

WORLD VISION **UK**

IMPACT SUMMARY FOR THE YEAR ENDED 30 SEPTEMBER 2022

World Vision UK is a member of the World Vision Partnership of almost 100 offices worldwide.



Together we've impacted the lives of **over 200 million** vulnerable children by tackling the root causes of poverty.



Because of our community focussed solutions, **for every child you help, 4 more children benefit too.**



We reach **one new person with clean water every 10 seconds** and **three more schools every day with clean water.**



Over the last five years, **89%** of the severely malnourished children we treated made a full recovery.

Every 60 seconds...



a hungry child is fed...



a family gets water...



a family receives the tools to overcome poverty.

COVER IMAGE: Haja, 14 is a former child labourer: "I did not go to school for a year because I was selling fruit for my aunty, so when I got back to the village my parents managed to enrol me in school after a year not attending and now I am attending school and I am in [class] four." Haja is positive about her future and wants to be a tailor when she grows up. ©2022 Edward Renner/World Vision

OPPOSITE: Fulesa, with daughter Tabassum and husband Afzal. Fulesa was married at 15 and took on a traditional household role. Afzal took part in local Men Care sessions on family dream-visioning, work distribution, and joint decision-making, as part of the BleNGS project, (page 9) in Bangladesh. He has since helped Fulesa to achieve her dream of studying for a degree and is progressing towards his own career. ©2022 World Vision

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OUR **IMPACT** IN NUMBERS



We supported **3 million** people



including **1.3 million** children



183 projects across **34 countries**



18 emergency responses



ABOVE: Maisam, a malnourished child in Afghanistan, is taken to see a World Vision doctor by his mother. ©2022 World Vision

OUR IMPACT, THANKS TO OUR SUPPORTERS

Last year, we supported 1.3 million children in 183 projects across 34 countries. Altogether, our work benefited over 3 million people, including more than a million people – almost half of them children – in emergency situations.

We began 2022 with the challenges of the “three Cs”: Covid, conflict and climate change. The pandemic had a double impact: it continued to hinder our operations, despite brave efforts to adapt, and also affected children’s wellbeing. Ongoing conflict and the mounting impacts of climate change added layers of adversity, exacerbating the hunger crisis and hitting the most vulnerable hard.

Against this backdrop, we have followed our calling to bring God’s love to the most vulnerable children and places in the world. Underpinning this, World Vision’s global Our Promise strategy leads us to identify where the most vulnerable children are likely to be found within the countries where we work and the projects we run, and to focus in greater depth on these children.

Over the following pages, we present a range of case studies that demonstrate what we are doing to reach and deepen our impact for children in the most difficult situations. This can be seen in our emergency projects, including our work with the World Food Programme (WFP) reaching people facing hunger, and in our long-term programmes, such as Jaiama Bongor in Sierra Leone, where we’ve worked together with remote communities in which more of the most vulnerable children live. It can also be seen in targeted projects – like our PACE programme, which focused on the worst forms of child labour – and in our project models, such as savings groups that provide support for children and their families.

BELOW: Najmudin with his malnourished child, Safia, at World Vision Afghanistan’s mobile medical centre. Najmudin is a farmer; the breadwinner for eight family members, but, he says, “I can hardly provide food for my children.” Thanks to the World Vision nutrition project, Safia has been able to get access to the nutrition that she needs.

©2022 World Vision

OPPOSITE TOP: A World Vision Emergency Response manager assesses the situation during flooding in Bihar, India.

©2022 Theodore Sam/World Vision

OPPOSITE BOTTOM: 22-year-old Neetu, in Mahottari East Area Programme, Nepal, receives the vaccine against COVID-19, part of the Community Resilience and Disaster Support COVID-19 Recovery project.

©2022 Garima Chaulagain/World Vision



OUR FOCUS IN 2022

By 2030, 80% of the world's poorest people will be living in places that are highly dangerous for children. Called "fragile contexts", these are places where chronic instability, conflict and violence leave many children caught in a trap of extreme vulnerability.

A third of the children we reached this year lived in the most fragile contexts – this is almost double the proportion we were reaching before 2016. We also worked with large numbers of children in countries with very low levels of development. Taken together, these two categories have consistently accounted for around two-thirds of all the children we've reached since 2018. However, even countries with higher levels of development can be home to large numbers of vulnerable children: the country where we reached the most people last year was India, where we had three long-term Area Programmes focusing on resilience, as well as a large Covid response.

More than half of our financial investment last year was in programmes in the most fragile states. Our largest investment was in Afghanistan, with 11 projects responding to the food security crisis reaching over 300,000 people, half of whom were children. These projects included emergency food distribution and kits to help families cope with winter; water and sanitation; mobile health and nutrition teams; protection and counselling for women and children; and longer-term livelihood support to prevent the use of negative coping strategies such as reducing meals.

Our second largest investment was in the Democratic Republic of the Congo (DRC), where we reached nearly 180,000 people with four emergency relief projects and two projects working to mitigate the effects of conflict and prevent child labour.

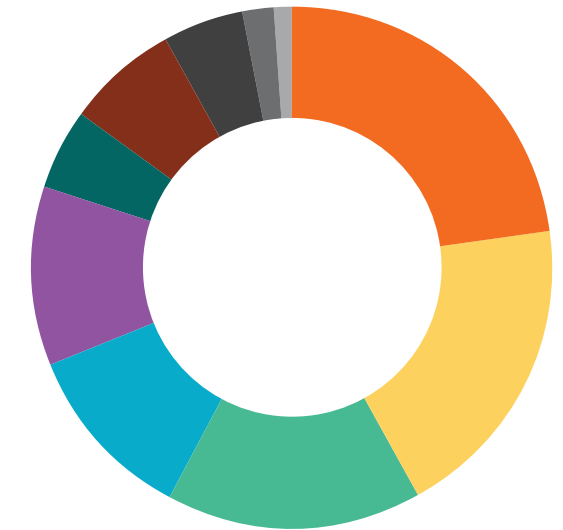
The hunger crisis affected all of the fragile states in which we worked. It's unsurprising, then, that food and nutrition was the single largest focus of our work – from emergency food aid, to providing information on nutrition to pregnant women and new mothers, to working with farmers to boost food security.

Other key areas included health, community development and livelihoods, and protecting children from threats like child marriage, child labour and other exploitation. In all our work, though, we take an integrated approach to improving children's wellbeing, and progress in one area often leads to positive change in other aspects. For example, work to strengthen community livelihoods can lead to improved nutrition and, in turn, to children doing better in school. Similarly, our focus on gender equality and empowering women and girls has multiple positive outcomes.

We always work with communities as partners: they are central in leading action to improve public services such as health and education. And we always include children and young people, enabling them to stand up for their rights, raise their voice and take action on the issues that affect them.

Children we reached per sector

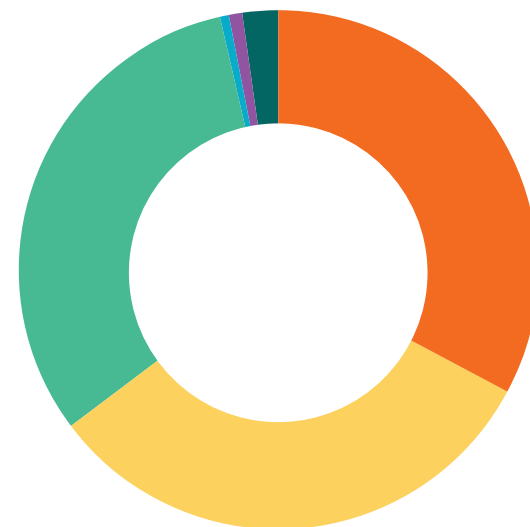
- Nutrition and food (including food distributions), **22%**
- Health, **19%**
- Community engagement, **16%**
- Protection, **11%**
- Livelihoods/economic development, **11%**
- WASH, **5%**
- Food security, **7%**
- Education, **5%**
- Disaster mitigation and preparedness, **2%**
- Shelter, **1%**



BELOW: Elie (left) is 11. He and his brothers, David (6) and Faustin (8) now have food to eat and will soon restart school. But before the World Vision resilience project, life was hard. Their father abandoned them and a younger brother died due to hunger. Now, their mother Rose says, "Here I am today in my field. My children eat well, we eat sometimes three times a day." Elie adds, "Thank you for helping my family, may God bless you forever."
©2022 Tatiana Ballay/World Vision

Where we supported programmes

- **Most fragile, 33%**
Afghanistan, Democratic Republic of the Congo, Niger, Somalia, Sudan, S Sudan, Syria response Incl. Jordan.
- **Very low developing, 31%**
Ethiopia, Haiti, Kenya, Malawi, Mozambique, Myanmar, Sierra Leone, Tanzania, Uganda, Zambia.
- **Low developing, 31%**
Bangladesh, Cambodia, Honduras, India, Lebanon, Nepal, Philippines, Senegal, Sri Lanka, Zimbabwe.
- **Medium developing, 0%**
Bolivia.
- **High developing, 1%**
Albania.
- **Humanitarian response only (Ukraine), 3%**
Moldova, Romania, Ukraine



Combating increasing hunger

No child should go to bed hungry – but in the last few years, the number of people who aren't getting enough food has risen alarmingly. After decades of progress – hunger almost halved between 1990 and 2015 – the global goal of achieving “Zero Hunger” by 2030 is in jeopardy.

Since 2016, the number of people facing crisis levels of food insecurity has doubled, to an estimated 222 million. Violent conflict, climate change and Covid are interacting to create new hunger hotspots and worsen existing ones.

For the past 30 years, World Vision has partnered with the UN World Food Programme (WFP) to save lives and to prevent hunger and its many harmful consequences. The World Vision Partnership is the WFP's largest non-profit partner, and together we reached 11.5 million people, including 6.6 million children, an increase of around 25% from 2018. Our projects with WFP typically last between two months to a year.

In 2022, World Vision UK contributed to 23 WFP projects in eight countries, reaching 250,000 hungry people, half of them children. These projects distributed food in a variety of ways, from daily school meals and monthly household rations, to cash transfers and food in exchange for work.

More than half the children we supported in WFP projects in 2022 were in the Democratic Republic of the Congo (DRC), where over 2.7 million people had been displaced by conflict in 2021. Combined with drought, another Ebola outbreak and other factors, this left 25% of the population in dire need of food.

We give thanks that, in the three districts where we worked, 99.6% of children suffering from moderate acute malnutrition made a full recovery.

Beyond meeting people's immediate needs, this work has wider positive impacts. In Tanganyika district, we brought rival communities together to plan food distribution, which built trust and reduced tensions. Our hope is that this approach can not only save lives but contribute to peace.

Meanwhile, making sure children are fed in schools increases attendance and allows them to concentrate, so they get a better education. Almost all the children who took part in our school feeding programme in DRC (96%) said they were satisfied with the quality of food and 86% said they were getting enough.

.....

“For me, the school canteen project is a relief for this scourge of drought in our area and an opportunity allowing me to study with courage. This meal allows me to study well and concentrate in class.” Ishara (11), who attended a World Vision/WFP school feeding programme in DRC this year.

BELOW: World Vision is working with the World Food Programme, in the Democratic Republic of the Congo, to ensure people like Lucie get the supplies they need.
©2022 Rodrigue Harakandi/World Vision



SCAN HERE
To learn more about our work with the WFP



Boosting nutrition in Bangladesh

Kohinoor, 29, runs a household of six. Raising poultry and working as a labourer never brought in enough money to support her family, while a hearing and speech impairment made her situation more difficult.

In 2020, Kohinoor joined our Bangladesh Initiative to Enhance Nutrition Security and Governance (BleNGS) project. She was given goats and seeds, as well as advice on health and nutrition. Kohinoor now earns a living selling garden vegetables, while also growing enough to supply her own family. “During her first two pregnancies, Kohinoor and her babies were very weak,” says her mother-in-law, Jorina. “But because of [this] support, she and her baby were much healthier during her third pregnancy.”

BleNGS aims to reach more than 1.7 million vulnerable people like Kohinoor over four-and-a-half years. It specifically focusses on women, girls, children under five, people with disabilities, farmers and households suffering extreme deprivation.

Many families in the communities where we work struggle to produce the variety of food needed for a healthy diet. We've trained producer groups on better farming techniques, including climate-smart practices, and supplied them with seeds and other support to grow food for their families and sell their surplus in local markets. To date, 23,897 farmers – three-quarters of them women – have participated in 960 producer groups.

Many families were missing opportunities to learn about positive diet and care approaches for young children. Our local community nutrition promoters visit families at home, provide community education, support during pregnancy, and run cooking demonstrations with producer groups.

Encouraging more women to earn an income and participate in local development initiatives and decision-making is another key part of the project, and we've sought to transform perceptions around gender roles through our Men Care sessions.

Midway through the project, we're seeing a transformation in social norms and improvements in household food security:

- 53% of women are eating a diverse diet – a 12 point increase from the baseline of 41% – and the proportion of young children getting a minimum acceptable diet is also increasing.
- Almost 70,000 women receive regular home visits from nutrition promoters during the critical first 1,000 days of a child's life. Pregnant women are taking iron folate tablets, attending antenatal check-ups and eating nutritious food.
- 62,000 farmers are producing fortified rice enriched with zinc, an important nutrient, and 5,000 are growing zinc-rich lentils.
- Over 44,000 adolescent girls participated in clubs and awareness sessions on nutrition, healthy lifestyle and life skills.
- Thanks to Men Care, the proportion of women involved in decisions on family nutrition has increased from 23% to over 60%, and on family spending from 47% to 57%.

ABOVE: Kohinoor is happy she can earn a living selling garden vegetables – and also grow enough to feed her family.
©2022 World Vision



SCAN HERE
To learn more about the BleNGS project

Reaching the most vulnerable children in Sierra Leone

We're committed to bringing hope to the world's most vulnerable children – and in our Jaiama Bongor Area Programme in Sierra Leone we've been working with children and adults to investigate how successfully we're managing to do this. We know the programme is having positive impacts – like improved literacy and school pass rates – but are we prioritising the most vulnerable?

Since 2018, we've carried out research in three remote villages. We've worked with community members to agree a definition of "most vulnerable", which includes children facing serious discrimination, abuse (violence and exploitation), extreme deprivation and vulnerability to disaster. We've also supported a team of 14 girls and boys to conduct their own research into supporting the most vulnerable.

It became clear that, in 2018, we weren't going far enough to reach the most vulnerable in the breadth and depth of our work. This is now being addressed through community-based organisations such as mother-to-mother support groups, and savings groups using their funds to support the children they know are the most vulnerable, and through work with community leaders to improve child protection and respond to issues identified by the children themselves.

Over the past year, we've heard how things have changed for some of the most vulnerable children. We heard stories from children who are no longer experiencing abuse or hunger or have been able to return to school. Many of these children have taken part in children's clubs or reading clubs and their parents or carers have benefited from savings groups. Encouragingly, our research findings have influenced the Area Programme's development – for example, we can see how the children in remote villages are participating in our literacy programme and how a community advocacy group has lobbied school authorities to send trained and qualified teachers to schools in hard-to-reach communities.

Our young researchers have focused on teenage pregnancy, interviewing teenage girls and meeting with community chiefs, police, parents, nurses and teachers. The report they produced was shared with local leaders, parents and other young people, helping to raise community awareness about the rights of girls, and the causes and impacts of teenage pregnancy. This contributed to the acceptance of a community by-law introduced to both reduce teenage pregnancy and promote the rights of pregnant girls to return to school.

Our research in Jaiama Bongor shows we can do and are doing more to deepen our commitment to the most vulnerable children, and that young people themselves are key allies in creating awareness. This shift is part of a change on a global scale and part of the Our Promise global strategy to deepen our commitment to the world's most vulnerable children.

Despite the improvements we've seen, challenges remain – some children still face deprivation, child labour and serious medical challenges. Building the sustainability of the excellent work by communities, to identify and reach most vulnerable children and to bring about change, will be essential as the programme continues for its final two years.

"The research built my confidence to talk to my peers and parents to stop sending their children into early marriage." Salamatu, 14

OPPOSITE (CLOCKWISE): Programme manager Mohamed Bandami visiting a local primary school in the Jaiama Bongor Area Programme.

Child taking part in a river of life group exercise for the most vulnerable child research. ©2018 World Vision

Salamatu (right) and Mesalie (left) – young researchers in Jaiama Bongor AP.

Children receiving school materials paid for by the social fund of the local savings group. Taken in 2021.

Children sitting in a savings group meeting. Children become excited about savings groups due the success of their parents' groups. Starter funds are provided by their parents.

Haja, 14 is a former child labourer: "I did not go to school for a year because I was selling fruit for my aunty, so when I got back to the village my parents managed to enrol me in school after a year not attending and now I am attending school and I am in [class] four." Haja is positive about her future and wants to be a tailor when she grows up. ©2022 Edward Renner/World Vision

Women taking part in an exercise to define "most vulnerable" in their community. ©2018 World Vision

All other photos ©2022 World Vision



Evidence of impacting the most vulnerable

For the full case study on our work with the most vulnerable in Sierra Leone please scan the QR code, or go to worldvision.org.uk/ourimpact

Protecting children from the worst forms of child labour

When Abai* was just nine years old, his father died and Abai was forced to work to pay off his family's debts. For the next six years, he worked to support his mother, his elder sister and two younger siblings. When the Partnership Against Child Exploitation (PACE) – a multiagency partnership led by World Vision UK and funded by the FCDO – began work in his community, they found Abai's family among those living in extreme poverty and vulnerability.

PACE supported Abai's family to improve their income. They received training in animal husbandry and business skills, were given some livestock and start-up capital, and joined a local savings group. Through shrewd buying and selling of livestock, Abai and his family turned their lives around. His two younger siblings now both attend school.

Abai, from Ethiopia, was one of 24,200 children to directly benefit from the four-year PACE project, which ended in October 2022. The programme was an innovative partnership between the private sector, academia, media development and civil society organisations aiming to protect children in the Central African Republic, DRC and Ethiopia from the worst forms of child labour.

The PACE programme worked across four fundamental areas: empowering children, seeking alternatives to child labour, strengthening the justice sector and collaborating with the private sector.

Despite reduced donor funding, instability and Covid, we saw measurable progress in all three countries:

- Children are now more engaged in work at home, such as tending livestock – rather than unsafe and highly

exploitative outside work. In Ethiopia we recorded a 40% increase in children working for their households and, simultaneously a 17% decrease in those working for pay outside of the home.

- More children are enrolling in school, and children say they are healthier and happier. In Ethiopia, school enrolment was up 16%.
- Families are more resilient, with fewer households having to go short on food or borrow money. In Ethiopia we saw a 7% decrease in households who had to reduce food intake, and a 10% reduction in households who had to borrow money.
- Awareness of the harms of child labour has increased among parents and community members.

Involving partners from NGOs, the private sector, academia and the media, the project showed that inter-agency collaboration is crucial to deliver long-term change. It is equally important that the children and communities who are directly affected by these issues feel empowered to create and sustain change themselves.

Changing deeply entrenched social norms on child labour will take time. We want to see all children in school, not in the workplace. However, reducing workplace risks can be a more positive first step than immediately removing them completely from the workplace, which could have serious economic implications for their whole family. More work is also needed with the private sector to ensure child protection becomes part of improved business practices. Our colleagues in the Central African Republic, DRC and Ethiopia will continue to work on this issue so that all children can enjoy their right to an education and a childhood free from exploitation and harmful work.

*Name changed to protect identity



Disaster resilience in India

Responding to humanitarian emergencies is a core part of World Vision's work – but just as important is building resilience so that, when a shock hits, communities are better able to withstand it.

Disaster risk reduction was a key part of our long-term, Child Sponsorship-funded programmes in Patna, Bhojpur and Vaishali in Bihar, India, which came to an end this year. When children in Patna drew pictures of the changes they had seen in their communities, they included the disaster risk reduction task forces who helped save lives during floods.

Through our resilience and livelihoods programmes, we've worked with communities on various strategies to better cope with the risks and issues that they face, including poor health and sanitation, gender-based violence, child labour, child marriage and disasters such as flooding and fire.

Today, more households have a secondary income – which makes it much more likely that at least one source of income will continue in a crisis. Through targeted livelihood support, 1,463 of the most vulnerable households increased their incomes.

Families can also access savings and credit through community savings groups – almost three-quarters of households (73%) are now part of saving groups, up from 35% in 2016. There's been a similar increase in the proportion of households who know about government welfare schemes; 86% of vulnerable households are now getting government support, up from 63% in 2016.

As a result, families are less likely to resort to negative coping strategies like reducing meals, selling assets or not paying school fees.

We also supported over 1,000 farmers to join producer groups, which enable them to sell their produce at a higher price. Farmers' groups such as the Desari producer group in Vaishali were able to provide grain to the most vulnerable local families during the Covid pandemic. To increase resilience to the impacts of climate change, we trained farmers in climate-smart agricultural techniques – 5,573 farmers in Vaishali and Bhojpur are now using improved soil and water conservation practices.

We have also sought to strengthen the bonds within families, which are so crucial to building resilience. Since 2016, reports of domestic violence have fallen by a quarter (24%), while there was a 21% increase in the number of adolescents who say they have a strong connection with a parent or caregiver.

We are grateful to all our child sponsors who have supported our programmes in Patna, Bhojpur and Vaishali. We give thanks for the progress we have seen, and rejoice in the knowledge that we leave these communities better able to cope with whatever the future brings.

ABOVE: World Vision teams helped local families move to safe shelters when Cyclone Fani struck in 2019. Through long-term work, communities in both Patna and Vaishali have recovered and become more resilient to future disasters. ©2019 World Vision

OPPOSITE: Abai with his mother. Being part of the savings groups enabled them to buy better feed for their livestock, and, thanks to their new income, his two younger siblings now attend school. ©2022 Phil Wilkinson/World Vision



SCAN HERE
To learn more about the PACE project

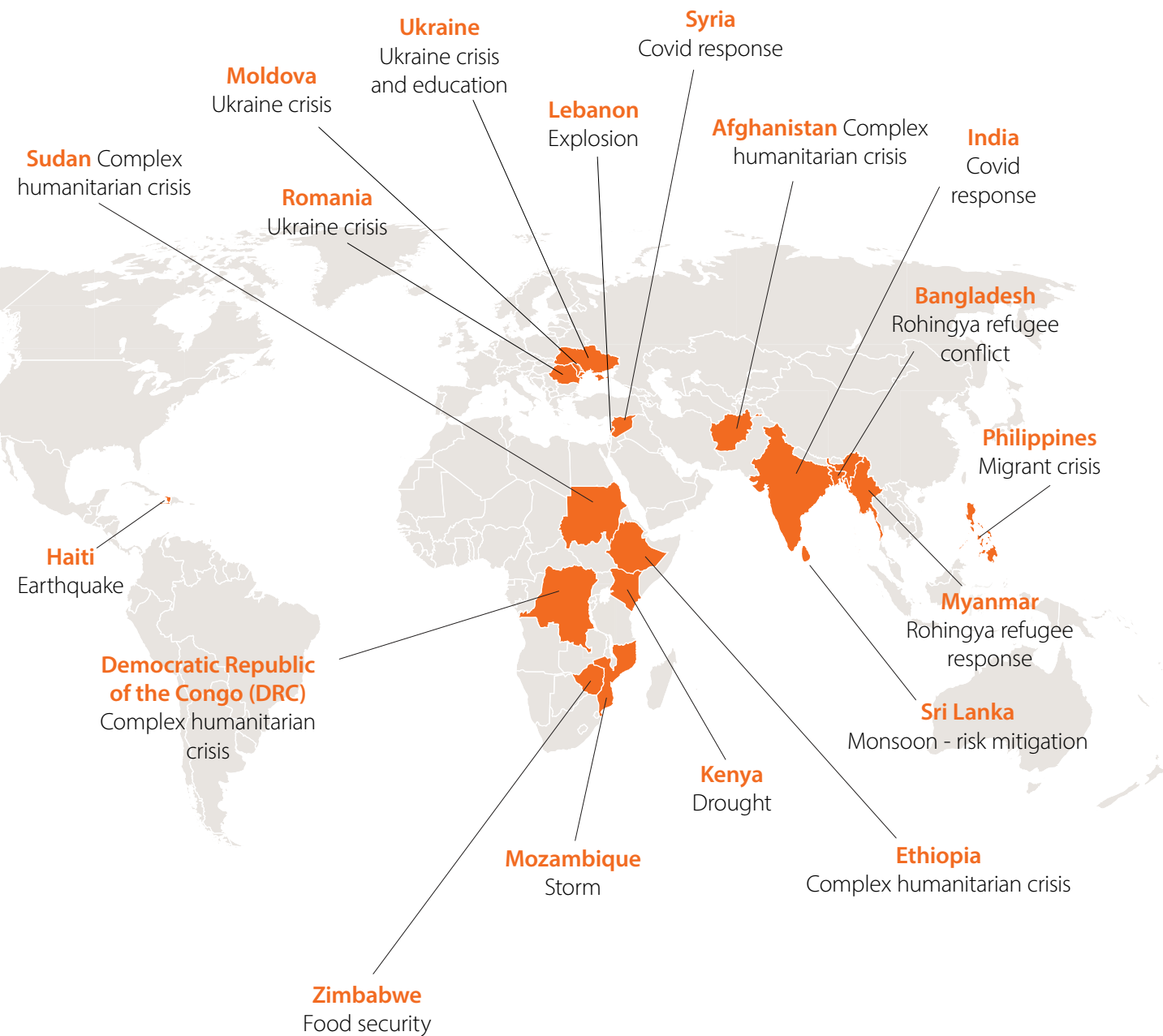


SCAN HERE
To learn more about our work in India

RESPONDING TO EMERGENCIES

In 2022 our emergency responses helped

 over **1,000,000** people in 18 countries  almost **500,000** of them were children



Last year, the World Vision Partnership responded to **59 humanitarian emergencies in 52 countries, plus the Covid response in more than 70 countries. We reached over 29 million people, of which more than 14.7m were children, more than 16m were women and girls, and an estimated 8.5m were displaced people.**

World Vision UK supported 18 of these emergency responses, directly reaching over a million people on four continents, almost half of whom were children. This work took place in often challenging circumstances, but we managed to achieve an average 91% success rate in delivering our planned outputs.

Many of the events we responded to were climate related, including droughts, flooding, storms and cyclones. Others were caused by conflict, as in Ukraine, where mass displacement of people overwhelmed local authorities and host communities. In some areas, conflict was exacerbated by climate-related disasters, for example in Sudan and DRC. We also continued to respond to the Covid pandemic, promoting hygiene messages and distributing 31,000 masks and sanitisers to school children in Syria and India.

Our approach to humanitarian work varies depending on the context and the nature of the disaster. Food is often an essential part of our response. Where there are floods, access to proper sanitation is vital to prevent disease; in the case of storm damage, shelter is a top priority. In other cases, we combine our humanitarian response with programmes to strengthen resilience – in Zimbabwe, for example, people receive food aid in return for creating community assets like water sources, gardens and woodlands.

As part of our emergency response last year we distributed:

- 5.5 tonnes of food in fragile areas in DRC and Zimbabwe, plus over US\$3 million in vouchers for food in DRC.
- 22,500 household kits containing essentials such as cooking utensils and tarpaulins in emergencies, including the Ukraine crisis and the Mozambique cyclone.
- 18,250 hygiene kits in Afghanistan and our Ukraine response.
- 4,300 winter kits in Afghanistan containing insulating shelter materials, thermal blankets and solar lighting.

Focus on Ukraine: The conflict in Ukraine has devastated the country's economy, with hostilities and displacement driving widespread loss of livelihoods and income. World Vision UK reached over 60,000 refugees and displaced people in Romania and Moldova as well as within Ukraine, of whom more than half were children. This is our contribution to the wider efforts of the World Vision Partnership, which aims to reach 900,000 people in Romania, Moldova and Ukraine.

As well as helping meet people's immediate needs by providing food, hygiene kits and cash payments, we've set up nine child and family-friendly spaces – safe places where children can play, continue with their education and get counselling and other support. We also provided mental health support for around 500 people.

ABOVE: Nicolete Turcu, a World Vision translator, helps four-year-old Arina with her colouring at World Vision's child play area in Husi, Romania. ©2022 Laura Reinhardt/World Vision

INSPIRING ACTION AND PRAYER

Standing with the world's most vulnerable children means taking action that can transform their lives – and inspiring others to do the same, through prayer and advocacy to change the hearts and minds of people in power.

We stand with children and young people by raising the voices of the most vulnerable, working with them to drive change.

By engaging with the UK Government, we seek to influence policies that affect children in vulnerable situations. This year, we've actively engaged with ministers, shadow ministers, MPs, civil servants, all-party parliamentary groups and select committees.

Following on from our active role at COP26, we've continued to follow up with MPs and push the Government for ambitious action on climate change – including investing in nature-based solutions and the inclusion of children and young people meaningfully in the discussions and decisions that involve them.

After the Taliban takeover of power, we have been advocating for greater humanitarian access and financial support to protect vulnerable children and their communities in Afghanistan. We hosted World Vision Afghanistan's National Director, Asuntha Charles, in London, where she met with senior civil servants in the FCDO, MPs in Parliament, and church leaders. Our work on Afghanistan resulted in a change to financial policy that will help money get where it is most needed faster.

We have also been pressing the FCDO to embed child rights within its work. Through the Bond Child Rights Working Group, which we chair, we agreed a programme of six child rights training sessions for FCDO staff in the UK and in priority countries throughout 2022. We contributed to the UK Government call to action to ensure the rights and wellbeing of children born of sexual violence in conflict – an issue we've been working on for a long time, including with children themselves. We've also worked with parliamentarians on ensuring a child-focused response to the conflict in Ukraine.

Through the media we have used our profile to raise issues like the desperate measures taken by households facing hunger, especially the risk of selling children. In response to the Ukraine crisis, we've helped build public awareness

of women at risk of trafficking, children with disabilities, and mental health therapy, and have facilitated media visits to shelters that we support.

Prayer is the foundation of our work: we ask churches and supporters to join us in praying for the world's most vulnerable children. We're delighted that nearly 7,000 supporters actively pray with us through our regular prayer email, *Together Amen*. We have prayed together for the people of Ukraine, for those acutely affected by climate change and for all those facing hunger. We also joined with World Vision International in holding online prayer gatherings for Ukraine, inviting UK churches and supporters to come together with the global World Vision family in prayer.



ABOVE: Asuntha Charles, National Director for World Vision in Afghanistan accompanied by David Westwood, Policy and programmes Director World Vision UK, championing the rights of women and girls with the UK government. ©2022 World Vision

OPPOSITE TOP: Ahead of COP26, World Vision UK joined other charities and faith groups in walking down Whitehall with placards - showing how faith communities have campaigned together for climate justice. A statement was then presented to Number 10 Downing Street. World Vision UK took the lead on organising the involvement of faith leaders - acting as the main point of contact before, during and after the event. ©2021 World Vision

OPPOSITE BOTTOM: World Vision Afghanistan National Director, Asuntha Charles, speaking with mothers during a visit to health and nutrition programme in Herat province. ©2021 World Vision



SCAN HERE

To watch our interview with Asuntha during her UK visit.



FUNDRAISING RESPONSIBLY STATEMENT

We are tremendously thankful for all our supporters. Their generosity is humbling, both in terms of financial support and their engagement with the children and the communities we serve. We are determined to respond to their kindness by treating them with respect and courtesy, especially in how we fundraise and how we manage the data we have about them.

Our overall approach to fundraising

We aim to inspire supporters to join us in transforming the lives of the world's most vulnerable children, and to enhance their experience and deepen their engagement by offering several ways for them to get involved.

If people have given us their permission, we may ask them to give financially. If so, we will always explain why we need donations, in clear language, and always respect people's preferences about the ways in which we communicate with them. We reach new supporters through our website and other online marketing; through churches, Christian festivals and public events; and by inviting support from the public in person at various locations, such as carefully selected shopping centres.

Our fundraising standards

We are proud to be members of the Fundraising Regulator and we abide by their Fundraising Code of Practice, which covers various aspects of fundraising. We have worked hard to ensure that all staff are aware of and sensitive to data protection issues in their day-to-day work, embedding this into our culture. We monitor our fundraising carefully, as well as the overall service we give to our supporters. All supporter phone calls, emails and letters – positive and negative – are logged with summaries and key issues communicated back to the management team monthly and to the experiential (face-to-face and door-to-door) and multi-channel (in-house telemarketing) teams on a regular basis. A further measure for quality control comes from our Welcome Calling Campaign, which attempts to call all new supporters signed up by our experiential and multi-channel teams.

We monitor and record our complaints on a monthly basis and use the information in learning reviews to improve our processes. Last year we received a total of 1,191 Category B (low-level) complaints compared to 1,229 in 2021. The numbers have reduced slightly despite implementing new processes and ways of working which mean we are better

at recording complaints, and despite the high number of sponsorship programme closures in 2022, which tend to generate more complaints.

We received eight category A complaints compared to six in 2021. (Category A complaints are deemed to be more serious in their nature and have often been sent to the CEO or have come from the Fundraising Regulator.) The complaints received in 2021 and 2022 are all quite different with no evidence to suggest there is an ongoing issue in a particular area. We responded to all Category A complaints within 24 hours, and all have been resolved with no outstanding issues.

Being sensitive with our fundraising

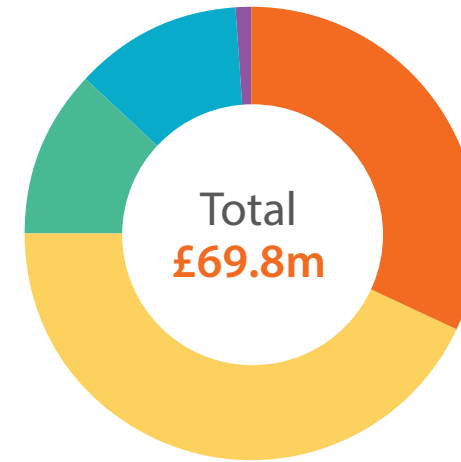
We're very aware of the potential for fundraising to become persistent and intrusive, as well as making us appear ungrateful to our supporters for the generosity they have already shown us. We have therefore established internal standards to guide how often we contact supporters. And when we do contact them, we provide clear and simple ways for them to opt out in the future.

Treating supporters fairly

We do not want to exploit or put undue pressure on anyone, especially people who may appear to be vulnerable or in vulnerable circumstances. We have a policy and practices to help us identify potentially vulnerable people when speaking to potential supporters face-to-face. A new "Vulnerable Persons Fundraising" policy was signed off and implemented in December 2021 to help with our direct communications once someone has become a supporter. Where we reasonably believe that a person may be in a vulnerable position and may not be able to make an informed decision, we will politely end the interaction and/or no longer ask for donations. A briefing and workshop on the new policy was undertaken within Supporter Care in March 2022. We currently have contracts with two external telemarketing agencies and one door-to-door agency partner, and all have signed agreements that confirm their respective adherence to the policy. The policy next needs to be reviewed in October 2024 and soft skills training is ongoing.

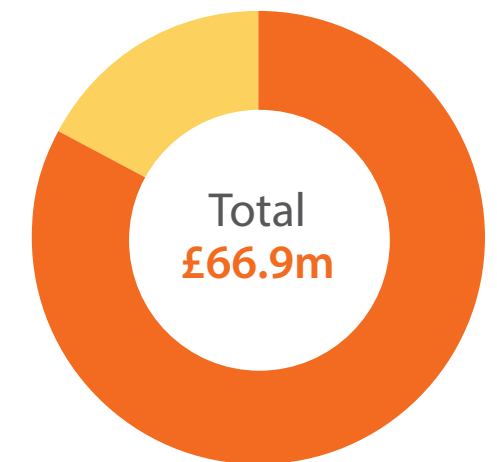


FINANCES AT A GLANCE



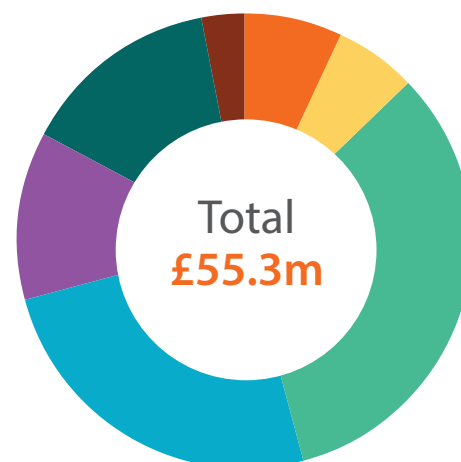
Our income

- Institutional grants, **£22.3m, 32%**
- Committed giving and other donations, **£29m, 42%**
- Donated goods and services, **£8.4m, 12%**
- Donations for emergencies, **£9.8m, 14%**
- Other, **£0.3m, 0%**



Our expenditure

- Charitable activities, **£55.3m, 83%**
- Raising funds, **£11.6m, 17%**



Our charitable activities*

- Livelihoods/economic development, **£3.9m, 7%**
- Education, **£3.1m, 6%**
- Health and WASH, **£18.1m, 33%**
- Food security and nutrition, **£14.1m, 25%**
- Child protection, **£6.7m, 12%**
- Community engagement, **£7.7m, 14%**
- Disaster mitigation and shelter, **£1.7m, 3%**

* These figures refer to projects we have funded around the world

CONCLUSION

In 2022 our efforts continued to focus on where the risks and vulnerabilities facing children were the greatest. Our case studies this year demonstrate not only what was achieved and how but, critically, who we have worked with to bring about change.

Primarily we have worked with and for children. The contribution of children in Sierra Leone is noted this year, as they have inspired us, and others, with their research and recommendations.

The role which local community groups played in the change achieved is very significant. These groups included nutrition groups, farmers groups, savings groups, disaster risk reduction task forces, to name just a few. World Vision built on their passion and energy by investing in their capacity and capabilities, for these are the groups that will remain after World Vision has left.

At an institutional level, our case studies again highlight the importance of partnering with government bodies and departments as well as UN entities such as the World Food Programme, but our partnerships have now expanded to include the media, the private sector and academia.

We have seen the value and importance of local and UK advocacy work, shining a light on areas of continuing need, such as in Afghanistan.

As we end 2022 and move into 2023, we see a world where the risks children are facing are greater than ever. Some of the statistics are heart-breaking and so large it's hard to visualise them.

- One billion children, nearly half of the world's children, live in countries at extremely high-risk to climate change and its impacts. (Source: UNICEF Children's Climate Risk Index)
- 450 million children, one in six of all children globally, are living in a conflict zone, the highest it's been in 20 years.
- Children around the world continue to live with the secondary impacts of Covid.

The combination of climate change, conflict and Covid has led to a global hunger crisis, and currently 50 million people are facing hunger. Behind all these statistics are the lives of individual children, striving to achieve their hopes and dreams. In 2023, we will continue to work with children and their communities to ensure:

- children survive and are cared for throughout crises
- negative impacts of climate change on children are reduced
- vulnerable girls and boys are safe, healthy and learning.

OPPOSITE: Talented 16-year-old, Bristi, is playing an effective role in preventing child marriage. She takes part in Children's Forum awareness-raising activities with her classmates as part of World Vision's Child Sponsorship programme. She has decided that she won't marry because of family pressure, while karate training and schooling give her more opportunities for the future. ©2022 George Sarkar/World Vision



We very much hope that you will want to join us in this journey.

I have come that they may have life and have it to the full

John 10:10

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At World Vision, our focus is on helping the most vulnerable children, in the most dangerous places, overcome poverty and injustice. Inspired by our Christian faith, we've worked together with communities, partners, local leaders and governments, for over 70 years, so that children – of all faiths and none – are empowered to experience fullness of life.

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