



CHILD SPONSORSHIP RESEARCH

Sponsor Transformation

How do donors engage with child sponsorship?

About the research

World Vision used an online survey and in-depth interviews with World Vision sponsors in Australia, Canada, Germany, US and UK to explore sponsors' experiences.

“Sponsorship is a practical, pragmatic expression of my faith on a world-wide stage.” – UK sponsor

The sponsor experience

Findings suggest that people at all stages of life decide to become a sponsor. Ninety-five percent of surveyed sponsors are confident that sponsorship makes a difference in children's lives and ninety-one percent agree that sponsoring a child is a rewarding experience.

The sponsor-child connection

About two-thirds of surveyed sponsors felt a connection with their sponsored child. Feeling connected with one's sponsored child can be an important factor in feeling sponsorship is rewarding. Drivers of connection include:

- ✓ Letter writing
- ✓ Visual cues – photos, child drawings, introductory videos
- ✓ World Vision updates
- ✓ Gifts
- ✓ Sponsor visits
- ✓ Bouncebacks



Sponsor transformation

The data suggests that sponsorship impacts participants in a variety of ways. These include experiencing enjoyment, advocating for sponsorship and growing spiritually. Furthermore, sponsorship inspires sponsors to take action in several ways:

- ✓ 52% talk about sponsorship with family and friends
- ✓ 42% take more interest in issues of poverty and injustice
- ✓ 40% pray for their sponsored child
- ✓ 38% educate their children on issues of global poverty and injustice

Fast facts on sponsors

96%

understand World Vision benefits entire communities, not just sponsored children

95%

are confident sponsorship is an effective way to make a difference in children's lives

91%

say sponsorship is a rewarding experience

66%

feel a sense of connection with their sponsored child

[Click here](#) to read the full report.
[Click here](#) to access all Phase 2 findings.