



WORLD VISION UK

IMPACT SUMMARY FOR THE YEAR ENDED 30 SEPTEMBER 2023

60
sec

Every 60 seconds...

a hungry child is fed...

a family gets water...

a family receives the tools
to overcome poverty.



CONTENTS

- 2 Message from our Chief Executive
- 3 Who we are
- 4 Our impact in numbers
- 6 Our impact
- 8 Our focus
- 10 Niger - From surviving to thriving in a fragile context
- 11 Protected and participating in Bolivia
- 12 Improved nutrition in Bangladesh
- 14 Ukraine crisis response
- 16 Responding to emergencies
- 18 Inspiring action and prayer
- 20 Inspiring giving
- 22 Fundraising responsibly statement
- 23 Finances at a glance
- 24 What we learnt



MESSAGE FROM OUR CHIEF EXECUTIVE

Joining World Vision UK as CEO in October 2023, I am honoured to be part of an organisation that has such an important global impact. Last year, the work of World Vision UK touched the lives of more than 4.5 million people around the world, of whom 2.5 million were children.

Behind this remarkable figure are so many individual lives transformed. Girls and boys in some of the world's hardest places who are safer, healthier and with better prospects for the future. Families who are no longer going hungry. People who have received lifesaving emergency aid, and communities rebuilding their lives in the wake of conflict and disasters. We are humbled by all that we together have achieved. We have done this through the grace of God, the partners we work with and the generosity of our supporters.

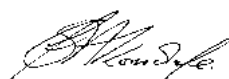
The numbers of people we supported last year were swelled by the scale of the emergencies we faced. Through our emergencies we supported 2.5 million people, including more than a million children, through our response to 53 emergencies across 21 countries, from Afghanistan to Zambia. From the devastating earthquake in Türkiye and Syria, through the ongoing hunger crisis in Somalia, to wars in Ukraine, Sudan and the Middle East, we have followed our calling to stand with the world's most vulnerable children.

The sort of transformation we strive for doesn't happen overnight. In our projects, we stay with communities for the long haul – in some cases, for 15 years or more – to enable lasting change to set in. You can read about two of these long-term programmes, in Niger and Bolivia, and the impact they have had on pages 10-11.

None of this would be possible without the generosity of our supporters. This year saw solid growth in our total income to reach £74.6m. More than a third of this came from individual supporters in the UK – our child sponsors, those who make regular or ad hoc donations to support children in the world's hardest places, and everyone who responded so magnificently to our emergency appeals. At the same time, we significantly increased our income from corporates and other strategic partners, and are in a strong position to continue to grow our funding from institutional donors.

All this is happening in difficult economic circumstances. Government budgets remain tight, households are feeling the pressure of the rising cost of living, and inflation has pushed up our own costs. At the same time, the children we serve face ever-growing risks as conflict spreads and the impacts of climate change mount. Being the most efficient and effective organisation we possibly can has never been more important – which is why, two years ago, we launched an ambitious five-year change programme. I am encouraged by the progress we have made over the past year as we seek to do even more to transform the lives children facing the hardest circumstances around the world.

Our thanks to everybody who has supported us this year. We rejoice in all that, through God, we have accomplished together. I am excited to work together with all our staff, supporters and partners over the coming years to bring the fullness of life to all children.



Fola Komolafe MBE DL
Chief Executive



WHO WE ARE

We stand with the world's most vulnerable children, to help them overcome poverty and experience life in all its fullness. We work alongside children – of all faiths and none – inspired by our Christian faith.

World Vision UK is part of the World Vision Partnership, which has over 70 years of experience working alongside communities and partners to create opportunities for better futures for children, even in the toughest circumstances.

We partner with local leaders, organisations and community members as they highlight their needs and set their own goals. This way of working equips and empowers communities to sustain and continue progress, long after we've left.

When disaster strikes, we're there, quickly providing immediate support – and we stay, helping children, families and communities to recover and rebuild their lives.

Within the UK, we raise awareness of the issues facing children in the toughest places in the world and facilitate opportunities for children and young people to speak out on the issues they care about. We offer the public opportunities to engage with global issues at a local level, and to help create change through giving, campaigning and praying. And we engage with government to influence changes that will improve life for the children we serve.

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



BELOW: Helena Mayanja a World Vision staff member shares a moment with Isaac, a child in the Omugo Refugee settlement, Uganda. ©2023 Brian Jakisa Mungu/World Vision



CLICK HERE
To learn more.



ABOVE: Some of the children impacted by the earthquake in Syria, being reached with education and mental health support services. ©2023 Zaher Jaber/World Vision

OUR **IMPACT** IN NUMBERS



We supported **4.5 million** people



including **2.5 million** children



182 projects across **36 countries**



including **53** emergency **projects**



OUR IMPACT, THANKS TO OUR SUPPORTERS

Last year we reached over 2.5 million children in 182 projects across 36 countries. Altogether our work directly benefited 4.5 million people – although we know that, through our work to improve policies and services, we impact the lives of many more.

Within this, we responded to emergencies through 53 projects across 21 countries, supporting over a million children and reaching 2.5 million people in total.

We were there for children in the most fragile places: 42% of the children we reached last year were in Syria, Sudan and Somalia.

The world is increasingly turbulent. Conflict and climate change are causing displacement and hunger, and we're seeing the effects of these across all our programmes. While the most vulnerable people in fragile areas are hit hardest, we're also seeing previously stable places grappling with growing food insecurity or dealing with the fallout of events elsewhere – for example, by hosting refugees.

The number of people World Vision UK reached this year was significantly higher than normal, mainly due to our response to the earthquake in Syria and Türkiye. In the immediate aftermath of the disaster, we were there, providing emergency assistance to almost a million people.

Our strategy is focused on transforming the lives of the world's most vulnerable children. We've continued to reach children in the most fragile countries and regions, as well as places that are becoming increasingly fragile. This means being able to adapt to rapidly changing circumstances, and to work effectively whatever the conditions.

OPPOSITE TOP: Despite the unknowns that lie ahead, Ivan, 5, and Violeta, 4, refugees with their family in Moldova, find satisfaction in the simple joys of childhood. Resilience and optimism in the face of adversity. ©2023 Laurentia Jora/World Vision

OPPOSITE BOTTOM: Children can now easily access the water thanks to the construction of hydroelectric boreholes in Sirba Area Programme, Niger. ©2023 World Vision

Working with children in the world's hardest places or in the midst of humanitarian crises, it can be hard to look beyond meeting people's immediate needs. But in all our work, we're looking to the future and building longer-term sustainable solutions – whether that's supporting people facing hunger to strengthen their livelihoods and grow crops that are better suited to a changing climate, or making sure children affected by disaster still receive an education.

Another vital aspect of our work is enabling decision makers to hear the voices of the people we serve. This year, we've continued to see the impact of local-level advocacy in our programmes and sought to amplify the voices of young people through our UK-based advocacy.

Over the following pages we have summarised our emergency responses, advocacy work, and achievements in four programmes. We have analysed progress made in two long-term area programmes; a five-year European Commission grant funded programme and an ongoing humanitarian crisis response, in the following case studies:

- Niger - From surviving to thriving in a fragile context (2005-2023)
- Protected and participating in Bolivia (2005-2023)
- Improved nutrition in Bangladesh (2018-2023)
- Ukraine crisis response (2022-2023)

.....
"I feel so proud to be a small part of something so big and so wonderful."

Michelle (Gifts in Wills supporter).



OUR FOCUS IN 2023

Going to where children need us most

In fragile places, poor governance, insecurity or climate hazards leave many children and communities without the basic services they need. Between 2016 and 2022, the World Vision global partnership almost doubled the amount it spends in fragile contexts, and our own work reflects this.

Typically, a third of the children we reach each year live in fragile states – though this year that figure rose to 44%, partly because of our large emergency response to the earthquake in Türkiye and Syria.

As fighting spread in Sudan, we supported nine emergency relief projects, most in partnership with the United Nations World Food Programme. In Somalia, following drought and floods, we've been helping to restore people's livelihoods, basic sanitation and health services. We also stepped up our response in Ukraine, reaching 300,000 people.

Staying for the long-term

Along with our work in fragile contexts and responding to emergencies, we run long-term area-based programmes to improve the lives and prospects of children and their communities living in poverty. These programmes also seek to reduce the risk of disasters, build resilience and respond to crises when they do arise. In Kenya, for example, our work with communities is designed to reduce the impact of drought, while in Zambia our long-term presence meant we were placed to support communities hit by the country's worst floods in half a century. In Uganda we've been working to meet the needs of both Sudanese refugees and their host communities. In Bangladesh, long-term work to improve children's wellbeing was boosted by a large-scale nutrition project and a refugee programme for Rohingya people. In Myanmar, our long-established area programmes have played a vital role in reaching remote and vulnerable communities affected by the current conflict.

RIGHT: Maurice's family (Maurice, his wife Antoinette and his last born Enonoma) in their cabbage field in Kisharo DRC. Mr Maurice, a farmer in Eastern DRC, has made rapid progress thanks to the innovative and sustainable farming techniques taught by World Vision. He shares his knowledge and experience with other farmers and residents of this village can now buy local produce at affordable prices. The children now have a healthy balanced diet rich in vitamins.

©2023 Rodrigue Harakandi/World Vision

Impacting children and their communities holistically

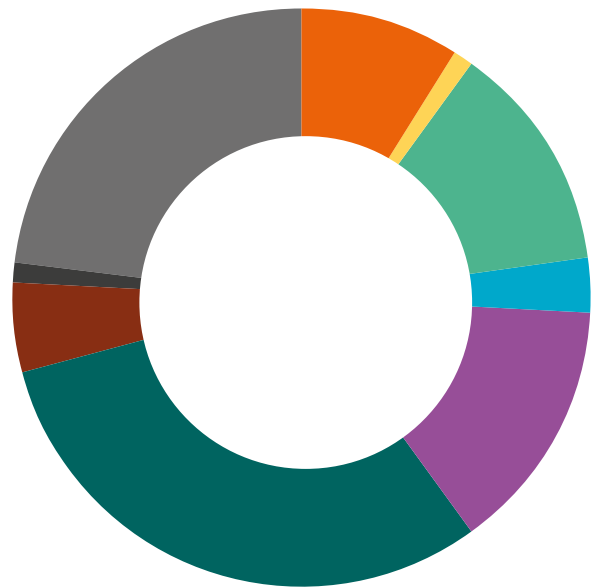
As we respond to a global hunger crisis, over half of the children we reached benefited from projects addressing immediate food and water supplies, and long-term nutrition. But while the pie chart opposite gives a snapshot of our key areas of work, it doesn't tell the full story. Most of our programmes integrate a range of activities and contribute to a variety of outcomes. So, while food security and livelihoods look like a small part of our work, in reality many of our projects include activities like savings groups and climate-smart agriculture that improve food supplies and incomes; similarly, disaster mitigation is built into numerous projects, even if they aren't labelled as such. The case study from Bangladesh (see page 12) is categorised as a nutrition project, yet it also focuses on livelihoods, child protection and gender inequality. All our area programmes strengthen child protection, local governance and community-based organisations to sustain children's wellbeing for the long term.

This year brought a significant increase in our focus on education - the proportion of children in education projects – is up from 5% last year to 13% in 2023. We've seen education start to recover from the impact of the Covid years, as you can see in our case study from Bolivia, and even in the most challenging contexts such as our Ukraine and Syria emergency responses.



Children we reached per sector

- Community engagement, **9%**
- Disaster mitigation and preparedness, **1%**
- Education, **13%**
- Food security and livelihoods, **3%**
- Health, **14%**
- Nutrition and food (including food distributions), **31%**
- Protection (including child protection), **5%**
- Shelter, **1%**
- WASH (water sanitation and hygiene), **23%**



Where we supported programmes

- **Most fragile, 44%**
Afghanistan, Democratic Republic of the Congo, Mali, Niger, Somalia, Sudan, Syria.
- **Very low developing, 23%**
Burundi, Ethiopia, Kenya, Malawi, Mauritania, Mozambique, Myanmar, Sierra Leone, Tanzania, Uganda, Zambia
- **Low developing, 23%**
Bangladesh, Cambodia, Guatemala, Honduras, India, Nepal, Philippines, Zimbabwe.
- **Medium developing, 0.3%**
Bolivia, Vanuatu.
- **High developing, 0.4%**
Albania, Mongolia.
- **Disaster response only, 10%**
Moldova, Romania, Ukraine, Venezuela.



Niger - From surviving to thriving in a fragile context (2005-2023)

We began working in Sirba, in Niger's Tillaberi region, in 2005 with 12 communities including almost 17,000 children. At the time, children faced alarming levels of malnutrition and a lack of clean water, and many couldn't go to school. Our area programme, which ended in 2023, sought to address these issues, while responding to new challenges that arose – including recurrent droughts, a deteriorating security situation and an increase in internally displaced people.

We supplied farmers with seeds, established cereal banks, and provided training in farming techniques. We drilled boreholes to ensure families had access to water, along with raising awareness of better hygiene and sanitation practices. Communities and healthcare workers learned to identify and treat malnourished children, and more families started cooking locally available nutritious food.

We built schools, trained teachers and improved water and sanitation services in schools. Child protection was another important focus. This included raising awareness within the community, enabling people to report child protection violations, and religious leaders feeling empowered to protect children from all forms of violence. This had an emphasis on ending child marriage. Children themselves learned about their rights in children's clubs.

In challenging environments, however, outcomes can get worse before they get better. By 2016, more children were going to school, more children had access to water and children were better protected. But as a result of recurring droughts incomes had decreased, and the proportion of households with enough food throughout the year fell from 30% to 20% between 2005 and 2016. With acute malnutrition on the rise, we enabled more people to save and borrow money and develop a secondary source of income through savings groups. We also introduced mass screening and early treatment of malnutrition, with a particular emphasis on supporting community care for children under five.

Celebrating success

Between 2016 and 2023, acute malnutrition rates had halved, from 18% to 9%, while 85% of households had improved access to drinking water, up from 45% (2013). The proportion of children with improved self-esteem and life skills almost doubled, from 37% (2019) to 70%, and there was a big increase in households understanding and recognising abuse towards children, from 19% (2019) to 46%.

RIGHT: Karima 15, is now an advocate for Child Protection in her community. ©2023 World Vision

OPPOSITE: Nelson with Hortensia, both 10 years old (looking at the camera) and the rest of their classmates. ©2023 World Vision

Karima's story – an early marriage stopped

Karima was 15 when her father decided to give her in marriage. "When I was told about my future marriage I felt hurt and helpless," she says, but she'd received training from World Vision on child protection and how to report abuses. "I personally went to see the president of the child protection committee and explained my case."

Karima's marriage was cancelled. She's been able to continue with her education, and talks to other girls in her community on the importance of reporting abuse.

.....
"I thank World Vision for the child protection [training] as I can continue my studies," she says. "I am also raising awareness among the girls in my community – now when they have a problem, they know to whom and how to report it." Karima (below).



CLICK HERE

To learn more about our work in Niger



Protected and participating in Bolivia (2005-2023)

For over 15 years our Mosoj Punchay and Khantati area programmes worked with 11,000 people in 123 communities in Bolivia. When we came to this rugged, mountainous landscape in 2005, most people lived in extreme poverty, affecting all aspects of children's lives.

Our first priority was to tackle food insecurity and malnutrition. Harsh weather conditions, poor soils, scarce water and a lack of crop diversification meant food supplies were low. In Khantati, the majority of children under five were chronically malnourished. We began training: horticulture crops in greenhouses, irrigation, soil conservation, better techniques for potato production. Parents learnt about nutrition and formed a network to promote good nutrition, while community health workers focused on nutrition for the under-fives. In 2011, 68.5% of children in Khantati were chronically malnourished. By 2014, this had been reduced to 43% and by 2022 it was down to 36%. Farmers' associations now grow peas, corn and wheat as food supplements for children under five, and 305 families grow vegetables in greenhouses. In Mosoj Punchay, where the starting situation was less severe, by 2022 chronic malnutrition had halved to 11.5%.

Happy learners

Better education is unlocking opportunities. More children complete school now and have higher rates of literacy and numeracy when they do. In both programmes, the ability of children aged eight to read fluently and do basic mathematics improved – in Khantati from 25% in 2019 to 69% in 2022 and in Mosoj Punchay from 14.5 to 47% in the same period. We trained teachers, improved schools – including water and sanitation provision – and equipped

community learning spaces. During Covid lockdowns, more than 5,000 children received learning materials and by the end of the programme 345 young people learned vocational skills for employment.

Child protection was another important area of focus. We trained young people in the skills they need to protect themselves and each other, and worked with local government and other partners such as the police to establish child wellbeing and protection committees. Community members and leaders have worked together to report and respond to abuse, and traditional practices that harm young people have declined. Children now have better relationships with their parents – one girl cried when, after attending a training session on “parenting with tenderness”, her father hugged her for the first time.

With our programme coming to an end in 2023, we say goodbye knowing that children and their communities in Mosoj Punchay and Khantati are healthier, more resilient and with better prospects for the future. We're thankful for all that we've achieved together.

.....
“Now we like to read a lot because we understand what it says. They are very nice books with pictures. Thanks to World Vision who gave us materials and trained our teachers,” says Nelson with Hortensia, both 10 (looking at the camera).



CLICK HERE

To learn more about our work in Bolivia

Improved nutrition in Bangladesh (2018-2023)

Many people live in a vicious cycle of malnutrition and poverty. A child stunted at age three is more likely to be in poverty as adult. The five-year Bangladesh Initiative to Enhance Nutrition Security and Governance project (BIENGS) was aimed at improving nutrition among mothers and children in six areas in northern Bangladesh - chosen for their high levels of chronic malnutrition (stunting) and poverty.

Additional support for 44,000 poor and extremely poor households focused on improving access to healthy food. For example, Tajmahal, a 42-year-old widow with two children, received nutritious vegetable seeds, fruit saplings and two goats – as well as training on goat rearing and homestead vegetable cultivation.

“I never thought about food in terms of nutrition,” Tajmahal says. “Food was always just food if it filled our bellies. But now I think about the right food for my children.” Tajmahal.

Poor nutrition and gender inequality are strongly interconnected. In many parts of the world, including Bangladesh, women tend to eat last and less. That makes addressing social norms that limit women’s access and control over resources an important element of our work. During the project, 6,445 couples learned about equitable and non-violent family relationships, fatherhood and caregiving. These couples then became change-makers, influencing others in the wider community. By 2023, 56% of women were making decisions on health and nutrition compared with 23% in 2018. The number of women eating a sufficiently diverse diet increased by over 57,000.

By the end of the project, farmers had trebled their income from the sale of crops and the proportion of people living in poverty in the areas involved fell from 36% to 7%.

Sustainable change helping the poorest families

The Citizen Voice and Action (CVA) approach – which empowers communities to hold government to account for providing essential services – was used at 20% of

community clinics to help marginalised communities advocate for better health and nutrition services. CVA raised awareness about the services people were entitled to, and enabled them to take part in community decision-making. Women and girls, often underrepresented, made up 88% of the 31,245 participants in community meetings.

“Awareness of community clinic services was very limited in my community, so I held monthly meetings to raise awareness,” Mafuza (pictured below).



This project contributed to improving dietary diversity, nutrition-sensitive health services and food security.

Encouragingly, the biggest improvement was seen among the poorest 40% of households.

When Ibrahim, was born, (see opposite) he was malnourished and was not growing at the normal rate . When he was 14 months old, he was identified as severely malnourished by the community nutrition promoter working with the project. Ibrahim’s Mum Rehana visited her local community clinic who referred Rehana to the district hospital for advice and support, Ibrahim is now a healthy and energetic little boy at 9.8 kilos of weight. The picture opposite shows Ibrahim with his Dad, Mintu an active member of the CVA group.

ABOVE: “Like other women in my society, I lived according to the wishes of my husband,” says Mafuza, whose work with the CVA group led to an improved water supply for the local clinic, amongst other things. “When people see me now, I can see the respect in their eyes.” she adds. “I also contribute equally to decisions that benefit my family now,” she says with a smile. ©2023 World Vision

OPPOSITE (TOP): Ibrahim, pictured with this father. When he was 14 months old, he was severely malnourished and referred to hospital by the community nutrition promoter working with the project. After treatment, Ibrahim is now a healthy and energetic little boy at 9.8 kilos and a joy to both his parents. ©2023 World Vision

OPPOSITE (BOTTOM): After joining the BIENGS project, Tajmahal a single mother received goats, seeds, and fruit saplings. “I never thought about food in terms of nutrition, food was always just food if it filled our bellies. But now I think about the right food for my children and also advocate for good nutrition in my community,” says Tajmahal. ©2023 World Vision

Evidence of impacting the **most vulnerable**

For the full case study on our five-year project in Bangladesh please click here.



worldvision.org.uk/ourimpact



Ukraine crisis response

In February 2022, Russia's invasion of Ukraine set off one of the worst disasters in Europe since World War II. Over 10,000 civilians have been killed and 18,000 injured. Within Ukraine, 5.1 million people – mainly women and children – have had to leave their homes, while a further 5.8 million fled abroad. Continued violence and attacks on schools disrupted education and caused widespread stress and trauma.

Last year the World Vision Partnership reached over 1.4 million people caught up in the conflict – half of them children. Last year, our World Vision UK response brought vital services to over 300,000 people in Ukraine, Romania and Moldova.

We scaled up our response in Ukraine in particular, training staff from 17 local organisations and working together to ensure people had food, shelter, water and sanitation, as well as access to safeguarding, mental health and psychosocial support. These organisations are now better able to respond to localised needs and provide essential support at scale.

A cross border humanitarian response

In Romania, we've helped bring vital aid to over 100,000 fleeing Ukrainians. We support a food bank in Bucharest serving more than 60,000 refugees and vulnerable people, and a social store in Constanta providing essentials for Ukrainian refugees, who make up a fifth of the local population. In Moldova, where 100,000 Ukrainians now hold refugee status, we've helped distribute cash, blankets and other winter items. We've also provided informal education and mental health first aid for children and women. In both countries, we've organised meetings between refugees and host communities to promote social cohesion.

Learning during a crisis – education must continue

Throughout the crisis, we've made sure children continue to get an education, emotional support and the chance to have fun together. We created an educational app teaching essential math skills through animated videos, reaching 28,000 children in Ukraine. Teachers received laptops and training in psychological first aid, crisis education and social-emotional learning, benefiting



almost 100,000 students. Our children's clubs provided a refuge for over 10,000 children in Ukraine, allowing them to make new friends and temporarily escape the harsh realities of war. Emilia (age seven) now in Romania, has formed strong bonds with other children at the club she attends, making friendships with those who share her experiences and speak her language:

.....
"I have many friends here. And I also like to do needlework. I weave bracelets, and recently we made a kite". Emilia (pictured opposite).

The clubs also provide important safety information, like potentially lifesaving landmine risk awareness. In Romania, our after-school clubs, known as Happy Bubbles, help bridge the language barrier by offering classes in Romanian and English, alongside games, crafts and sports sessions. The clubs are equipped with laptops, which young people use for both entertainment and education, while their parents use them in the evenings to communicate with family and friends and search for jobs.

Ukraine: two-year anniversary

Two years since the conflict in Ukraine began, World Vision has supported over 1.6 million people to date, almost half of whom are children.



World Vision and partners continue to support children and their families in Ukraine, Romania, Moldova and Georgia. And we will stay for as long as we're needed. [Click here to find out more.](#)

www.worldvision.org.uk/about/blogs/ukraine-conflict-two-year-anniversary/

BELOW: Matvi (6) feeling happy inside the child friendly space with World Vision facilitator and psychologist, Brandusha. ©2022 World Vision

OPPOSITE: Emilia 7 attends a Happy Bubble in Romania where she is able to learn and play: "I am very pleased with her connection with the teachers. She loves them very much and does not want to go home in the evening. For me, this is a very good indicator of the successful operation of this hub," says Anastasiia, her teacher. ©2023 Laurentia Jora/ World Vision



RESPONDING TO EMERGENCIES

In 2023 our emergency responses helped



over **2.5 million** people in 21 countries



more than **1,250,000** of them were children



[CLICK HERE](#)

To find out more



World Vision
الرؤية العالمية
Dünya Vizyonu

Last year, the global World Vision Partnership responded to 78 humanitarian emergencies in 60 countries. We reached over 36 million people: of these, 18.8 million were children, more than 19 million were women and girls, and an estimated 7.7 million had had to leave their homes.

As our contribution World Vision UK reached over 2.5 million people in emergencies – more than half of whom were children – in 53 projects across 21 countries.

We responded to crises caused by extreme weather, earthquakes, disease and conflict. Many of the people we served last year had lost everything overnight, and needed immediate lifesaving support. In other places, we helped people to stay in their homes and communities and to rebuild their lives. Sometimes, one crisis came on top of another: such complex humanitarian situations are becoming more common as conflict and climate threats coincide.

Examples of our life-saving work:

We helped communities cope with displacement and hunger. In Afghanistan, Ethiopia, Bangladesh and Myanmar we provided 5,490 tonnes of food, along with £3.2m in cash and vouchers for food and other essential items.

We supported people whose homes were damaged or destroyed helping them to stay safe from disease. Following storms, cyclones and floods in Mozambique, Zambia and Guatemala, and conflict and earthquake in Ukraine and Syria, we provided 22,500 household kits, 230,000 hygiene kits and 260 clean water sources.

We enabled children to continue their education. In our Ukraine response, we provided recreational and educational facilities and mental health support for over 10,000 children, and 28,000 children continued their learning through online activities.

Across our responses, we met or exceeded 95% of our output targets, though logistical problems like fuel shortages and supply delays meant that some particularly challenging projects faced delays.

The largest project this year was our Disasters Emergency Committee (DEC) funded response to the earthquakes in Syria and Türkiye. Through our partners we reached almost 1 million people in the immediate aftermath of the disaster. Our response provided clean water, ready-to-eat meals, toilets, medical care and learning materials, heating for schools, and reconstructed medical clinics.

Syria's fragile and complex context requires us to be ready to respond to disasters, and we're also working with communities to build their resilience to future disasters – like further earthquakes, cholera outbreaks and extreme weather. Within earthquake-affected communities, we're working to ensure children don't miss out on their education, and to rehabilitate health and water, sanitation and hygiene services.

Ten-year-old Qamar* (pictured below) and her family live in a camp for displaced people, having fled their home in 2016. Both parents suffered physical and mental ill health and Qamar was not developing as she should for her age. After the earthquake the family lived outside for nine days. Qamar is now doing much better and is able to speak about her experiences.

.....
“I just don't want anything more than being like other children,” she says. “I just want to grow up healthy just like my friends.” Qamar (below)



ABOVE: Qamar at a World Vision centre in Syria, a child friendly space where she can receive support. Qamar has faced a life of displacement and now a massive earthquake since evacuation from their town in Northern Syria in 2016. ©2023 Kinan Diab/World Vision

OPPOSITE: World Vision and partner Ihsan Relief and Development implement a distribution of blankets, shoes for children, and mattresses to people affected by the earthquake in Syria. ©2023 World Vision

* Name has been changed to protect identities

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 want to put children at the heart of UK development and diplomacy, and are influencing policy to ensure children everywhere are safe, healthy and learning. During 2023, we continued to engage with government ministers, shadow ministers, cross-party MPs, all-party parliamentary groups, select committees and civil servants.

Speaking out on barriers to education: In early 2023 we partnered with the Coalition for Global Prosperity to arrange a parliamentary visit to our projects in Kenya. Maggie Throup MP and The Rt Hon Liam Byrne MP witnessed how hunger and malnutrition fuelled violence against children and affected their education, and how

we're supporting children and their communities. The MPs saw how UK international development can contribute to children's wellbeing and have since advocated in Parliament for increased investment in addressing the root causes of hunger and malnutrition and its consequences on children's health, safety and education.

Hearing youth voices: Young people's experiences and opinions are an essential guide for sustainable policy change. We amplify their voices across our advocacy, so decision-makers hear and partner with them. In May, World Vision offices came together for the It Takes a World 'Changemakers' week, celebrating young people as agents of change. In London, we were joined by young people from the UK, Bangladesh, Romania, Kenya and Ukraine.

.....
"How can they make decisions for children's benefit without even listening to the children themselves?!"

Kate, UK, Youth Advocacy Network.



They created a call to action, which they delivered to the Prime Minister’s residence, for how the UK can champion children’s wellbeing globally. It covered recommendations on violence against children, gender equality and climate change. The young people also shared their experiences and proposed solutions directly with the MPs and civil servants within the FCDO. Several MPs submitted Parliamentary questions based on the call to action, answered by The Rt Hon Mr Andrew Mitchell MP, Minister of State for Development and Africa. The government is increasingly listening to young people in policymaking, including engaging youth activists. It’s great to have made a contribution towards this change through our advocacy.

.....

“We have come a long way for the UK government to see us and hear us,” said Dola, 18, who is an advocate for ending child marriage in Bangladesh. “They have an important role on the global stage, and we need them to take concrete actions that make a difference to our lives, and the lives of children everywhere, and protect our futures.” Dola, 18, Bangladesh.

#For Survivors with Survivors: We played a key role in the UK Government’s Preventing Sexual Violence in Conflict Conference, hosting survivors from Uganda and three advocates from DRC. We demonstrated the impact of our programmes with faith leaders to address the stigma faced by sexual violence survivors and chaired the launch of a global platform for action for children born of conflict-related sexual violence. The launch of this platform, the first to shine a spotlight on this marginalised group of children, was the culmination of five years of advocacy and was created by a World Vision expert.

Together in prayer: Prayer is at the foundation of our work and we always ask churches and supporters to join us in praying for the world’s most vulnerable children. We’re delighted that this year the number of supporters who actively pray with us has increased to over 7,000. These supporters are kept informed through our twice-monthly prayer email, *Together Amen*, as well as in response to disasters and emergencies. In the past year we have invited supporters to continue praying for the people of Ukraine, for the people of Türkiye and Syria following the earthquake, for the nation of Sudan as it faces increasing unrest and most recently for events in the Middle East.



CLICK HERE

To learn more about World Vision’s work to end sexual violence against children



.....

“Sometimes it’s easy to get inspired by grand things but actually walking beside one child is still a big thing.”

Rebecca (who sponsors Susan*, 10) pictured above.

We’re powerful when we pray **together**

We are a family of people, all over the world, who believe in the power of prayer. Together we can serve children through action, giving and prayer.

Click here to join us in prayer for those we serve.



worldvision.org.uk/prayer

LEFT: Our ‘Changemakers’ delivering their Call to Action to 10 Downing Street outlining their recommendations for what they believe the UK Government can do to champion child wellbeing globally.

From left to right: Kate from the UK, Alex from Romania, Dola from Bangladesh, Lidia from Kenya, and Mara from Romania.

©2023 World Vision

ABOVE: Pastor Rebecca Cupples from Bangor Vineyard church presenting a gift to Susan on a visit of church leaders to Northern Uganda in June 2023. ©2023 World Vision

* Name has been changed to protect identities

INSPIRING GIVING

The generosity of our supporters in the UK enables us to transform the lives of the most vulnerable children. Growing our income enables us to invest more in our programmes and grow our impact. Although the economic environment remains challenging, we managed to increase our total income to £74.6m, up from £69.8m in 2022 – though a significant part of this came from the amazing response to our emergency appeals. Stabilising and growing our long-term supporter base remains a key priority.

Individual giving

We are hugely grateful to all of our individual supporters, who this year gave us a total of £22.1m to transform children's lives. While this is £2.2m lower than last year's total, we had expected a fall in Child Sponsorship income since several of our long-term area programmes came to an end this year. We are thankful to the many supporters who chose to sponsor another child after the completion of these programmes. The retention rate exceeded our expectations, but we struggled to recruit new committed givers. Returning to growth is vital if we are to sustain our impact in the long term.

We were immensely moved by the response to our emergency appeals this year, especially following the earthquake in Türkiye and Syria. In total, members of the public, churches and other strategic partners donated £16.3m so we could provide emergency assistance for children and their communities.

To inspire more people to stand with children in the most difficult circumstances, we're continuing to offer alternative ways for people to support us. Through individual donations to World Vision UK, more than 6,000 new supporters chose to make a monthly or a one-off donation to support children affected by conflict, disaster and climate change in the world's hardest places. In the last two years, we've achieved a big growth in the number of people supporting our work on an ad hoc basis, outside of emergency appeals – from around 800 in 2021 to more than 4,000 this year.

As responsible stewards, we want to spend as much of the money we are given as possible where it matters most: in transforming the lives of the world's most vulnerable children. Our fundraising costs were £0.8m lower this year, and we significantly reduced our "cost per acquisition", particularly via digital channels. While we strive to raise funds as cost-effectively as possible, managing our costs with the need to invest in reaching new supporters remains a vital balancing act.

Strategic Partnerships

Our new Strategic Partnership Directorate continued to bear fruit, with our income from the private sector, philanthropists, trusts and foundations more than doubling to £7.6m. We are incredibly grateful to two corporate partners who made significant donations of c.£4m and £1m in response to emergencies.

As well as emergencies, other areas of focus include the African Philanthropy Initiative, which has been building partnerships with the African diaspora to support the potential of Africa, and our Strong Women Strong World initiative, bringing partners together to invest in women and girls' empowerment.

The Strategic Partnerships Directorate continues to focus on building more partnerships with philanthropists and the private sector to raise vital funding to increase our impact for children.

Strong Women Strong World

To join our Strong Women Strong World movement and to receive updates about our work and how your support is making a difference click here to check out our website.



worldvision.org.uk/strongwomenstrongworld

Institutional income

Our income from government, multilateral organisations and other institutional donors reached its highest level for six years, at £40.9m (2022: £38.2m). This was, however, still short of our target for the year – mainly due to the continued squeeze on funding from the UK Government’s Foreign, Commonwealth and Development Office (FCDO), which historically has been our largest source of institutional income. Once again, emergency institutional income was a significant part of our portfolio, with other more longer-term development assistance being harder to acquire.

We believe, though, that we’ve built strong foundations and are ready to seize opportunities that do arise. We’ve built a diverse base of funders, and we have a good record of winning the grants we bid for. We hope to grow further next year, with two-thirds of targeted funding already secured and more prospects in the pipeline.

Contracts based on outcomes are another important area of focus. We are just completing our Somalia Crisis Recovery Project with the Government of Somalia, successfully delivering on all the key performance indicators, and are well positioned to bid for follow-up opportunities.

RIGHT: Monika, an former sponsored child of Sreebordi Area Programme in Bangladesh works with her Youth Forum team and stopped 10 child marriages in her area. She also promotes awareness on menstrual hygiene in schools. At the beginning, she faced obstacles and challenges but eventually she got help from law enforcement authorities. Now she has become a celebrity!

©2022 Mostafa Aminul Hassan/World Vision



Thanking our partners

We are so grateful to our sponsors, donors and partners who make our work possible. A special thanks is extended to those who have given transformational donations and partnered with us this year.

Allchurches Trust

Capital Group Companies

Disasters Emergency Committee

The Duffy Foundation

Education Cannot Wait

European Commission

European Union

Foreign, Commonwealth and Development Office

Global Fund

Global Partnership for Education (Education Out Loud)

The Henderson Charitable Trust

Patricia Hewitt

Hillsong Church UK

Mrs Amber Jones

The Karlsson Jativa Charitable Foundation

Alex and Lucas Klein

MacDaibhidh Charitable Trust

Ministry of Finance, Federal Government of Somalia

The Mowgli Trust

National Institute for Health Research

Out of Eden

Alison Smith

Amanda Smith

The Souter Charitable Trust

Start Network

The Stratton No2 Charitable Fund

Susan and Graham Tobbell

United Nations Children’s Fund (UNICEF)

United Nations Office for the Coordination of

Humanitarian Affairs (UNOCHA)

Waterloo Foundation

World Food Programme

XTX Markets



FUNDRAISING RESPONSIBLY STATEMENT

We are tremendously thankful for all our supporters and partners. 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 children facing the hardest situations, 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.

Our fundraising standards

We are proud to be members of the Fundraising Regulator and we abide by its Fundraising Code of Practice, which covers various aspects of fundraising. We comply fully with our regulatory obligations and have not been subject to any regulatory actions during the year.

In 2023 we ran training sessions to ensure all staff are updated on essential fundraising information and other compliance needs. 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.

World Vision UK uses carefully selected agencies to carry out fundraising on our behalf, and we undertake due diligence, safeguarding and vetting checks on all external agencies. Written agreements are put in place and expectations reflected in contracts with agencies, including regular call monitoring, reporting and quality assurance.

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.

World Vision UK has a complaints policy on its website, making it easy for our supporters to raise concerns and provide feedback. We monitor and record our complaints monthly and use the information in learning reviews to improve our processes. Last year we received a total of 938 category B (low-level) complaints compared to 1,191 in 2022. The core drivers for these complaints remain the same (e.g. reminder mailings, processes, method of campaign, campaign content, expectations, campaign fulfilment and website issues), with the reduction in category B complaints compared to 2022 most likely a result of reduced inbound traffic into Supporter Care because of the decreased size of the supporter base (-8% vs last year) and fewer supporters going through programme completions (2,500 in FY23 vs 9,000 in FY22). We received three category A complaints compared to eight in 2022. (Previously any complaints that were addressed to the CEO were logged as a category A complaint and responded to within 24 hours. However, we have changed this process as not all complaints addressed to the CEO warrant category A status, which is defined as those complaints that pose a significant reputational risk. This is probably reflected in the reduced number of category A complaints for 2023.) The complaints in 2023 were based around operational issues; all were responded to within 24 hours and have been resolved with no outstanding issues.

Being sensitive with our fundraising

We are 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.

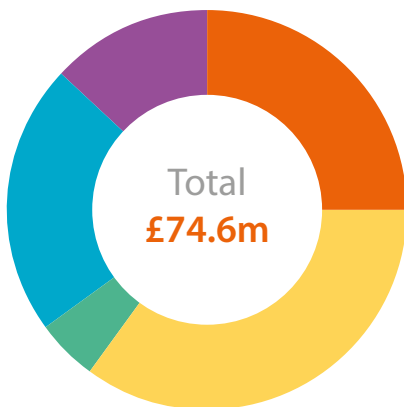
Treating supporters fairly

We do not 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. We provide annual training to fundraisers (both staff and volunteers) on our Vulnerable Persons Fundraising Policy, so they understand what vulnerability means and what action to take if someone is recognised as vulnerable. The policy is provided to the agencies we use for fundraising, 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

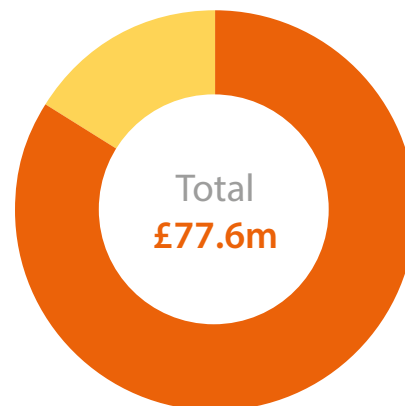


Our income

- Institutional grants, **£18.9m, 25%**
- Committed giving and other donations, **£26.3m, 35%**
- Donated goods and services, **£3.6m, 5%**
- Donations for emergencies, **£16.3m, 22%**
- Other, **£9.5m, 13%**

Our expenditure

- Charitable activities, **£64.9m, 84%**
- Raising funds, **£12.7m, 16%**



WHAT WE LEARNT

Being adaptable in fragile and emergency contexts is vital. Faithful to the most vulnerable children, we stay – and adapt – in challenging environments. Our area programme in Sirba, Niger demonstrates how we can have a positive impact on children's wellbeing, despite growing insecurity and the additional needs of internally displaced people. Our response in Ukraine evolved from meeting basic needs to addressing education, mental health support and employment. As the climate challenge increases, we remain vigilant, especially in long-term programming where projects adapt to disaster or incorporate disaster mitigation.

Building the capacity of communities and local organisations changes the lives of children. In Niger and Bolivia we strengthened community groups and leaders over 15 years to ensure successful partnership with government departments, NGOs, the police and universities. In Ukraine, we had to do this at speed, working across borders and with local partners to build capacity to face the challenges ahead.

Integrating our approaches supports comprehensive change. This is common across our work, but in Bangladesh we were able to do this at scale. Nutrition approaches were backed up by livelihoods and better governance in health services, along with essential work to improve the confidence and capacity of women. Bringing these together makes the biggest difference to the most vulnerable children and families.

The evidence we gather allows us to innovate and improve. Child-friendly spaces were adapted in our Ukraine response to become Happy Bubbles, which also serve as a safe space for parents to maintain a sense of belonging and receive practical and emotional support. Advanced mobile technology in the Ukraine response also enabled us to react flexibly and swiftly to feedback – which led to initiatives such as a pre-school programme for refugee children.

Giving children and young people agency strengthens both programming and advocacy. Growing the confidence of young people in our programmes and our Youth Advocacy Network, and listening to their voices, has improved the quality of our work, and helped us be more inclusive of their needs and wishes in a world that they will one day lead.

Balancing resources against growing needs will remain challenging. In Bolivia our ability to reach all communities equally was hampered by budgetary constraints, while in Niger sanctions caused inflation and bilateral aid cuts affected those needing life-saving assistance. But we remain blessed by the prayers and financial support of our supporters and donors. Thank you!

Looking forward

Our commitment to the world's most vulnerable children remains steadfast. While the world gets increasingly volatile, we double down on our efforts. We'll continue to apply the lessons we have learnt, ensuring our approaches meet the needs of the most vulnerable by design and the children's voices are heard in all our advocacy.

In our relentless pursuit to support those who are in the most vulnerable circumstances, World Vision has launched a global campaign called ENOUGH – to end child hunger now. There is enough food to feed everyone, yet inequality, the impacts of climate change, disasters and conflict are leading more people to go without. Millions of children are facing the worst hunger crisis in 50 years. We are dedicated to ensuring every child has enough nutritious food to eat, and families are able to provide a sustainable livelihood, ensuring their children are healthy and thriving. Join us as we call for businesses, governments, and civil society to do more, to ensure everyone has ENOUGH.

Enough is Enough

Let's end child hunger.

To find out more about our global campaign Enough, [click here to visit our website.](#)



worldvision.org.uk/enough

RIGHT: Magdalena, 12 years old with her llama baby who was born a few days ago, Bolivia. ©2023 World Vision



We pray for God's strength and guidance as we work alongside the most vulnerable children and their communities, knowing that He can do far more than we can ever ask or imagine.

We stand with the world's most vulnerable children, to help them overcome poverty and experience life in all its fullness.

World Vision UK

World Vision House, Opal Drive,
Fox Milne, Milton Keynes, MK15 0ZR

tel: +44 (0) 1908 84 10 00

fax: +44 (0) 1908 84 10 01

email: info@worldvision.org.uk

worldvision.org.uk

Follow us: [@WorldVisionUK](https://www.instagram.com/WorldVisionUK)



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.

World Vision UK is a registered charity no. 285908, a company limited by guarantee and registered in England no.1675552. Registered office as above.

FRONT COVER: The Barishal girls' football team is supported by the village development committee, trained by World Vision's Barishal Area Programme team in Bangladesh. The team won the district championships and several players have been selected for the regional team.

©2023 Ben Adams/World Vision

CONTENTS: An upper primary school class in the Sirba Area Programme, Niger. There have been multiple education awareness and advocacy campaigns with communities and religious authorities. Hadjara (with navy scarf) says "I am very happy to have been enrolled in school in the same way as the boys in my community" ©2023 World Vision