

Growing Connections

ChildFund's 2030 Strategy

Dear Friends,

ChildFund International is on an exciting journey. With our newest organizational strategy, Growing Connections 2030, we look toward a future where we will not only create impact with more children and families than ever before, but we will do so through expanded partnerships and deeper relationships. As the world changes, the people and institutions focused on child well-being must rise to its new challenges and help more children connect with what they need to thrive. It is more urgent than ever that we rise to those challenges together — so that children can rise to theirs. We hope our vision for the future of our work inspires you to join us on this path. Because, to reach our ambitious goals, we need each other.

Best regards,
Isam Ghanim
President and CEO

GROWING CONNECTIONS – OUR FOUNDATIONS

Vision, Mission and Values

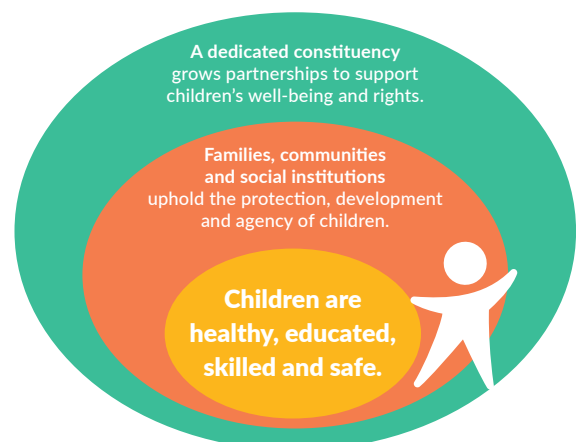
At ChildFund, our **vision** is for a world where every child realizes their rights and achieves their potential.

Our **mission** is to help deprived, excluded and vulnerable children have the capacity to improve their lives and the opportunity to become young adults, parents and leaders who bring lasting and positive change in their communities. We promote societies whose individuals and institutions value, protect and advance the worth and rights of children. Finally, supporters' lives are enriched through engagement with us.

We base our work on our **values** of **C**onnection, **H**onesty, **I**nnovation, **L**earning and **D**iversity, equity and inclusion. ChildFund creates a culture where diversity of people, thought and experience is celebrated, and everyone is welcomed equally.

Core Outcomes

Our approach to programs and advocacy places the importance of children and the systems that support them at the center of our work — valuing the connections that children make to people at home and around the world who help them grow up healthy, educated, skilled and safe. We believe that all children, if provided with positive and secure environments, can fulfill their full potential.



WHERE WE ARE NOW – STRATEGIC CONTEXT

Many varying but interconnected factors will shape children's environments in the coming decade. Economic inequalities and social injustice mean that not all children share benefits and that all children face an uncertain future.

We aim to reach significantly more children than ever through multi-disciplinary, multi-sector programs and advocacy targeted to enhance and influence systems. Further, we will develop and deliver programs in partnership with many actors, including local experts.

Current and Future Impact

ChildFund's comprehensive life-stage approach has created [meaningful contributions to the health, education, safety and skills of children and adolescents*](#) globally. Recently, we have increased our reach to 21.5 million children and family members from the last decade's annual 12-16 million, and revenue has been stable. But we must continue to diversify our revenue sources to support our intention to multiply our impact and build sustainable local capacity.

Reaching significantly more children will require us to innovate. We must also address persistent and emerging issues, create new approaches that translate funding into impact with greater efficiency, partner with governments and scaling partners to expand our capacity and influence, and tap into new funding sources. The most relevant issues for ChildFund now and in our future work include:

- Disruptions from COVID-19
- Mental Health
- Climate Change and Conflict
- Online Safety
- Child and Youth Participation
- Youth Employment

Culture and Capability

In recent years, ChildFund successfully advanced the organization's capabilities and culture, laying necessary groundwork for the coming years. We developed greater child protection and safeguarding capacity and integration across our programs and local partner organizations, and expanded advocacy for improved child protection systems. Now all countries and programs include an explicit component of child protection. Yet, there is more to do. To reach more children and address their rapidly evolving needs, we will:

- Further develop and strengthen our policy advocacy efforts in country offices and toward the U.S. government.
- Advance our monitoring and evaluation capabilities to effectively track our impact in our traditional model as well as through our new scaling pathways.
- Expand our capacity to build technical and resourcing partnerships necessary to complement existing core competencies.
- Prioritize recruitment and retention of top-tier staff.
- Innovate, adapt and identify effective programs and policies to spot and scale for expanded impact.



Children jump together outside the House of Culture, a space where children socialize and learn about cultural traditions in their community. The House is an initiative of ChildFund's local partner PROSESC, Spreading Seeds of Hope in Carbonita Project, in Minas Gerais State, Brazil.

Photo by Jake Lyell

*<https://www.childfund.org/uploadedFiles/NewCF/Impact/impact-2020.pdf>

WHERE WE ARE GOING – OUR STRATEGY

BOLD GOAL

By 2030, ChildFund will reach 100 million vulnerable children and family members annually to help children grow up healthy, educated, skilled and safe.

In the 2021-22 fiscal year, ChildFund reached 21.5 million people with programs and services. We recognize that increasing this number fivefold will require strategic focus and skill, as well as significant innovation and adaptation to the external shifts in the child development ecosystem.

Growing Connections outlines an approach for multiplying our impact that leverages both our existing strengths and the opportunities we are best positioned to take advantage of or create.

We characterize our impact using four key dimensions:

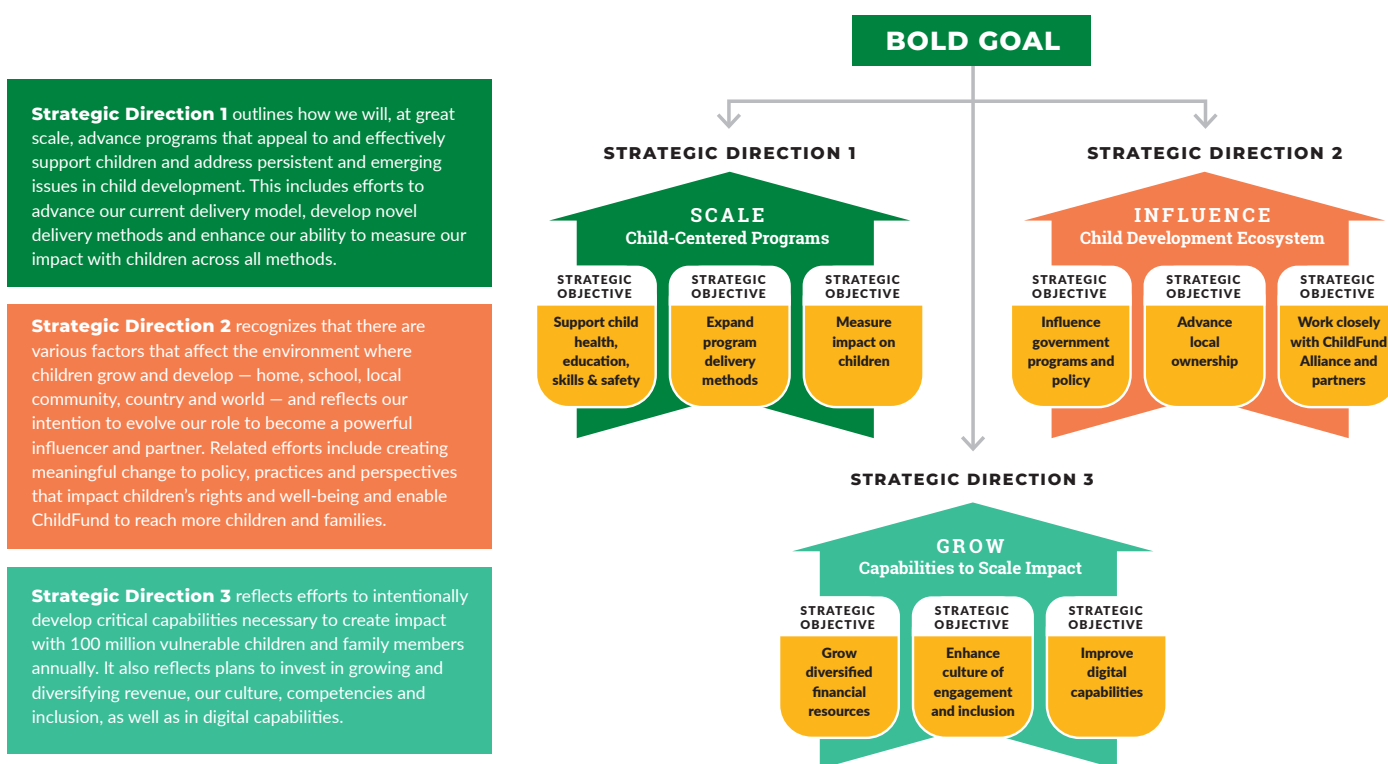
- The positive change we see in our core outcomes as measured by performance data.
- The feedback we receive from children, families, sponsors, partners and stakeholders.
- Improved outcomes due to our application of learning from what does and does not work.
- Our contributions to the Sustainable Development Goals (SDGs).

The nature of the difference we facilitate in the lives of individual children or communities may vary. However, tackling emerging issues through new methods – such as digital program delivery and policy advocacy – provides opportunities to work with communities of children previously beyond our reach.

Growing Connections includes elements intended to be stable throughout the next 10 years and elements more responsive to learning and shifts in our external environment.

Strategic Directions and Objectives

Our Strategic Directions illustrate how we will achieve our bold goal – by scaling our child-centered programs, influencing the child development ecosystem, and growing the organizational capabilities required to sustain scaled impact. Strategic Objectives name the main areas of action within each Strategic Direction.



Pathways Portfolio

Our Growing Connections strategy requires developing and accelerating breakthroughs for positively impacting children's lives: delivery methods and approaches for influencing the child development ecosystem and emerging issues. We know that to achieve our bold goal, we must radically increase our resources. New delivery and partnership models should enable us to efficiently translate funding into impact, yet we must finance the innovation process to make that idea a reality.

The Pathways Portfolio is designed to develop and accelerate these breakthroughs, which we will do with small-but-targeted investments of seed funding and time. ChildFund is currently testing and accelerating breakthroughs in the following areas:

- Advocacy for Child Protection
- Digital Program Delivery
- Franchising Early Childhood Development
- Preventing Online Sexual Exploitation and Abuse of Children (OSEAC)
- Humanitarian Expansion

Conclusion

With Growing Connections, ChildFund makes a bold commitment to foster more and stronger connections with children, communities, partners, sponsors and donors to ensure that children grow up healthy, educated, skilled and, above all, safe so that their development can come to fruition. We do it because we know we must, because this generation faces greater risks than ever. We hope you will join us in growing connections to set powerful positive impact in motion for and with children everywhere.

Angela (12) and friends attend a Jukumu Letu child-rights club meeting. ChildFund's Jukumu Letu ("Our Responsibility") project in Kenya (2018–2021) saw 80-90% increases in children's involvement in their own protection, including in children's voices being considered on protection issues affecting them, children empowered to actively speak out about child abuse, and avenues for children to air grievances and opinions on issues affecting them.

Photo by Jake Lyell

