



**WORLD VISION
KENYA STRATEGY
BRIEF 2026-2030**



LEARN MORE: Wvi.org/Kenya

About us

World Vision is an international Christian relief, development and advocacy organisation dedicated to working with children, families and communities to overcome poverty and injustice. We work alongside families and with local, national, and global partners, to enable children take an active role with their families in building lives free of need and full of promise. We speak the truth against injustice, and continuously challenge ourselves and others to do our utmost for those we serve.

World Vision has been working in Kenya since 1974, with our basic development model being the Area Programme (AP), which addresses context-specific development challenges affecting children and communities within a geographically defined community.

Aspiration

Our aspiration is to help ensure girls and boys:

- Enjoy good health
- Are educated
- Experience the love of God and their neighbors
- Are cared for, protected, and enabled to participate in efforts aimed at improving their lives

Vision

Our vision for every child, life in all its fullness;
Our prayer for every heart, the will to make it so.

Mission

World Vision is an international partnership of Christians, whose mission is to follow our Lord and Saviour Jesus Christ, in working with the poor and oppressed to promote human transformation, seek justice and bear witness to the good news of the kingdom of God.

Core Values

We are Christian
We value people
We are partners
We are committed to the poor
We are stewards
We are responsive

WORLD VISION KENYA
STRATEGY | 2026-2030
BRIEF



STRATEGIC GOAL

World Vision Kenya (WVK) 2026-2030 Strategy aims to improve the well-being of **13.3 million** children, including **3.04 million** most vulnerable and **343,181** children with disabilities, through direct reach, partnerships, and advocacy.

 NATIONAL STRATEGY 2026-2030 STRATEGY MAP			
Goal: By 2030, WVK will contribute to the sustained well-being of 13,300,000 children among whom 3,037,380 Most Vulnerable Children will be reached directly			
OBJECTIVE 1	OBJECTIVE 2	OBJECTIVE 3	OBJECTIVE 4
 Children report an increased awareness of God's love	 Children live in economically empowered households	 Children have sustainable access to water, sanitation and hygiene (WASH) and primary health care services	 Children live in a protective environment and have access to quality competency development opportunities
<p>MINISTRY FUNDING</p> <ul style="list-style-type: none">  Pursue and grow non-traditional funding, diversity and sustain existing funding  Efficient utilisation and management of resources  Strengthen external engagements and partnerships 	<p>OPERATIONAL EXCELLENCE</p> <ul style="list-style-type: none">  Strengthened integration to enhance operational efficiency and program quality assurance  Enhanced governance enterprise risk management and compliance  Improved innovation and digital transformation for effective delivery of function and ministry interventions 	<p>PEOPLE, LEARNING & GROWTH</p> <ul style="list-style-type: none">  Strengthen a Christ centered culture for optimal staff care and well being  Building people organisational capabilities  Efficient Talent Acquisition, Talent Management & Succession Planning 	


Investment Required
USD 392 million
 (over 5 years (2026-2030))

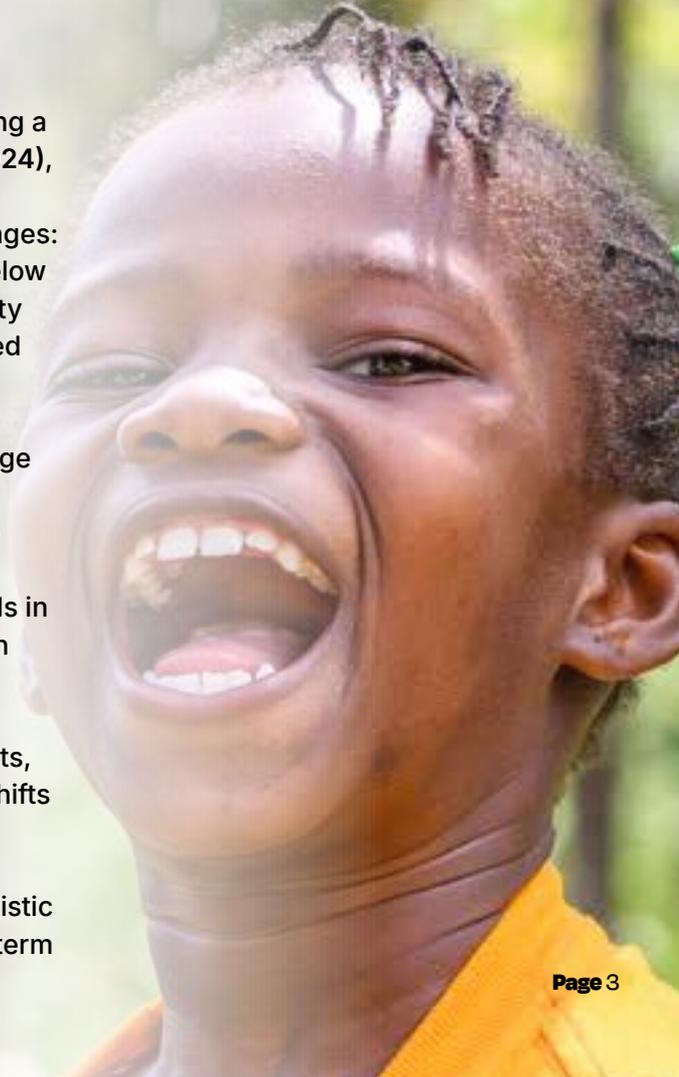
THE CHALLENGE WE FACE

Kenya ranks 123rd of 166 countries on SDG progress. Despite being a lower-middle-income country with GDP growth of 4.7% (2024), inequality

and vulnerability persist. Our children face unprecedented challenges:

- **Poverty & Deprivation:** Nationally, **39%** of Kenyans live below the poverty line. **11.4 million** children live in extreme poverty
- **Malnutrition:** **1.1 million** children malnourished; **18%** stunted
- **Education:** **2.8 million** school-age children not in school
- **Violence, Protection & Conflicts:** **8.3 million** children experience physical violence; **5.6 million** face child marriage risk; **3.6 million** at risk of FGM
- **Water, Sanitation & Hygiene (WASH):** **8.5 million** lack safe drinking water; **14.9 million** lack proper sanitation
- **Environmental Degradation:** Recurrent droughts and floods in Kenya affect over **12 million** people and displace more than **300,000** children annually disrupting water systems, education, and community resilience
- **Donor Landscape:** Shrinking aid budgets from governments, UN agencies, EU, foundations, and corporates; strategic shifts toward fragile contexts, localization.

These interconnected challenges demand an integrated, holistic response that addresses root causes while building long-term resilience.



OUR STRATEGIC RESPONSE

World Vision Kenya's 2026-2030 strategy is built on seven strategic focus areas that address the most critical child well-being challenges in Kenya. These focus areas are designed to contribute to the sustained well-being of **13,300,000** children, with **3,037,380** Most Vulnerable Children reached directly.

FOCUS AREAS



Child Protection, Education and Participation



Health and Nutrition



Water, Sanitation and Hygiene



Disaster and Risk Management



Environment and Climate Change



Peace Building and Conflict Management



Food Security and Economic Development

CHILD PROTECTION, PARTICIPATION & ACCESS TO EDUCATION

GOAL

Children live in safe, protective environments free from violence and harmful practices, with access to quality education and meaningful participation opportunities.

KEY INTERVENTIONS

- Strengthen community child protection systems and case management
- Scale positive parenting and family counseling services
- Mobilize leaders against harmful practices (FGM, child marriage)
- Advance child participation in local governance
- Deliver life skills training and advocate for protection budgets
- Promote behaviour and attitudes that enhance school enrollment, retention & completion.

GEOGRAPHIC FOCUS

All 32 counties where WVK operates, with emphasis on counties in northern Kenya and areas with high prevalence of child marriage, FGM, sexual violence, and physical violence



Investment
USD 60 million
(15% of total budget)

Target Reach

3,037,380

Children

Aged **0-18**, including
343,181 children
with disabilities



SDG Contribution



WATER, SANITATION AND HYGIENE (WASH)

GOAL

Children have sustainable access to safe water, sanitation, and hygiene services in their communities, schools, and health facilities.

KEY INTERVENTIONS

- Increase access to safe water through partnership-led infrastructure development and rehabilitation
- Improve sanitation coverage in collaboration with communities and local stakeholders
- Enhance watershed protection through joint conservation initiatives
- Strengthen community-led water system management and sustainability
- Catalyze market-based sanitation solutions with private sector partners
- Advance hygiene practices through community-led behavior change
- Support menstrual health facilities in schools with education authorities
- Partner with counties for coordinated, complementary WASH investments

GEOGRAPHIC FOCUS

23 ASAL counties (Garissa, Isiolo, Marsabit, Mandera, Tana River, Turkana, Wajir, Samburu, Tharaka Nithi, Embu, Kitui, Machakos, Makueni, Meru, Kajiado, Kilifi, Kwale, Laikipia, Lamu, Nyeri, Taita Taveta, West Pokot, Narok)



Investment
USD 70 million
(18% of total budget)

Target Reach
2,270,000

Children
(840,000 aged 0-5;
877,000 aged 6-11;
874,060 adolescents)

SDG Contribution



ENVIRONMENT AND CLIMATE CHANGE

GOAL

Communities are resilient to climate change impacts through sustainable natural resource management, ecosystem restoration, and climate-smart practices.

KEY INTERVENTIONS

- Strengthen household capacity in land regeneration and sustainable management
- Empower communities to generate carbon credits through reforestation and climate-smart agriculture
- Support establishment of tree nurseries and restoration of degraded landscapes
- Promote drought-tolerant and resilient crop varieties
- Strengthen utilization of green/clean energy solutions.
- Partner with community & faith leaders in promotion of environmental stewardship.
- Integrate climate adaptation across all programs

GEOGRAPHIC FOCUS

All 23 ASAL counties, areas affected by deforestation, and climate-vulnerable communities across Kenya

Target Reach

2,500,000

People
in climate-vulnerable communities



SDG Contribution



**Investment
USD 50 million**
(13% of total budget)



FOOD SECURITY & ECONOMIC DEVELOPMENT

GOAL

Children live in food-secure households where families have diversified livelihoods, increased incomes, and resilience to economic shocks.

KEY INTERVENTIONS

- Strengthen savings & access to credit with digital tracking systems
- Link farmer cooperatives to suppliers and markets
- Support diversification of farming systems & practices (livestock, poultry, vegetables)
- Strengthen entrepreneurship, partnership opportunities & equip youth with market place skills
- Advance women's economic empowerment and business skills
- Build household resilience to shocks

GEOGRAPHIC FOCUS

23 ASAL counties & urban informal settlements (Nairobi, Mombasa, Nakuru, Kisumu)

Target Reach
3,037,380

Children
(980,000 aged 0-5;
2,057,000 aged 6-18) plus
175,925 youth aged 19-24 in
households facing food
insecurity



Investment
USD 85 million
(22% of total budget)

SDG Contribution





KEY INTERVENTIONS

- Support strengthening of community health workers capacity
- Promote behaviour & attitude change towards child nutrition
- Enhance health seeking behaviour
- Strengthen community health governance
- Collaborate with counties on integrated healthcare

GEOGRAPHIC FOCUS

All 32 counties where WVK operates, with emphasis on ASAL counties and areas with high malnutrition rates

Target Reach
1,500,000

Children
under 5 and their
caregivers



Investment
USD 40 million
(10% of total budget)



HEALTH & NUTRITION

GOAL

Children under 5 are well-nourished, protected from preventable diseases, and families have access to quality primary healthcare services.

DISASTER & RISK MANAGEMENT

GOAL

Vulnerable communities are prepared for, respond effectively to, and recover quickly from disasters and humanitarian crises.

KEY INTERVENTIONS

- Strengthen community disaster preparedness & response
- Reinforce pre-positioning for response to emergencies
- Embed risk reduction in development programs

SDG Contribution



Target Reach
1,200,000

People in
disaster-prone areas
(600,000 children)

GEOGRAPHIC FOCUS

ASAL counties prone to drought, flood-prone areas (Tana River, Marsabit), conflict-affected counties (Baringo, Turkana, West Pokot, Marsabit, Isiolo, Garissa, Wajir, Mandera)



Investment
USD 45 million
(11% of total budget)



PEACEBUILDING & CONFLICT MANAGEMENT



SDG Contribution



Target Reach

500,000

people (250,000 children) in conflict-affected areas



**Investment
USD 25 million**

(6% of total budget)

GOAL

Children grow up in peaceful communities where conflicts are managed constructively, social cohesion is strong, and harmful practices are challenged.

KEY INTERVENTIONS

- Support community & faith leaders capacity strengthening in interfaith dialogues & peacebuilding
- Aid peace committees and dispute resolution mechanisms
- Contribute to the establishment of peace clubs in schools
- Engage youth in peacebuilding initiatives
- Collaborate with government & other stakeholders to address the root causes of conflict

GEOGRAPHIC FOCUS

22 counties affected by resource-based conflicts, inter-communal violence, and insecurity (Baringo, Elgeyo Marakwet, West Pokot, Turkana, Marsabit, Isiolo, Samburu, Laikipia, Garissa, Wajir, Mandera, Tana River, Lamu, and others)

How we work

- **Faith-Based Community Transformation:** Partnering with over 1,500 churches and faith organizations, religious leaders are mobilized as advocates who help communities address root causes of poverty by transforming mindsets, strengthening families, and changing harmful social norms.
- **Integrated, Holistic Programming:** Families receive coordinated support across health, nutrition, child protection, education, and livelihoods—ensuring comprehensive, lasting change rather than isolated interventions.
- **Systems Strengthening & Local Partnerships:** Local community groups are strengthened and county governments engaged as co-creators of programs, ensuring communities can sustain development efforts independently.
- **Climate Resilience:** Emergency relief, climate adaptation, and peacebuilding are integrated to help communities withstand droughts, floods, and conflicts while restoring degraded land through proven techniques like FMNR.
- **Evidence-Based Advocacy:** Communities are empowered to engage government officials and advocate for policies and budgets that prioritize children, influencing decisions that benefit millions beyond direct programming reach.

Strategic Partnerships

World Vision Kenya's ambitious 2026-2030 strategy will be achieved through collaborative partnerships across multiple sectors. We actively seek partnerships with:

GOVERNMENT PARTNERS

- National Government ministries and agencies (Health, Education, Agriculture, Water, Gender)
- County Governments across our operational areas

BILATERAL & MULTILATERAL PARTNERS

- International development agencies and donor governments
- United Nations agencies (UNICEF, WFP, IOM, UNHCR, FAO) Regional bodies including African Union and East African Community

PRIVATE SECTOR

- Corporate organizations
- Social enterprises
- Financial institutions

FOUNDATIONS AND PHILANTHROPISTS

- International and local foundations
- High-net-worth individuals
- Faith-based organizations and networks

CIVIL SOCIETY AND ACADEMIA

- Local and international NGOs
- Research institutions and universities
- Community-based organizations and faith networks

2021-2025 Key Strategy Performance Highlights



**4,580,407
million**

people reached through
direct programming:

2,626,747 million

children

Boys: **1,288,376** | Girls: **1,338,371**

1,953,660 million

adults

Men: **852,604** | Women: **1,101,056**



9.4 million

children reached through
advocacy and policy
change



1,418,043 million

Most Vulnerable Children



58,000

People with disabilities
reached including
28,000 children & **30,000** adults



USD 433 million

invested

FY21-25 Total Investment by Focus Area



Resilience, Climate & Livelihoods (43%)

\$184.5M



WASH & Health (25%)

\$109.8M



Child Protection & Participation (20%)

\$84.7M



Education (7%)

\$32.4M



Faith & Development (3%)

\$12.1M



Humanitarian Response (2%)

\$9.5M

**Includes Food Security, Economic Development, Environment and Climate Change programs*

World Vision
DONATED BY
WORLD VISION KENYA





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LEARN MORE: [Wvi.org/Kenya](https://wvi.org/Kenya)

