

DECLARING WE'VE HAD ENOUGH!

World Vision

ENOUGH

It's time to end child hunger and
malnutrition once and for all



2024 Global Campaign Progress Report

PRESIDENT'S FOREWORD

When we launched World Vision's ENOUGH campaign, our vision was for a world where **every child enjoys nourishing food and thrives**.

This three-year initiative is an urgent call to action. We've simply had enough. There is enough food for everyone, so we must end child hunger and malnutrition once and for all.

The ENOUGH campaign faces strong headwinds. Child hunger continues to rise because of conflict, climate and post-COVID economies that are sending food prices beyond reach. Many countries are being pushed to the brink of famine. This is exacerbated by disruptions in the aid industry and the alarming trend of shrinking space for humanitarian actors.

Yet despite all the obstacles and challenges, I believe the ENOUGH campaign is more relevant than ever. It offers a beacon of hope for millions of children and communities who desperately need us.

By the end of the campaign's first year, ENOUGH has already reached **223 million children globally** through hunger, nutrition and food security

related policy changes. I am humbled knowing that even amidst all the difficulties, God has still made a way for us to achieve such an outcome.

I am deeply grateful for the powerful show of unity among governments, donors, partners, supporters and especially child advocates who have risen to make their voices heard in local communities to the global stage. We have demonstrated what is possible when the global community stands united with one voice for this important cause.

Last year, we set the bar high. Rooted in faith and fuelled by the momentum we've created, we can go even further. In 2025, let us keep pushing to "loose the chains of injustice, untie the cords of the yoke, to set the oppressed free... and share our food with the hungry" (Isaiah 58:6-7).



Andrew Morley
World Vision International
President and CEO

A MESSAGE FROM A CHILD ADVOCATE

The launch of the ENOUGH campaign comes against the backdrop of increasing cases of children hunger and malnutrition around the world. In my home country of Kenya, nearly 950,000 children aged 5-59 months required treatment for severe weight loss according to a recent UNICEF report. The same report indicated 2.8 million in my country, including children, were food insecure.

On behalf of children from around the world, we are calling on governments, donors, and the general public to take action to end hunger and malnutrition now!

We are also declaring that we want to be part of the solution and be engaged in decision-making that affects us. As children, we know what it is like to be hungry and malnourished. We face unique challenges that adults may not fully understand. Whether it's in community meetings in our villages or in the halls of the UN, we must be present and given a seat at the table. Otherwise, even with the best of

intentions, policies may end up being unresponsive to children's needs and interests.

I am grateful that the ENOUGH campaign has given child advocates like me a platform to raise my voice and demand action. In April, I had the privilege of speaking to a room full of government officials and dignitaries, including the First Lady of Kenya, at the launch of the ENOUGH campaign in Kenya. We need more of this.

If we want to end child hunger and malnutrition once and for all, governments, donors, aid agencies and all stakeholders must invest in and involve children. Let us stand united in our dream for every child to be able to go to bed each night well-fed and nourished so they can fulfil their God-given potential and thrive.



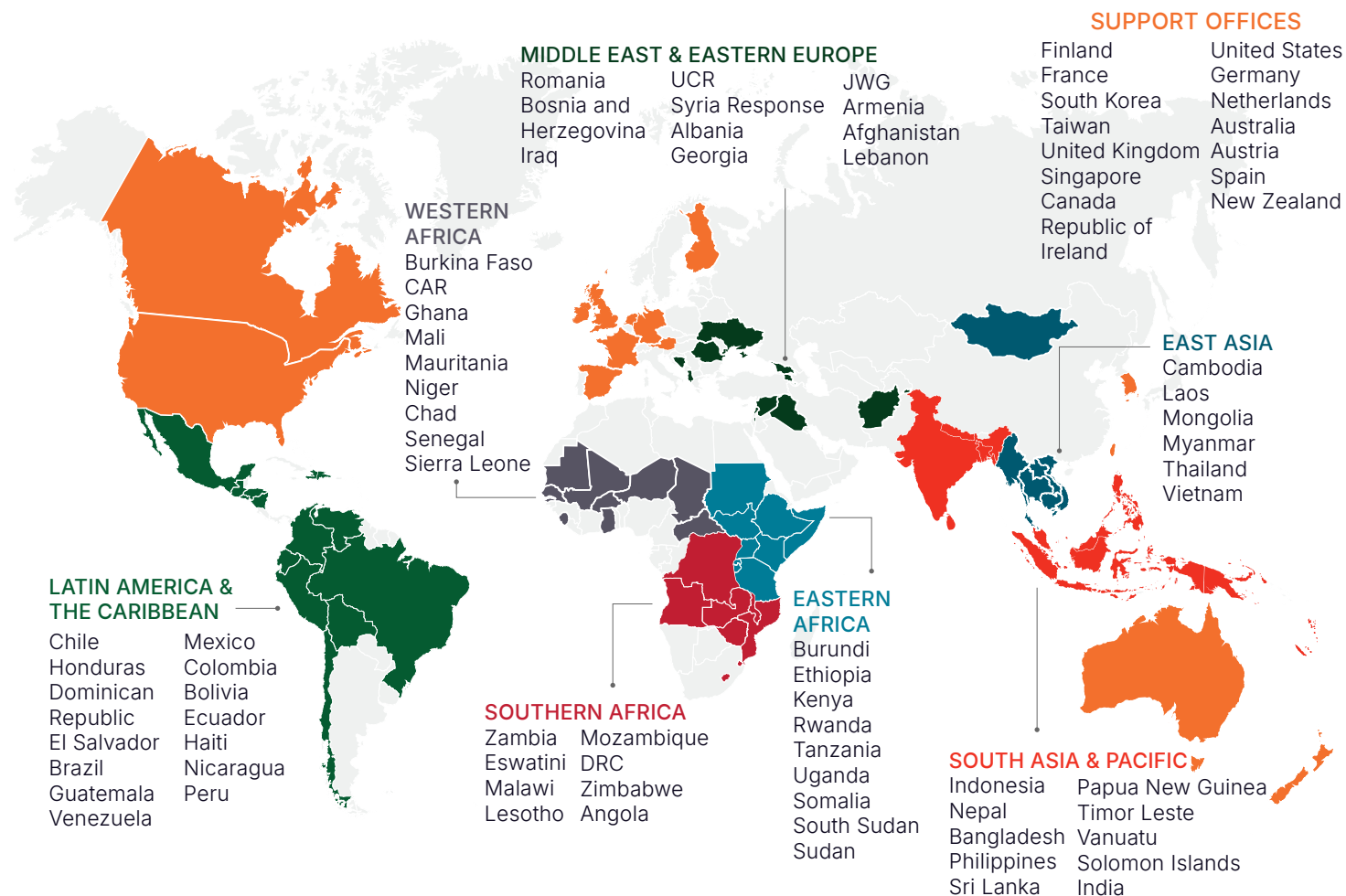
Felista Koki, 12
Young leader from Kenya

ENOUGH GLOBAL CAMPAIGN OVERVIEW

In September 2023, World Vision launched [ENOUGH](#), an unprecedented global campaign to mobilise children, citizens and powerholders to declare that in a world of abundance, we've had "ENOUGH!" of child hunger and malnutrition. Our vision for the campaign is **a world where every child enjoys enough nourishing food so they can thrive.**

Through the ENOUGH campaign, World Vision aimed to impact the lives of 125 million children by 2026 – a goal that we have already surpassed – leveraging our historical leadership in health and nutrition, faith partnerships, and strengths in amplifying children's voices and mobilising communities.

The ENOUGH campaign is now active in **82 countries.**



2024 IMPACT AT-A-GLANCE

(Covering the period of 1 October 2023 to 30 September 2024)



Impact

Global Indicator	Year 1 FY24	Baseline FY23	3-Year Target
children reached through hunger, nutrition and food security related policy changes	233 million	68 million	125 million
children receiving school meals (wet or dry) through school feeding	889,000	574,500	X
people reached through cash and voucher assistance	2.9 million	4.7 million	X
people reached with in-kind food assistance	5.2 million	6.9 million	X
children benefitting from World Vision livelihood programmes	607,970	481,247	X
children (6-59 months) with moderate or severe acute malnutrition admitted for treatment of wasting	180,774	229,513	750,000



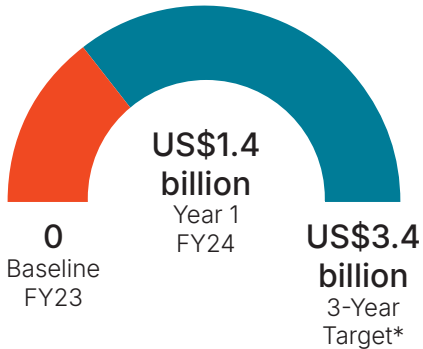
Influence

Global Indicator	Year 1 FY24	Baseline FY23	3-Year Target
hunger, nutrition, and food security-related policy changes to which World Vision has made a significant contribution	400	93	400
government budgetary changes to which World Vision contributed	276	55	100
policies that engaged faith actors in the policy change process	172	43	190
advocacy actions taken in support of the global campaign	515,220	99,000	3 million



Income

Amount of nutrition specific and nutrition sensitive field spending



*comprises \$1.2 billion in donations from private sources and in micro-finance loans given out by VisionFund to families, plus \$2.2 billion from institutional donors like governments and UN agencies who are investing in the organisation’s work.

CAMPAIGN HIGHLIGHTS

In the first year of the ENOUGH campaign, World Vision regional and field offices entered an intensive planning phase to develop strategic goals, outcomes, and plans relevant to their specific contexts and determine stakeholders to partner with. Key opportunities identified in this process included mobilising community and children participation, promoting nutrition sensitive practices, strengthening collaboration with government entities and peer organisations, and leveraging school meals.

During this planning phase, World Vision at the global level focused on creating an enabling environment that will set the stage for national level campaigns to achieve the campaign's two strategic goals as they launch over the course of 2025. We worked to amplify the voice of children to prioritise child hunger and malnutrition on global policy agendas and ensure this issue is not forgotten amidst numerous other challenges.

This effort to shine a light on child hunger and malnutrition has led to some early wins, thanks in large part to World Vision's [Global Hunger Response](#) which has served as an instrumental springboard for the ENOUGH campaign and helped to accelerate our results in the policy and programmatic space.

What we aim to achieve

We want to contribute to ending child hunger and malnutrition by 2030 in line with the Sustainable Development Goals. Our vision is a world where every child enjoys enough nourishing food and thrives.

How we will achieve our vision

Feed the hungry now...

and promote systemic changes to avoid future crises



Expand interventions that are proven to work (*our own and those of partners and governments where applicable*):



Food and cash assistance.



Nutritious school meals programmes.



Micro-nutrient supplementation and gender-transformative programmes that empower girls.



Essential nutrition services delivered by a qualified community health workforce.



Countries count hungry and malnourished children to better reach them.



Children are heard and prioritized in relevant decisions and policy processes.



At least 400 policies and 100 funding decisions promote child and nutrition-sensitive approach to prevent future crises.



Improve regulations of food & beverages to foster healthy diets.

Who and how we will mobilise

Donors – promote understanding and prompt more support for children in need.



Partners – promote joint actions at key moments.



Governments – use data from our programmes to improve policy, funding and service provision.



Children, especially the most vulnerable – amplify voice, support with multi-sectoral programmes and micro-finance solutions.



Communities, supporters, influencers and our staff – influence the narrative, raise awareness, stimulate social & behavior change and mobilize at least 3 million actions.



Faith actors – pray, act as agents of hope, influence policy debates, and promote social and behavior change.

STRATEGIC GOAL 1: Children are seen, heard and prioritised

Children have a right to nutritious food, and they deserve to be accounted for accurately in hunger and nutrition reporting so that policies that affect them can address their unique needs. Here are a few highlights from ENOUGH campaign launches and external engagement events where World Vision amplified the voices of children and gave them a platform to lead to generate momentum toward this goal.

Advancing child-centred policies

In 2024, World Vision led or contributed to key external engagement events to place children at the centre of hunger and malnutrition related discussions and ensure their voices are heard by decision-makers at the global level.



ENOUGH CAMPAIGN GLOBAL LAUNCH AT UNITED NATIONS GENERAL ASSEMBLY WEEK

New York, USA, 18-22 September 2023

World Vision's flagship global campaign launch event was joined by Cindy McCain, World Food Programme Executive Director, Dr Lazarus McCarthy Chakwera, President of the Republic of Malawi, and celebrity chef Lorna Maseko, among many other distinguished guests, faith leaders, and young leaders from around the world.



“A whole generation of children are relying on us, and we must not let them down. It's time for all of us to raise our voices with World Vision to say ‘enough, enough.’”
Cindy McCain, Executive Director, World Food Programme

“Governments and non-governmental organisations must work hand in hand to provide healthy food for the most vulnerable children and families to put an end to child hunger and malnutrition.” Emmanuella, 17, Ghana, child advocate

SCHOOL MEALS COALITION FIRST GLOBAL SUMMIT

Paris, France, 18-19 October 2023



Andrew Morley
@andrewmorley0

We are passionate about school meals – they transform lives. So it was a privilege to address [#GlobalSchoolMealsSummit](#) in [#Paris](#) just now. [@WorldVision](#) reaches 1m children each year with meals. I cannot think of a single intervention that is more effective. [@SchoolMeals_@WFP](#) 🍲



World Vision joined More than 65 government delegations at ministerial level, and over 70 partners from civil society, academia and UN, led by the Disaster Management global team. World Vision spearheaded a Civil Society Call to Action on School Meals, together with Plan International and IPNED, which was signed by more than 100 organisations.

● MICRONUTRIENT FORUM, 6TH GLOBAL CONFERENCE

The Hague, Netherlands, 16-20 October 2023

World Vision joined with leaders, experts and advocates in enabling micronutrient security for vulnerable communities through integrated research and innovative policy solutions, while discussing ways to build community resilience through evidence-based and locally led nutrition and food programmes.



● 77TH WORLD HEALTH ASSEMBLY

Geneva, Switzerland, 27 May – 1 June 2024

World Vision led a roundtable event with the African Union and Scaling Up Nutrition Movement focused on scaling up Essential Nutrition Actions. The roundtable discussion featured a child advocate and a community health worker alongside speakers from the African Union, WHO, Ethiopia, Cote D'Ivoire, and many others.



● EUROPEAN HUMANITARIAN FORUM

Brussels, Belgium, 18-19 March 2024

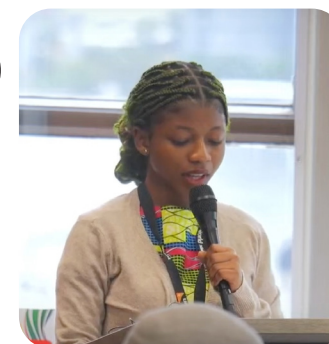
World Vision led Joining Forces' joint advocacy efforts to place the most vulnerable children at the centre of the forum agenda. Five child advocates were invited to speak in high-level panels on children affected by the food crisis and malnutrition.



● UN HIGH LEVEL WEEK: SUSTAINABLE DEVELOPMENT GOALS SUMMIT (SDGS SUMMIT) & UN SUMMIT OF THE FUTURE

New York, USA 22-27 September 2024

World Vision partnered with the World Food Programme, the Government of Brazil, BRAC, Hungry for Action, SDG2 Hub, and Ação da Cidadania to organise, [Partnerships to Catalyse Action to End Poverty, Hunger and Malnutrition](#), a side event at the margins of the UN General Assembly.



Increasing global financing towards nutrition

A key outcome for ENOUGH is to align and catalyse global resources to increase financing toward ending child hunger and malnutrition.

In World Vision's initial campaign strategy, we had identified a gap in global coordination and financing for nutrition. With the launch of UNICEF's Child Nutrition Fund, designed to support government-led efforts in countries most at risk for child malnutrition, this gap has been partially addressed. World Vision was honoured to be elected as the Civil Society Representative on the [Child Nutrition Fund](#) steering committee. We will be actively involved with the Child Nutrition Fund to influence the alignment and mobilisation of resources and accelerate the scale-up of sustainable policies, programmes and supplies to address malnutrition in children and women.

World Vision also carried out a Nutrition Financing Research project with the Sustainable Development Goal 2 Hub. Based on the findings from the report, World Vision is focusing on increasing financing for nutrition, improving coordination, aligning donors to national nutrition plans, and strengthening national systems.

Building on the extraordinary wins from the first year, budget advocacy to influence national governments to invest in child nutrition will also continue in countries where the campaign is active.

Mobilising supporters to end child hunger and malnutrition

Through the ENOUGH campaign, World Vision offices across the globe have seized on opportunities to mobilise supporters to influence government investments in ending child hunger and malnutrition.

ENOUGH ADVOCACY SUMMIT ● Washington DC, USA, October 2023

On World Food Day, World Vision United States brought together more than 200 advocates to bring the message to Congress that they've had ENOUGH child hunger in a world of plenty. Advocates conducted dozens of in-person meetings throughout the day with members of Congress to ask for needed enhancements to the Farm Bill which will further empower children, families and communities to address hunger and malnutrition.



“At the Advocacy Summit, I was filled with information that fuelled a fire for justice. Many stories of real people in hunger crisis across the world moved my heart. And then I got the opportunity to speak out on behalf of those people.” Youth advocate



● A FINE-DINING EXPERIENCE WITH A TWIST November 2023



World Vision hosted an award-winning* [fine-dining experiment](#) in London featuring numerous UK and German based lifestyle influencers. At the dining table, only one guest was served what was expected. The others received substantially less portions to their surprise. This stunt was designed to highlight food inequity in a world of abundance.

*Bronze winner in three categories at the [Creativepool awards](#) - The Rebel Award, Best Experiential and Social Good.



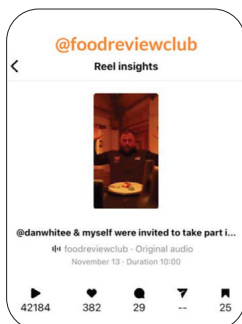
● CALLING FOR URGENT ACTION WITH #EMPTYPLATES July 2024



In the lead up to the G20 Summit, World Vision and partners Hungry for Action at the SDG2 Advocacy Hub led a global mobilisation stunt around the concept of "Empty Plates", with the aim of spotlighting the global food crisis and the urgent need for action. Activists and members of the public around the world were invited to creatively take photos with empty plates and post on social media with the hashtag #EmptyPlates. The empty plates symbolise the reality for hundreds of millions of people who are going hungry in the world today.



● UNBOXING THE MEANING OF HUNGER November 2023



World Vision produced a 'Hello Fresh' style unboxing stunt with food influencers in UK, Canada and Spain. Through this stunt, influencers revealed to their followers the shocking lack of variety and amount of food vulnerable children and their families have access to.

Across dining experiment and unboxing initiatives, World Vision engaged 15 influencers with the combined audience of over 8.5 million followers.

Making children visible through research and publications

World Vision commissioned several landmark reports bringing attention to perceptions and experiences of hunger around the world and how rising prices and shortfalls in emergency aid are putting vulnerable children and their families at greater risk of hunger and malnutrition.



Not Enough: Global perceptions and experiences of child hunger and malnutrition

16 October 2023



Ipsos, a global market research firm, conducted a 16-country [study](#) on behalf of World Vision to highlight

perceptions and experiences of hunger around the world. The report, which was launched on World Food Day in October 2023, revealed 21% of parents globally say their children have gone to bed hungry in the last month and that almost four in ten (37%) parents/guardians say their children are not getting the proper nutrients they need on a daily basis. Almost half (46%) of adults globally say they have worried about finding the money to buy food in the last 30 days, rising to 77% in low-income countries.



Price Shocks: Economic gains masking a growing hunger and malnutrition crisis

29 February 2024



This third iteration of an [annual survey](#) led by World Vision's Global Hunger Response looks at rising prices and highlights food insecurity for the poorest, worst affected by conflict. The study found that the poorest countries

continue to be the hardest hit and the price of a food basket rose the most in countries experiencing fluctuating or devalued currency, sustained or worsening conflict and violence, and/or where the effects of climate change are wiping out food producers. This report was launched at the European Humanitarian Forum in March 2024.



Ration Cuts: Taking from the hungry to feed the starving

11 June 2024



The [Rations Cuts report](#), also commissioned by World Vision's Global Hunger Response, assessed the impact of recent shortfalls in emergency food and cash assistance across the globe. World Vision surveyed over 900 people in

six countries affected by ration cuts early 2024. The findings outlined in this report paint an alarming picture. While children on average consumed two meals per day before the cuts in food rations, when asked how many meals they were eating after the ration cuts in January 2024, most families had eaten just one or zero meals the day before. Many caregivers said there has been an increase in hunger and malnutrition as a result of the ration cuts.

STRATEGIC GOAL 2: Children are better fed and nourished, and resilient

The ENOUGH campaign calls on us at World Vision to scale up our own programmatic work and to advocate for the expansion of government and donor-funded prioritised services. Here are just a few examples of how this global movement to end child hunger and malnutrition is making a difference at the policy level and through World Vision's programming.



Policy wins that made a difference



Kenya: Ensuring children in public special needs schools have access to school meals

In March, the Kenyan Government passed a bill ensuring that all children in public special needs schools are included in school feeding programmes, with the target raised from 2.5 million to 4 million learners. World Vision Kenya, in collaboration with 20 civil society organizations, engaged with members of parliament on budgeting for school meals. This initiative also received support from the Finnish Embassy, with the Ambassador expressing readiness to participate. World Vision Finland contributed to this outcome by working closely with World Vision Kenya to support various initiatives including data generation on child hunger and malnutrition, amplifying children's voices in decision-making, and promoting funding and policies for child nutrition-sensitive approaches. World Vision looks forward to the Kenyan Government's continuing support for the ENOUGH campaign and the school-feeding initiative.



Honduras: Improving food and nutritional security for indigenous and afro-descendant communities

Over 180,000 children, of which nearly half are girls, are set to benefit from a new regulation signed by mayors from 15 municipalities across Honduras. These mayors committed to include specific lines of action and budget in their development plans that will improve food and nutritional security for indigenous and afro-descendant populations in the country. This new regulation was based on findings from a study conducted by World Vision in collaboration with the World Food Programme.



Somalia: Integrating micronutrient powders in infant and young child feeding practices

World Vision provided financial and technical assistance to support the development of the Infant and Young Child Feeding Practice and Micronutrient Powders policy in the Puntland state of Somalia. This integrated policy, which may impact the lives of 500,000 children, aims to improve children's nutritional status by promoting optimal feeding practices and addressing micronutrient deficiencies simultaneously. In addition to consulting with healthcare professionals, community leaders, and government officials, World Vision also engaged with faith leaders to help address cultural and religious concerns, promoting acceptance and adherence to the policy.



Cambodia: Celebrating a national policy on school feeding programmes

The Government of Cambodia recently adopted the National Policy on School Feeding Programme 2024-2030, which will have the potential of impacting the lives of over two million children in public primary schools across the country. As one of the World Food Programme's key partners, World Vision has been implementing school feeding programmes in Cambodia since 2017 and has worked with its partners to advocate for the adoption of a national-level policy.



India: Resuming regular school meals for vulnerable children

Working together with community-based organisations in Jorhat, India, World Vision successfully raised awareness among community members and children about their rights to food security and nutrition that led to 20 community schools providing midday meals on a regularly basis. This benefitted 1,900 children aged 6-18, and especially those who were vulnerable to child labour, malnutrition, or were disabled or coming from single parent households. Community faith leaders also took an active role in mobilising parents and caretakers to bring changes in the policy.

Expanding programmes for the most vulnerable



Lebanon: Promoting fresh food and hot meals for the internally displaced during conflict

World Vision, in partnership with the Government of Lebanon and the World Food Bank, successfully advocated to the World Food Programme to increase the meal budget for internally displaced communities allowing for the inclusion of fresh vegetables and meat. This initiative provided food assistance to 25 community kitchens that served over 400,000 hot meals. A total of 1,000 individuals were reached, including 350 children. World Vision worked with faith-based organizations and used their kitchens to prepare the hot meals.

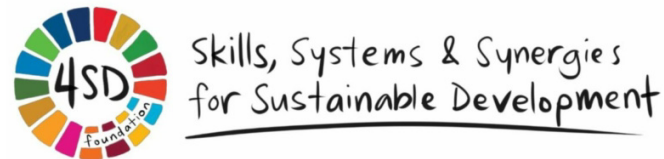


Sudan: Addressing the basic food needs of the internally displaced through cash assistance

More than 1,700 internally displaced households who were fleeing conflict in Sudan received multi-purpose cash assistance from World Vision through the Blue Nile Humanitarian Assistance Project, funded by USAID's Bureau of Humanitarian Assistance. Each household received cash to purchase food and personal hygiene supplies. Over 3,100 girls and boys benefited from this project.

THANK YOU TO DONORS AND PARTNERS

We are deeply grateful for the outpouring of engagement and support from our partners over the past year. We would especially like to recognise the following organisations and coalitions among many others for joining our efforts to end child hunger and malnutrition through the ENOUGH campaign.



LESSONS FROM ENOUGH'S FIRST YEAR

Though we have made remarkable progress in the first year of the ENOUGH campaign, we are still constantly learning and stretching ourselves to improve how we campaign and grow our impact. Here are some key lessons we are taking forward.

- 1. Hunger remains an urgent issue:** We have captured the attention of policymakers and communities alike and have rallied the support across multiple stakeholders. We must continue to keep this issue at top of mind across diverse contexts.
- 2. Locally led advocacy is critical:** Our effort to change policies and behaviours nationally or globally is most effective when it is locally driven. We must make space for children and community members to share their unique perspectives with decision makers at all levels.
- 3. The solution to hunger and malnutrition is multifaceted:** We must continue to foster holistic, cross-sectoral approaches to increase our reach and sustainable impact, especially in challenging contexts.
- 4. The campaign must be flexible and adaptable to dynamic environments:** Working in some of the most difficult places requires us to be responsive to rapidly shifting situations and making choices that best fit the local contexts and maximises impact for the most vulnerable children and communities.
- 5. Our approach to improving child hunger data needs more consideration:** It has been a challenge to identify the right approach to drive improvements in child hunger measurement at the global level. Work on this agenda has been temporarily paused and will be reassessed as country-level campaigns progress.



AFTERWORD: THE ENOUGH CAMPAIGN IN 2025

I've once heard it said that an idea whose time has come is more powerful than all the armies in the world. Such is the power of ENOUGH and the thrill of seeing God's work in action! I am privileged and deeply grateful to steward this campaign and see it bloom from a slogan into a real movement of children, staff, sponsors, partners and powerholders.

As we add the finishing touches to this report in April 2025, we are already putting the lessons above in practice. This year, the ENOUGH campaign is focusing on promoting child nutrition, amplifying the voices of children and families on the frontlines of hunger and malnutrition. At the [Nutrition 4 Growth Summit](#) (N4G) just concluded in Paris, France in March 2025, World Vision called on governments and donors to strengthen health systems, establish sustainable funding, enforce food regulations, enact gender-transformative policies, and report on their commitments to ensure every child has access to essential nutrition and care. Together with our partners 4SD, GAIN and the SDG2 Hub, we organised [Nutrition Dialogues](#) with over 10,000 people in 54 countries of which 40 per cent were children, targeting the commitments being made in the run-up to the N4G Summit. Despite the turbulent aid environment and the absence of notable countries, pledges towards nutrition made in Paris in March 2025 reached US\$27.55 billion, matching those at the previous Summit in Tokyo 2021.

This year, the campaign will also continue to prioritise enhancing the coverage and quality of school meals, increasing robust advocacy and external engagement with diverse stakeholders, growing the school meals portfolio, and facilitating evidence-building and information sharing on school meals. We are looking forward to the Second Global School Meals Summit hosted by the Government of Brazil in September 2025.

In response to the ongoing global hunger crisis, advocating for urgent and multi-year funding for humanitarian assistance remains a priority for the ENOUGH global campaign to prevent hunger, address food insecurity and implement essential nutrition actions for the most vulnerable children.

As we continue to unite our voices through the ENOUGH campaign, let us recognise the power of 'enough' and allow it to work through us. With God on our side, we have enough and we are enough to end child hunger and malnutrition in our lifetime.



Elena Gaia
Director of Global Campaigns
World Vision International



To learn more about the ENOUGH campaign and how to get involved, visit:
<https://www.wvi.org/ENOUGH>

Acknowledgements

We are grateful for all our colleagues across the World Vision International Partnership and to all our external partners who have contributed to the ENOUGH campaign and to this report.

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