hope you will enjoy a glimpse into the Child Well-being Outcomes and a demonstration that World Vision focuses its relief, development and advocacy work on a single, profound goal – the joy of positive transformation in a child's life.

During this year we embarked on a new five-year advocacy campaign, Child Health Now, which aims to save nearly six million children under five years old from preventable deaths. We responded to more than 70 major relief emergencies, including a series of crises in Asia and the Pacific.

Development work continued thanks to child sponsorship, supporting 3.8 million children and their communities in 1,600 locations, with another 1,200 programmes funded in other ways. Our microfinance subsidiary, VisionFund International, disbursed 684,000 small loans to micro-entrepreneurs in every region in which we work. Through its network of 43 affiliated microfinance institutions, 2.2 million children benefited from increased family income, reinforcing the impact of our development work.

Since I took the role of President and Chief Executive Officer on 1st October, 2009, I have been gratified to see how deeply so many people feel about our mission. I offer my thanks to each person reading this who has partnered with us in so many ways. May God strengthen us all to continue in our labour on behalf of the neediest in the world in the coming year.

**Kevin J. Jenkins**  
President and Chief Executive Officer, World Vision International

Writing to his partners in Rome, the Bible records the Apostle Paul's instruction, "Be joyful in hope."



In a complicated world of poverty and injustice, joy may seem hard to find as we hope for better things. Yet it breaks out in the most surprising ways, and joy shines through our annual review this year. Whether it's the 14-year-old girl rescued from a vile brothel in eastern Congo by a parliament of children, or the way Afghani midwives are now bringing life in a situation we associate more with violent death, joy comes like a shaft of light. Joy is the cure for cynicism, the antidote for the temptation to give up on doing good.

In 2009 our President, Dean Hirsch, stepped into a new role as a global ambassador for World Vision, and Kevin Jenkins took on the presidency. Dean's 13 years at the helm have seen us through a remarkable period of change and growth, and we wish him well in his new work, while we look forward to Kevin's leadership over our 40,000 staff in a new era of increased challenge and opportunity.

World Vision takes seriously its responsibility as a leading humanitarian partner. It has often been in the forefront of concepts that build trust in the professionalism and openness of aid. We have established a comprehensive range of policies, audits and evaluations to achieve the best-possible use of resources in our work, always striving for an atmosphere that encourages better practice. In addition to the Annual Review, this year we also present an annual Accountability Report, reflecting the best in current thinking about transparent reporting to all those with whom we work – our host communities, our supporters and our peers. It's an honest assessment of how we are doing in sharing information and where we want to do better. We hope you enjoy this insight into the challenges and opportunities facing aid agencies. May it be a source of joy as we work together to make our hope a reality – life in all its fullness for all the world's children.

**Denis St-Amour**  
Chair, World Vision International Board

# Global Glimpses

## Bangladesh and El Salvador

# Improving children's well-being

## What are the Child Well-being Outcomes?



### ① Trained at the hearth

World Vision's 'Hearth' programme educates mothers and caregivers about the prevention of child malnutrition. Sorufa Begum and other mothers from her village in Sribordi, Bangladesh, attend training sessions, where they learn the signs of malnutrition and how to prepare well-balanced, nutritious meals hygienically.

They bring their own rice, vegetables and other ingredients to cook *khichuri*, made from affordable local ingredients and high in protein and nutrients. They feed their malnourished children together and measure their children's progress.

Sorufa says, "We learned to cut the vegetables after washing. Now when we cook rice, we absorb water within the rice to preserve maximum food value. We used to cook *khichuri* with just rice, lentils, salt and chilies. Now we mix in eggs and vegetables to give the food much more value."

After the training the women take on the responsibility themselves, cooking *khichuri* in their own houses. Success is measured by follow-up visits which ensure the children's good health continues. Defeating child malnutrition is possible when mothers are empowered with the knowledge they need to care for their children and can work together to feed their families nutritious food.

### ② Little drops of learning

World Vision launched Tlacopan Community Radio in north-eastern El Salvador to encourage learning and give the community a voice. Children aged nine to 21 run a 90-minute radio programme called 'Little Drops of Learning', featuring music, interviews, debates and social commentary relevant to the community.

The children, many of them sponsored, share the microphone, and take turns at the computer and soundboard. The show opens with a proverb and a joke, then receives calls from people in the community. Guillermo Molina, a community member who oversees the show, says one of its goals is to give youth a positive outlet for their energies and an alternative to alcoholism and juvenile delinquency. "Our aim is to ensure that children and youth have recreation and learning options besides gangs," he says.

The confidence and technical knowledge they gain from running the radio show create valuable economic and social opportunities. Founder-presenter Veronica Sandoval, 19, used her radio experience to gain full-time work at a commercial radio station in nearby Ahuachapan City, where she now has her own show.



World Vision has been working to improve the lives of children for 60 years. Recently it has deepened its focus on children in all its activities and has set a single goal for all its work: the sustained well-being of children within families and communities, especially the most vulnerable.

World Vision wants to see every child live a life of fullness. To describe what this means in a simple and clear way, World Vision developed the Child Well-being Outcomes. They describe four dimensions of well-being for girls and boys:

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

The Child Well-being Outcomes are at the heart of World Vision's vision and mission. They are based on ideas from World Vision's Christian worldview, research on children and the rights that children have. They recognise that children grow holistically, and that their families, communities and environment are important in contributing to and sustaining children's well-being.

An entire community can be improved when people focus on children. Change which improves children's lives has a greater chance of success when families, communities, churches, local organisations and the government can work together to help children. These changes last longer when everyone, including children, has a chance to say how they want their communities and countries to be different.

World Vision does not impose its values on others, but uses the Child Well-being Outcomes to assess its own activities. They enable us to start a conversation with children, families, communities and partners about what we mean by a "good life for children". The outcomes help us to plan and work together to make children's lives better.

To describe what 'life in all its fullness' means for children, World Vision developed the Child Well-being Outcomes in 2009. The outcomes show how World Vision believes its work builds communities and tackles the root causes of poverty, focusing on the best results for the children. This review introduces this unique approach. For more detail, see the online edition at [www.wvi.org/AR2009](http://www.wvi.org/AR2009)

# Working With Others To Bring Lasting Change For Children

## Generous partnerships and determined work spread joy around the world

2009 was a year of continued recession and calamities that devastated many lives. Yet there was also remarkable progress. A network of faithful partners who believe that those who are poor should not struggle alone enabled World Vision to pursue its part in this humanitarian endeavour. In nearly 100 countries World Vision renewed its efforts to advocate for the poor, respond to relief emergencies and invest in community-level development activities.

With an annual income of US\$ 2.575 billion raised in cash and gifts-in-kind, the organisation was able to maintain a vital presence around the world that encouraged people in some of the poorest and most complicated economic environments to work for the well-being of all their children.

**Child sponsorship is integral to World Vision's development work**, promoting the long-term involvement of a vast movement of people to tackle the causes of poverty. The generosity of these sponsors enabled programmes to increase the number of children registered for sponsorship to 3.8 million. In this way, people from 32 countries helped provide training, support and resources for communities and the children who live in them.

It wasn't just sponsors who refused to submit to the economic misery. Individuals gave donations for projects, and thousands purchased from gift catalogues. 'Traditional' donor agencies and trusts continued to respond to needs with carefully-planned grants. Philanthropic corporations showed their concern by offering donations of money and items from health products to clothing.

More than 1,600 area development programmes in 57 countries adopted a wide variety of approaches adapted to different local contexts and needs in 2009. World Vision typically works in each programme for 10 to 20 years, allowing staff to form deep relationships with communities and partners. This leads to community ownership and continued attention to children's well-being long after formal projects are closed.

Teams dedicated to preparing for and dealing with humanitarian emergencies worked hard. Among 70 major relief crises handled during the year, rapid responses to typhoons in the Philippines, Vietnam and Laos, followed by an earthquake in Indonesia and a tsunami in Samoa, were especially taxing. Many smaller emergencies, from floods in development projects to outbreaks of epidemic disease, were handled by national offices using their own resources.

**World Vision has expertise in countering hunger** before famines emerge. For the fifth year it was a leading partner of the World Food Programme. In 2009 its relief food programmes helped more than 8.9 million people in 31 countries by shipping,

carrying and distributing 623,000 metric tonnes of food in parts of the world with the worst roads and security. Audited results reveal 99.8% of the food was delivered as planned, keeping people healthy until better weather or an end to conflict enables them to start farming again.

**World Vision's community development programmes** lay a secure foundation on which small businesses can flourish. VisionFund International, the microfinance subsidiary of World Vision, provides quality microlending to people who have good business ideas but no access to capital. In 2009, VisionFund's network of 43 microfinance institutions disbursed 684,000 loans. These were worth US\$ 381 million and created or sustained a million jobs. That helped families provide food, health care, education and a better family life for 2.2 million children.

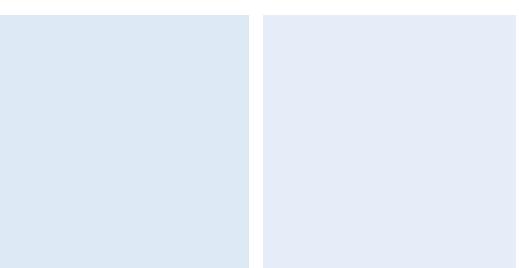
**World Vision spoke out for children at global forums**, but also sought to give children an opportunity to be heard themselves. Children in HIV-affected communities in Eastern Europe took and exhibited photographs while their peers in the Philippines influenced laws that affect them. World Vision invited children from across the world to participate in the Third World Congress on Commercial Sexual Exploitation in Brazil and at the 20th anniversary of the Convention on the Rights of the Child in Switzerland.

**World Vision featured the children's perspective** at global climate change negotiations, while mapping out its own carbon footprint as a baseline to help monitor future improvement. World Vision helped people in its partner communities to develop more fuel-efficient stoves, use solar power for cooking and plant trees.

This was the year in which World Vision prepared its first global, five-year advocacy campaign on a single theme. More than 24,000 children die each day from preventable diseases like diarrhoea and pneumonia, childbirth complications and the complications of malnutrition. The affront is made worse as global leaders fail in their Millennium Development Goals promise to eliminate these needless deaths. World Vision reinforced its own health programming with the launch of Child Health Now, a movement calling on global leaders to treat the problem of childhood disease as a priority.

World Vision knows it must work hard to build the trust that enables its work. It represents the needs and hopes of children, their families and communities on one hand; on the other, the aspirations and good will of millions who support it. To be open and transparent is a Christian core value and a professional commitment. The Accountability Report for 2009, available as part of the online version of this annual review, reports on these issues.

For more details, please go to [www.wvi.org/AR2009](http://www.wvi.org/AR2009)

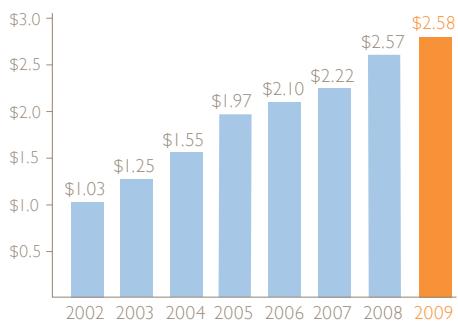


# Financial Summary

## In US dollars

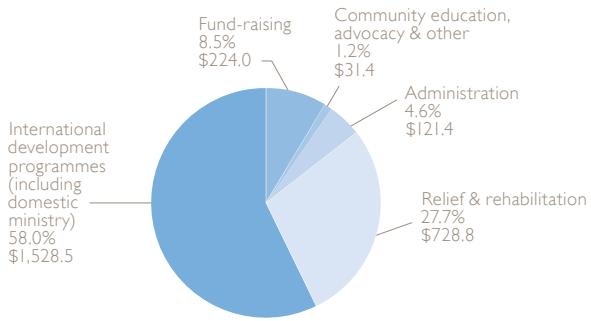
In 2009 World Vision raised US\$ 2.575 billion in cash and gifts-in-kind. With the addition of a small amount carried over from the previous year, it was able to spend US\$ 2.634 billion on a wide range of activities around the world.

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



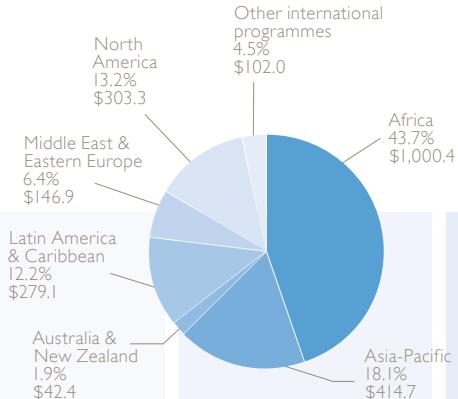
World Vision staff continued to monitor and evaluate all the work done to increase effectiveness and bring better outcomes for children. While maintaining a responsible expenditure on the administration, computer and fund-raising systems that ensure the organisation can operate efficiently, World Vision was able to increase the proportion of its assets used for international programmes, humanitarian response, advocacy campaigns and community education.

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



World Vision's reach is global and its activities are directed to the people in the places with the greatest levels of need that it can address. While open about its Christian motivation to serve others, World Vision's responses to people and communities are not influenced by race, beliefs or nationality, and its programmes do not support proselytism.

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



# Global Glimpses

## Rwanda and Afghanistan

### ③ Growing loving, loving growing

When parents in poor places are HIV-positive, the children lose a lot – including hope for the future. Jacqueline Mukatabaro was pregnant with her second child when she learned that she and her husband, Alexandre, had the virus that can lead to AIDS. Both were ill, barely able to provide for their destitute family on the hills of Rwanda.



World Vision encouraged them to join a group for people living with HIV which, according to Alexandre, was "the best thing that happened to us." With support from the group members they both began taking medication that improved their health. World Vision provided training on proper farming techniques and seeds to start growing food. The group planted and harvested crops and World Vision taught them to tend kitchen gardens by their homes.

Alexandre sold surplus vegetables at the market and volunteered as a World Vision caregiver, assisting vulnerable children and people with HIV. Jacqueline and Alexandre recently had a third child and named him Peace, which they say reflects their feelings about their transformed lives.

### ④ Enabling mothers to protect children

World Vision established 40 skills projects to help women in Afghanistan generate income, benefiting 4,000 people.



Zia\*, a mother of 12 children, was among 16 women who joined a four-week 'sewing circle' in Herat. The project provided families with a cash safety net for the first months, enabling women never employed outside the home to show the community they can contribute to society. Many married young and received no education, and want to work so their children can go to school.

Zia is thankful for the US\$ 6 a day she gets from sewing. It's better than the US\$ 2 she might earn doing laundry. She was married at 13, to a man 20 years older, who is no longer working. "Because I can't read and write... it's important to me that my daughters continue their schooling," she says. The best way to keep girls from an early marriage is for them to stay in school, she says. The women all agree that education for their children is their priority.

\*Names changed to protect individuals





This document is a summary of  
the full World Vision Annual Review for 2009.  
For more detail, go to [www.wvi.org/AR2009](http://www.wvi.org/AR2009)

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)