

# WORLD VISION **UK**

IMPACT SUMMARY FOR THE YEAR ENDED 30 SEPTEMBER 2024



World Vision





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# MESSAGE FROM OUR CHIEF EXECUTIVE

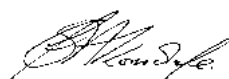
**It's been a year now since I took on the role of CEO here at World Vision UK, and what a year it has been! Against a backdrop of escalating conflict, climate change impacts and economic pressure on both public and private funding, we have had to refocus to continue to support the many children and families we work with. Yet we find ourselves looking back and again being thankful to God for his many blessings.**

We can celebrate that, over the past year, we have provided direct support to over 1.7 million children out of a total of 3 million people through 181 projects across 37 countries. Indirectly, our work has reached almost 5 million children among an estimated 9 million people. These include vulnerable children in the most fragile of contexts, with our biggest programmes being in Afghanistan, Somalia, Syria and the Democratic Republic of the Congo (DRC). I myself had the privilege of visiting our work in Senegal and Sierra Leone and witnessed first-hand the transformation in the lives of many women and children achieved by working alongside communities and local partners.

In a difficult fundraising context, our total income for the year was £66.7m compared to £74.6m in 2023, when we had exceptionally high income from emergencies. While it has been a challenge to grow our core income, in common with most of the sector, we have benefited from higher than projected funding from the Foreign, Commonwealth and Development Office (FCDO). Coupled with income from emergencies again – in particular from the Start Fund – and from legacies, this has ensured we have been able to continue to resource our partners overseas.

We have also launched an ambitious five-year change programme to transform World Vision UK into a more efficient and effective organisation. We have undergone an organisational restructure, created an integrated fundraising team, streamlined our support functions and in the process will reduce our annual operating costs by £2m. All this stands us in good stead as we go into what looks like being a very challenging year with cause for cautious optimism and a renewed sense of purpose.

Our immense gratitude once again to everybody who has supported us over this past year. We rejoice in all that, through God, we have accomplished together. I look forward to working together with our staff, supporters and all our partners as we seek to be even greater champions for children.



**Fola Komolafe MBE DL**  
Chief Executive





# WHO WE ARE

**We stand with children facing the most difficult circumstances around the world. Partnering with their families and communities, together, so that they can 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, the largest international children's charity in the world. Founded in 1950, World Vision has more than 70 years of experience working alongside communities and partners to open opportunities for better futures for children, whatever their circumstances.

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

We have staff in almost 100 countries, so when disaster strikes we're often already there. World Vision provides immediate emergency support. But we also stay – long after the headlines fade – 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 provide ways for children and young people here 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 directly with government to influence changes that will improve life for the children we serve.

**BELOW:** World Vision volunteers, together with our local partner Communitas who provide psychosocial support to Ukrainian refugees in the Child Friendly Spaces in Moldova. ©2024 Pavel Lorga/World Vision





# OUR **IMPACT** IN NUMBERS



We supported **3 million** people



including **1.7 million** children



**181 projects** across **37 countries**



**87 emergency responses**



ABOVE: Children play volleyball. Sudanese refugee children and staff playing at a Child Friendly Space in Chad. ©2024 Jon Warren/World Vision







# OUR IMPACT, THANKS TO OUR SUPPORTERS

At the beginning of the year, given the ongoing volatility in the world and the enduring challenges around hunger and food security, we recommitted to our approach of focussing our work on children in the most difficult circumstances, building on what we had learnt, furthering our ENOUGH campaign to end global hunger, and increasing the participation and voice of children in our advocacy. As we look back, we can attest to having done what we set out to do.

Last year we reached over 3 million people directly in 181 projects in 37 countries, of whom 1.7 million were children.

We responded to emergencies across 28 countries, directly supporting 1.8 million people, half of whom were children.

Across our work 63% of the people we reached were in fragile countries, including Syria, Somalia and Afghanistan.

The ENOUGH campaign raised vital funds enabling us to respond to hunger in the worst-hit areas of the world, and advocate for the people coping with the worst levels of food insecurity.

This year marked a huge shift in centring the voices of children in our UK advocacy, both internally and externally, through the creation of the World Vision UK Youth Advocacy Network.

In this year's report, we also look at the broader number of people who have benefited or will benefit from our programmes – not only those who directly participate. For example, a new health facility may provide care directly to 20% of children that year, but most children in

that community will benefit at some point in the future. Another example is our policy work: many people are directly involved in campaigning, training and learning, but the wider impact reaches all those children who now have a birth certificate, school meals or are able to refuse early marriage.

**We can now confidently claim that the impact of our work reached an estimated 9 million people, including almost 5 million children.**

To illustrate the impact that our programmes have had over the past year, we have included four case studies: long-term child wellbeing programmes in Uganda and Bangladesh, representative of 30 area programmes in which we fund 90 projects; a four-year grant-funded project in Uganda, which cares for refugees and their host communities; and the DAWAM project in Afghanistan, a grant-funded project improving wellbeing in women and girls. These are examples from a diverse portfolio of 66 grant-funded projects. We also provide insights into our emergency response portfolio – through which we reached 1.8 million people – and our advocacy work, addressing systemic change through amplifying the voices of young people.

**We would like to thank the many children, communities, donors and supporters without whose help we can achieve nothing. In particular, we are grateful to our range of local partners, including community-based organisations, NGOs, businesses and local governments.**

**OPPOSITE (TOP):** Phyto Thazin, a World Vision programme participant in Myanmar said, "Children's malnutrition is caused by not being able to eat nutritious foods from the three main food groups. It is also due to the inability to afford nutritious food. This leads to being underweight, not reaching proper weight, and poor brain development." ©2024 Myo Oak Soe/World Vision

**OPPOSITE (BOTTOM):** Children from the Bab Al-Nour IDP camp, Azaz play at a World Vision Child Friendly Space. Even after the fall of the previous regime, many families won't be able to return to their homes because of damage and destruction. Camps, like Bab Al-Nour will remain populated for a considerable time and children will need to remain supported through activities like this. ©2024 Tim Swanston/World Vision







# OUR FOCUS IN 2024

## Where we worked<sup>1</sup>

The majority of our work now happens in countries affected by instability and conflict, often exacerbated by climate change. Through 181 projects in 37 countries, we helped children survive crises. Our approach allows quick and effective responses to deteriorating situations, but always seeks to build in elements of recovery, adaptation and resilience. Back in 2016, only 16% of the children we reached were in fragile countries; this now stands at 63%. In Afghanistan, Syria and Somalia, for example, we reached 350,000 children directly through projects that improved water, food security, health services, livelihoods and child protection.

With many years' experience working in these contexts, we are able to adapt quickly between humanitarian responses during periods of crisis and longer-term development approaches. Some of our long-standing area programmes, such as those in Ethiopia and Niger, are testament to this adaptive approach, pivoting from emergency to long-term resilience. Our understanding of each context enables us to best meet the needs of children at the time, wherever they are.

## What we did

We have significant investment in sectors like nutrition and food security, livelihoods, child protection, children's health and education. Importantly, we also invest in disaster preparedness and mitigation (though these are underrepresented in this pie chart as they are often part of other projects and tend to have fewer children as direct participants).

**Education** projects in area programmes included reading clubs and improving schools while local savings groups raised funds for uniforms and school materials. For example, in Zimbabwe, 236 girls and young women were supported with training, confidence building and materials to re-enter formal education, receive non-formal education or obtain skills that will allow them to thrive. In Uganda, Zimbabwe and the DRC, we advocated to include pregnant and adolescent mothers in education through dialogue with those with a legal responsibility to provide education.

Most **nutrition and food** projects were emergency responses, often incorporating screening for and treatment of acute malnutrition, food distribution, vouchers and cash for food, and work to improve future crop harvests. In our longer-term work, this is often a component of health or livelihood projects. For example, Dogo area programme in Niger supports parents to improve children's diets with local foods, while improving incomes through savings groups.

Protection in **emergencies** can include shelter, mental health first aid and systems for reporting child protection incidents. In more stable environments, we strengthen systems for child protection, galvanising a movement for child wellbeing with community-based organisations equipped to include the most vulnerable children and families.

**Health** projects ensure that younger children have access to the basics required to reach age five in good health, while mothers are cared for and thriving.

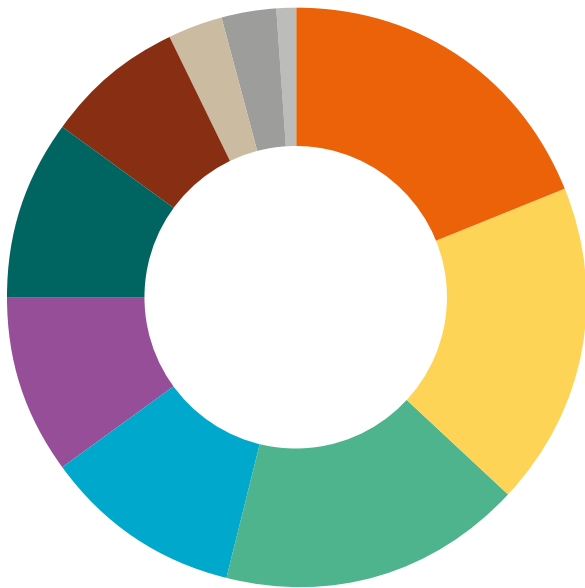
**Water, sanitation and hygiene (WASH)** includes short-term emergency responses, such as following the Nepal earthquake, where we constructed water points and toilets, or during the Somalia drought, where hygiene kits and water purification saved lives. In long-term responses, communities solve problems collectively, holding government to account.

**Livelihood** interventions are essential for the sustained wellbeing of children, and are often a component of nutrition and child protection projects. Our most common intervention is Savings for Transformation, in which families save small sums and can access credit for urgent needs. This often leads to a second income, protecting families from unreliable harvests and moneylenders.

**Disaster mitigation/shelter** is often part of livelihood programmes and is integrated into all long-term programmes in disaster-prone areas. Responding to smaller disasters that may not make the news, projects have prevented catastrophe from drought, flood and food insecurity in Zimbabwe, Mongolia, Angola and Uganda. Communities' capacity to respond to disaster is further strengthened by livelihood support and training of adults and children.

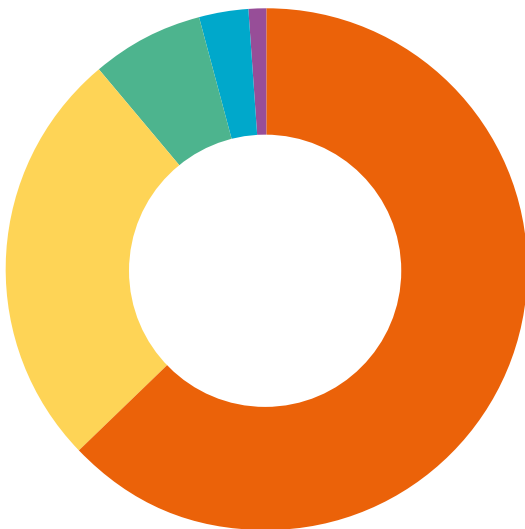
<sup>1</sup> **Most fragile:** Afghanistan, Central African Republic, DRC, Ethiopia, West Bank, Somalia, Sudan, South Sudan, Syria, Türkiye (as part of Syria/ Türkiye earthquake response), Ukraine. **Fragile:** Burundi, Lebanon, Niger, Zimbabwe. **Very low developing:** Angola, Kenya, Malawi, Mozambique, Papua New Guinea, Uganda, Zambia. **Low developing:** Bangladesh, Guatemala, Honduras, Nepal. **High developing:** Moldova (Ukraine response), Mongolia. **Self-funding countries:** Mexico, Romania (Ukraine response).





### Children involved in projects by sector

- Education, 19%
- WASH, 18%
- Nutrition and food (including food distributions), 17%
- Protection, 11%
- Health, 10%
- Community engagement, 10%
- Livelihoods / economic development, 8%
- Disaster mitigation and preparedness, 3%
- Food Security, 3%
- Other, 1%



### Where we supported programmes (based on children reached by country context)

- Fragile, 63%
- Very low developing, 26%
- Low developing, 7%
- High developing, 3%
- Self-funding, 1%



## Protecting children: Kimu and Ntwetwe Area Programmes, Uganda 2005/8-2025

When Kibiga Mulagi (Kimu) and Ntwetwe programmes began, poverty levels were high and children were frequently sick. Most adults believed harsh school discipline was acceptable, and children with disabilities were not a priority. Two decades on, the majority of children in Kimu and Ntwetwe have a far better start in life.

Health has vastly improved. All children attend clinics during their first five years. Over 95% of mothers deliver safely at a medical facility and most children are exclusively breastfed. Water coverage has improved and all schools meet required sanitation standards. Two-thirds of households in Ntwetwe report improved income – achieved in part through savings groups over the last four years.

Our approach to child protection enables us to address issues comprehensively. Professionals receive training and faith leaders facilitate conversations using an approach called Channels of Hope. Children's clubs and involvement in child rights campaigns help children learn to protect themselves and their friends.

**Child marriage has reduced: the proportion of children married before their 18th birthday has fallen from 14.2% to 3.2% in Ntwetwe and from 13.3% to 5.9% in Kimu over the last four years.**

The proportion of children who feel secure in their living environment increased from 75.1% to 91.3% over the last four years in Ntwetwe. In Kimu, however, despite progress in early phases, this declined by 20 percentage points to 57.9% over the same period. Increased household migration, urbanisation and associated risks for unemployed young people likely contributed to this, although we are still learning from these programmes.

Children with disabilities are now a priority. Determined health teams and a changed community mindset mean Kwagala, a thriving six-year-old with Down syndrome, receives the same level of care as other children. Her mother Rosette, now a village health team member herself, says:

**“[World Vision] encouraged me and told me that Kwagala is my responsibility. They instilled in me that if I could stand with my daughter, she will be able to be what I desire for her.” (Roset)**

Children who are out of education are at increased risk of teen pregnancy and exploitation. We worked with local government partners to increase vocational training opportunities for over 400 young people – like Joshua from Kimu, who couldn't afford to complete secondary school, but attended vocational skills training supported by World Vision and became a mechanic. Now an employer with trainees of his own, Joshua says:

**“World Vision is the reason I have turned out to be what I am today. They found me when I had dropped out of school. I didn't have money and had lost hope. But I am now a responsible person and look after my siblings. I won't stop appreciating them... they have done so much for me.” (Joshua)**

### LEARNING AND NEXT STEPS

Community groups working with local government colleagues have done an amazing job to improve child wellbeing, especially for the most vulnerable, and gains need to be sustained. The approach of household clusters - groups of 15-20 households and savings groups (within the clusters) - fostered resilience and support between neighbours. They were an underlying factor in the inclusion of most vulnerable children and families. Some have become local organisations, with plans for longer term community development.

In the context of increased migration and urbanisation it's even more important to ensure the sustainability of strong community groups and their ability to influence those who have a legal duty of care for children. In the new Bananywa area programme, issues are similar to when Ntwetwe and Kimu began. Successes and learnings from these programmes will be taken forward and the voices of children amplified.

**OPPOSITE (TOP):** Kwagala 6, and her mother Roset who is now a Village Health Team member, looking after children in other families. ©2024 Micheal Eluga/World Vision

**OPPOSITE (BOTTOM):** Joshua 25, attended vocational skills training supported by World Vision and became a mechanic. Now he is an employer with trainees of his own. ©2024 Micheal Eluga/World Vision







## Hope and opportunity: Ghoraghat, Bangladesh 2006-2024

Before the Ghoraghat area programme was established, children in the region faced overwhelming challenges including malnutrition, child abuse and high school dropout rates. These were intensified by inadequate healthcare and limited economic opportunities.

A holistic approach, combining economic empowerment and education, has improved the lives of children, giving them brighter futures. Through initiatives like the Ultra Poor Graduation model and the Building Secure Livelihoods programme, families have gained skills and tools to lift themselves out of poverty.

Nishita, 15, says her family's life has been transformed. Her father, a day labourer, struggled to meet their basic needs, and her brother was separated from the family by early marriage. But everything changed when her mother joined the programme.

Gaining valuable skills in income generation and animal husbandry, Nishita's mother began rearing cows, enabling her father to launch a small butcher business. Now, Nishita's family have enough food, and her parents can prioritise her education.

**“My parents now believe in a better life for me,” says a hopeful Nishita. “They support my education, and I dream of becoming a nurse to help my community.”**

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Livelihood initiatives have empowered smallholder farmers to diversify their incomes, build resilience and improve food security. Farmers have significantly boosted their

productivity. **Over 85% of households are now able to provide well for their children, a significant increase from 29% at the start of the programme.** Household income has also increased by 13.5%. Today, families like Nishita's can afford to support their children's education, securing their future.

Increased investment in school infrastructure, supplies and teacher training, combined with support from communities, have significantly improved access to education. **In 2008, only 22% of children completed primary and secondary school. Today, school enrolment rates have risen for children aged 6-18. Primary school completion rates are 92.5% and secondary school 88.9%.**

Although Covid brought increased challenges, village-based child forums raised awareness of child rights, empowering parents and communities to prevent child labour and child marriage. By focusing on economic empowerment, education, health and child protection, the area programme has strengthened bonds between children, families and the community.

### LEARNING AND NEXT STEPS

The Ghoraghat area programme has made significant strides in all key areas, empowering local communities, enhancing child protection, improving health, fostering economic resilience, and expanding educational opportunities. Through strong community ownership, the programme has laid the groundwork for lasting change, ensuring the wellbeing of both children and families. Local leaders, caregivers, and children have been integral in creating sustainable and relevant solutions that support a secure environment in which children can thrive. Ghoraghat's communities are now equipped for generational change, with children like Nishita dreaming of brighter futures.

The programme evaluation in Ghoraghat spoke of the need for the local community and partners to further strengthen early education, life skills for adolescents and farmer livelihoods, including collaborating with local government to enhance productivity and sustainability. We'll apply what we've learnt in our new Chapainawabganj area programme, selected because of high levels of deprivation and associated issues including child labour, early marriage and low school attendance.



**LEFT:** “My parents now believe in a better life for me... they support my education, and I dream of becoming a nurse to help my community” says Nishita, 15, (right) smiling with her mother as they both hold their bowls of crops. ©2023 World Vision



## Increased resilience: SUPREME project, Uganda 2020-2024

World Vision launched the Security, Protection and Economic Empowerment (SUPREME) project in July 2020, completing in 2024. With funding from the European Union and a private philanthropist, we partnered with international NGOs ZOA and SNV and local organisation RICE West Nile. The project focused on the West Nile region of Uganda, which has a large number of refugee settlements. Most refugees come from South Sudan and the DRC. They have very few assets such as land or animals, while surrounding communities also grapple with poverty.

SUPREME aimed to improve the economic wellbeing of both refugees and host communities by increasing financial inclusion, agricultural income and other enterprises, as well as employment among young people.

**In 2020, only 21% of households were investing in income-generating activities, but this increased to 94% by 2024. The number of households who saved part of their income increased from 52% to 96%.**

**The percentage of those employed or running their own business increased from 25% to 78%.** To assist households in developing securer livelihoods and incomes, SUPREME supported and trained 27,372 people in 1,000 savings groups. It also provided grants to 764 savings group members to grow and develop their businesses. In addition, SUPREME provided grants to 50 local companies, to expand and better provide services to vulnerable people in their communities, and support savings group members in developing their enterprises and increasing their incomes.

Savings group members were trained in business development and entrepreneurial skills, climate-smart agriculture techniques, and ways to improve their local environment. This included restoring trees and farmland using the farmer managed natural regeneration (FMNR) technique.

**“When we came, we left most of our things there in South Sudan. Starting life, it was not easy. We were given an opportunity to write a business plan. The poultry project I began is now helping me at home. The community is benefitting - the knowledge that I have I also share with them. Working with the SUPREME project, all the training, the knowledge, the materials - they have really supported us.”**

(Moses, project participant.)



**ABOVE:** Ruth gets ready for another day of tailoring. ©2023 Brian Jakisa Mungu/World Vision

### Ruth's story

At 19, Ruth (pictured above) stood on the precipice of dropping out of school, facing the overwhelming challenge of raising funds for her school fees. In 2018, Ruth found hope when she joined L&J Enterprises, a refugee-led initiative that offered training in tailoring. She acquired the clothes-making skills but struggled to kickstart her tailoring journey.

When the SUPREME project began, L&J Enterprises received training in goal setting, life skills, financial literacy, and savings for transformation. Later, they were provided savings kits to embark on their path to economic transformation. Knowing that education was her way out, Ruth was determined not to become a teenage mother like many others in her village, and now has the skills she needs for a successful life.

### LEARNING AND NEXT STEPS

One key area of learning, related to grants given to local businesses. The original approach needed to be adapted to fit the needs of a wide variety of companies, working with different products and services. This experience increased our understanding of working with local companies which, particularly at local level, can have a positive impact on farmers with small holdings and those developing small businesses.

Now that SUPREME has closed, we are working with the European Union in Uganda on a new project building on its success. This will focus on improving agriculture, access to financial services and links to markets to increase income for refugee and local communities in the West Nile region.



## Saving lives and promoting health: Afghanistan 2023–2026

Afghanistan is a complicated operational environment, struggling to overcome the impact of 40 years of conflict. Alongside this, climate-related humanitarian crises including floods and droughts, plus natural disasters like earthquakes, make life challenging. Since the international withdrawal in August 2021, economic fragility has increased, and the country relies heavily on humanitarian aid. Increasingly restrictive policies affect the rights and freedoms of women and girls in education, work and more. Also of concern is the long-term displacement of an estimated 6.3 million Afghans, while 23.7 million remain in need of humanitarian assistance. **Since August 2021, World Vision Afghanistan has supported over 5 million Afghans, around half of whom are children. More than 2 million people have received cash, food and livelihood support, while almost as many have accessed healthcare and nutrition. In addition, over half a million people now have better water, sanitation and hygiene (WASH).**

The DAWAM (Driving Action for Wellbeing to Avert Mortality) project, led by World Vision UK, involves four international and three local partners. Together, we contribute to increasing wellbeing in women, girls and other high-risk groups, including people living with disabilities, in seven provinces plus Afghanistan's capital, Kabul.

The project, which runs from October 2023 to March 2026, is funded by the UK Government's Foreign, Commonwealth and Development Office. DAWAM partners are working in some of the most remote and hard-to-reach areas to provide access to life-saving, equitable and inclusive healthcare, nutrition and WASH services for over 4 million people including 1.5 million children.

### Impact

In the first year, the project reached 2.8 million people. This includes over 140,000 people through health and nutrition services; 6,000 people through psychosocial support; over 12,000 people through WASH interventions; over 10,000 people through humanitarian responses to scabies and floods; and through mass awareness raising on health, hygiene and child protection.

Fatima, mother of nine, attended a World Vision health facility in Faryab province with her daughter Sabrina. After four rounds of treatment for malnutrition, Sabrina recovered. Then, two months later, she required treatment for pneumonia. Integrated health services saved Sabrina's life and meant Fatima could avoid taking out a loan for transport and treatment.

**"If we couldn't make it to a clinic in time, our children could die," Fatima says. "We are very grateful for the services of this clinic. We kindly request that it continues to operate for a longer period, so we and others in the community can continue benefiting from its health services. Without this clinic, we would have no choice but to endure more suffering, as we cannot afford transportation or treatment elsewhere."**

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### LEARNING AND NEXT STEPS

The DAWAM partners are committed to learning and adapting to deliver the best we can for the people of Afghanistan. An important aspect of this is championing localisation through building the capacity of local partners, and cross-learning between international and local partnerships. This enables local partners to strengthen their organisational systems and practices and gives them equal voice and participation in the project.

A key focus next year will be on meeting the needs of people living with disabilities and those suffering from mental health problems. The project is also trialling new ways to improve nutrition within families, including kitchen gardens, cooking sessions at health facilities and distributing seeds.

The DAWAM dashboard, which shares key project information, illustrates the value of technology, and we will continue to seek ways to use technology to strengthen the project.

**OPPOSITE (TOP):** Nasima receives medicine for her daughter Najiba. She highlights the crucial role that the World Vision clinic plays in her community. "The clinic's support is lifesaving. It truly serves as a beacon of hope". ©2024 Azizullah Hayat/World Vision

\* names changed to protect identity

**OPPOSITE (BOTTOM):** Once fearful of wolves while fetching water from a distant valley stream, Mohammad now enjoys the safety and convenience of clean water delivered directly to his village in Afghanistan through a gravity flow water supply system. ©2024 Azizullah Hayat/World Vision







# RESPONDING TO EMERGENCIES

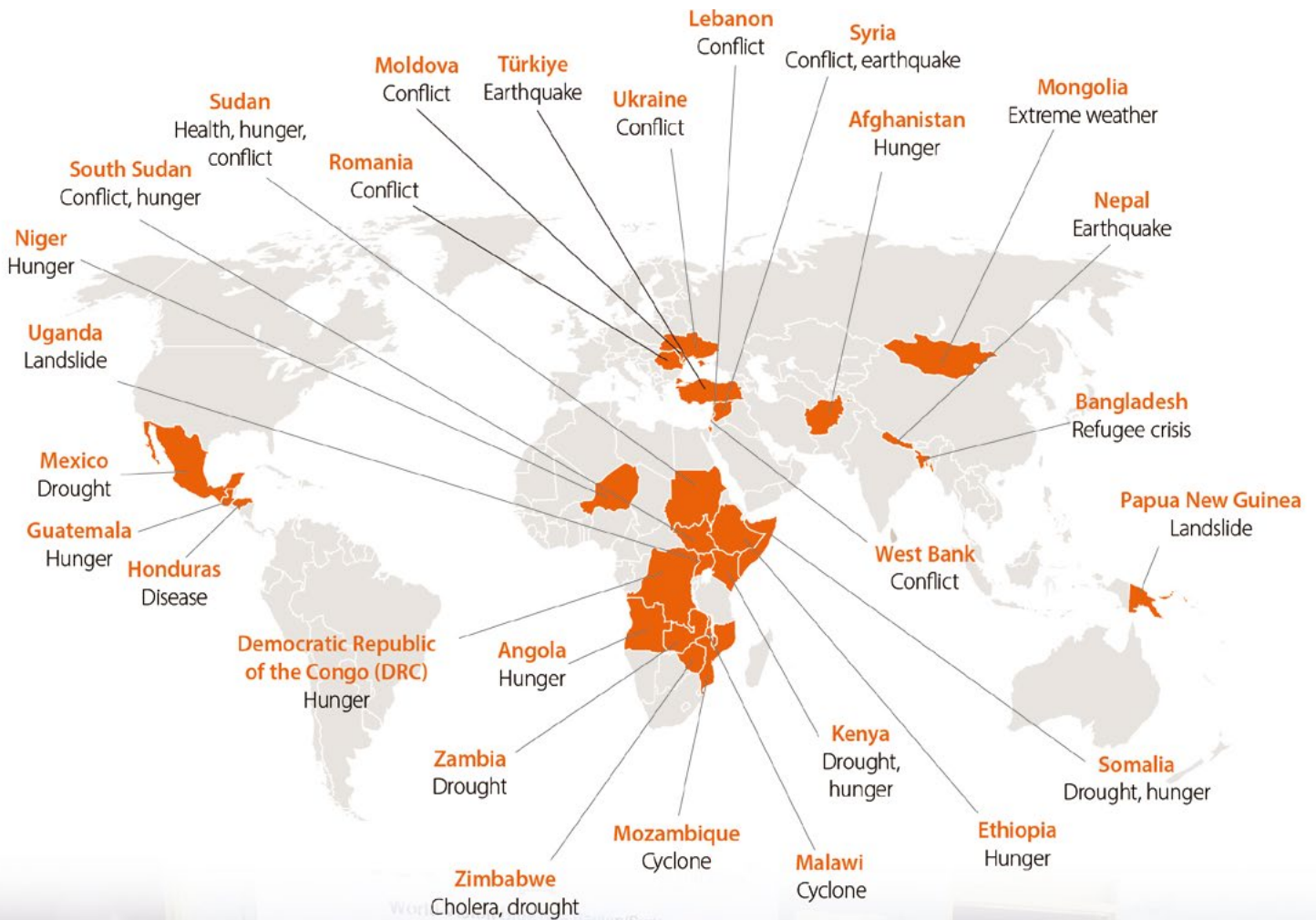
In 2024 our emergency responses helped



over **1.8 million**  
people in 28 countries



more than **900,000**  
of them were children





## In 2024, the wider World Vision Partnership responded to 87 humanitarian emergencies in 65 countries. We reached over 35 million people: of these, 19 million were children.

As our contribution, World Vision UK directly reached 1.8 million people in emergencies – half of whom were children – across 28 countries. Globally, conflict is a key underlying cause of hunger, while increasingly climate change is a factor causing rapid onset emergencies such as flooding and landslides, and exacerbating drought.

The global hunger response, through the World Vision Partnership's ENOUGH campaign, reached 14.5 million people over half of whom were women and girls in the 28 countries of highest alert, including more than 7.5 million vulnerable children. These responses encompass food and nutrition, WASH and food security through resilient livelihoods.

### Snapshots of our work in emergencies<sup>2</sup>

- With the United Nations World Food Programme and other UN partners, we reached 700,000 people with food assistance including nutrition support. This spanned 13 countries, including Somalia, Zimbabwe, the DRC, Kenya and Sudan. In Syria, Guatemala and Uganda, a further 25,000 people received **food assistance** in the form of cash and in Ukraine, 29,000 people received vouchers and food supplies.
- We provided **healthcare** for 80,000 people in Afghanistan, including screening and treating malnutrition, antenatal and post-natal care, immunisations and health education. In Nepal, we screened 18,000 children for malnutrition and referred 400 for treatment, and we trained almost 1,000 people in good nutrition. We reached a further 70,000 people in UN-funded health programmes in Mozambique, Niger, Sudan and South Sudan.
- We provided assistance in **water and sanitation** in 12 countries including providing 14 water systems in Afghanistan and Angola. We distributed personal hygiene and water purification kits to 114,000 people in seven countries, and installed emergency latrines in Papua New Guinea and Uganda. Our UN-funded WASH programmes reached a further 70,000 people.
- We strengthened **child protection** systems in Afghanistan and Uganda, and provided mental health first aid to over 200 people suffering the effects of earthquake or conflict in Nepal and Ukraine. Our Child Friendly Spaces in Ukraine provided a haven for almost 7,000 children and adults. Our Syria response is bringing formal and informal **education** to nearly 2,000 children in crisis-affected areas.

- As part of our work to prevent the worst consequences of disaster, we began **disaster risk reduction** projects in four countries. In Guatemala, we trained 279 community leaders in disaster risk reduction, which could help keep safe over 1,200 people at risk of landslides, floods and the effects of drought. We also gave emergency backpacks, containing torches and first aid equipment, in preparation for future emergencies.

### Focus on Sudan

In Sudan, 25 million people experienced food insecurity, with 7 million – many of whom are children – at emergency or catastrophic levels. Over 4 million children have had to leave their homes, with failing health systems and schools closed. The World Vision Partnership has supported a regional response called SCRAMER (Sudan Crisis and Migration Emergency Response), reaching nearly 3 million people since April 2023. Our contribution last year in Sudan reached 135,000 people with health, nutrition and WASH support, including 70,000 children. The response is especially challenging due to insecurity (making it difficult to reach all areas) and insufficient funding.

Makboula (in orange) has lived in a camp in Chad since 2004. She fled war in North Darfur when she was pregnant with her daughter Salha (to her left in turquoise) who was born during the journey to Chad after their village was attacked. Makboula now assists unaccompanied children in locating relatives or host families when children are orphaned, and says:

**“I do this because I suffered like them.”**



**ABOVE:** Makboula (in orange) and children with some of the mural pictures drawn on their house by Salha (left, in turquoise). World Vision is providing guidance and support through local people like Makboula. ©2024 Angela Schug/World Vision

**OPPOSITE:** World Vision supports displaced families with essential supplies, in Damazine the capital city of the Blue Nile region in Sudan. ©2025 Brian Nakitare Weramondi/World Vision

<sup>2</sup> Extracted from available World Vision UK project reports, the majority of which were project completion reports.



# INSPIRING ACTION AND PRAYER

The focus of all our advocacy is on the needs of children and young people. This year, our Create a World Fit for Children campaign urged the UK Government to put children at the heart of foreign policy and international development. **Our key goals are that the Government should:**

- ▶ **Invest in children:** increase the amount of UK aid spent on children
- ▶ **Champion children:** prioritise children's rights, needs and wellbeing in all policymaking and decisions
- ▶ **Listen to children:** include children and young people's voices in decision-making processes.

## Invest in children

At a parliamentary event hosted by Sarah Champion MP, we launched new research showing a \$10 return on investment for every \$1 of official development assistance (ODA) targeting children. The report, *Putting children first for sustainable development*, also found that only 12% of ODA directly targets children, even though they make up a significant proportion of the population in aid-receiving countries – equivalent to less than a penny per child. The parliamentary event served as a launch for our general election campaign and petition urging the next UK Government to prioritise child-focused aid.



### SCAN HERE

To read the full *Putting children first for sustainable development* report.

## Champion children

More than 1,500 supporters helped amplify our asks by signing a petition that asked the new Prime Minister to 'Create a World Fit for Children'. In September, we handed the petition in to No.10 Downing Street alongside Rev Chris Lee, the 'internet's favourite vicar'.

**RIGHT:** Handing in the petition to No.10 Downing Street alongside Rev Chris Lee, the 'internet's favourite vicar'. ©2024 World Vision

## Listen to children

In alignment with World Vision's ENOUGH campaign to end child hunger, our Youth Advocacy Network created a Youth Call to Action for the UK's Global Food Security Summit, collaborating with Save the Children and the SUN Civil Society Network. Prior to this, child voices were notably missing from the summit.

Youth advocates highlighted the urgent need to address food insecurity's severe impact on children, and their message was prominently shared at the summit through a video presentation. The FCDO responded by hosting a follow-up roundtable, allowing youth advocates to discuss their recommendations in detail. We also supported two youth representatives on the FCDO Youth Education Council. Most notably, the Council held a meeting with Helen Grant MP, the then Prime Minister's Special Envoy for Girls' Education, on addressing barriers to quality education for young people.

## Children at COP

World Vision UK, in partnership with World Vision International, Plan UK, CARE International UK and UNICEF UK, took a number of youth delegates to the COP28 climate conference. This enabled them to share their experiences of climate change and its impact on their families and communities. They also met with UK government climate negotiators and the President of the Young Parliamentarians Forum to raise their concerns.





## The place of prayer

World Vision was founded on a prayer: "Let my heart be broken by the things that break the heart of God." We continue to believe firmly in the power of prayer and over the course of the past year have had a network of more than 7,000 supporters praying with us. These supporters are kept informed through our regular prayer email, *Together Amen*, as well as our communications in response to disasters, emergencies and campaigns.

Dan and Ruth Lush sponsor a girl called Faith in Uganda. Faith chose their family to be her sponsors through our Chosen programme. Dan wants his own children to "expand their vision to see there are people around the world who don't have the same opportunities as they do".

**"One of my prayers is that people know they're part of a big story," he says. "That goes for us and Faith. We're part of this great story that God is redeeming all things."**

Ruth adds, **"I pray for Faith, her family and community, that she and the other children can lead the way of restoration – into new and great things."**



**ABOVE:** Sarah Champion MP and CEO Fola Komolafe at an event to launch the research report, *Putting Children First for Sustainable Development*. ©2024 World Vision

**RIGHT:** World Vision UK child sponsors, the Lush family.



# INSPIRING GIVING

We are incredibly thankful to all our individual supporters, whose generosity has made a significant impact this year to improve the lives of children. Alongside individual contributions, we also received £4m in Gift Aid, leading to a combined total of £26.9m in committed giving and other income. While this marks a decrease from last year, we had anticipated a reduction in Child Sponsorship income due to the completion of several long-term programmes. We greatly appreciate the many sponsors who chose to continue their support by sponsoring a new child after those programmes concluded.

This year was a breakthrough year for engaging church audiences, highlighted by successful radio appeals and Christian artist events, culminating in an active summer festival season. Alongside individual church initiatives, these efforts drove significant year-on-year growth and opened up numerous opportunities for the upcoming year. While we've experienced successes within our Church and Christian channels, recruiting new committed givers has continued to present challenges. Although our retention rates for existing sponsors have exceeded expectations, we still ended the year with 3,000 fewer child sponsors. It's crucial that we reverse this trend to ensure we can continue to transform children's lives in the future.

Beyond committed giving, our supporters demonstrated remarkable generosity this year. We were deeply moved by the overwhelming response to our emergency appeals, especially following the outbreak of conflict in the Middle East in October 2023. Additionally, we launched our first ever challenge event, where a group of 15 supporters embarked on an inspiring five-day trek in the Himalayas, witnessing first-hand the impact of our work in education, small business and water projects.

We were also honoured to see a significant increase in legacy income this year. We are profoundly grateful to those who chose to remember our cause in their Wills, allowing their generosity to continue transforming the lives of children. Each legacy serves as a heartfelt tribute, and we are committed to honouring their memory by using these contributions to create lasting change.

## Jill's inspiring fundraising journey

While scrolling through Facebook, Jill came across an advertisement from World Vision seeking walkers to tackle 115 kilometres of the Camino Way in northern Spain. Jill was looking for a way to deepen her connection with God, and she recalled that her church in Wakefield had previously sponsored a child through World Vision. Inspired, Jill eagerly accepted the challenge.

She committed herself to training in the hills of Yorkshire, as part of a local walking group. The next step was to raise £1,500 for the cause. To achieve this, she organised an afternoon tea party, enlisting her friend, a professional singer, to provide entertainment. Jill's husband, Dave, suggested reaching out to local businesses for support – a nearby department store generously agreed to donate all the scones, jam and cream for the event.

The tea party turned out to be a great success. "We had a wonderful afternoon!" Jill says. "I wish I'd charged more for the tickets."

Ultimately, Jill considers her experience a significant achievement. "The pilgrimage has definitely brought me closer to God, I'm pleased to have contributed to the work of World Vision and it's a big tick off my bucket list!"

Challenge events are a growing income stream for World Vision, inspiring adventurers to embark on treks, walks and various challenges across the globe. This year, the collective efforts of participants like Jill have helped make a lasting difference in the lives of children we serve.



ABOVE: Jill on day three of her Camino de Santiago pilgrimage.

## Strategic partnerships

Our partnerships with philanthropists, trusts, foundations and the private sector generated £3.3m this year. Although this is £4.3m lower than last year, the decrease reflects the absence of exceptional income generated by large-scale emergency events seen previously.

To drive sustainable growth and cultivate new partnerships, we launched two initiatives: the Emergency Preparedness and Response Fund and the Emergency Corporate Alliance. These initiatives are designed to ensure funding is both strategically allocated and immediately accessible for urgent response needs, including support for overlooked crises.

A core priority this year has been delivering outstanding stewardship, with a strong focus on strengthening donor commitment. We are proud to celebrate a decade of impactful partnership with two of our valued private-sector supporters, Lightsource bp and Premier Contract Supplies. Our partnership with Hotel Puente Romano in Marbella and the Shamoon family was instrumental in setting a new fundraising record, with a 67% increase in funds raised at this year's summer gala compared to last year.

We are deeply grateful to our dedicated partners and remain focused on expanding our partnerships with

philanthropists and the private sector to secure essential funding, amplifying our impact for children.

## Institutional income

Our income from government, multilateral organisations and other institutional donors reached over £37m. This was, however, £3m short of our target for the year – mainly due to the phasing of income and a highly competitive institutional funding environment.

We believe, though, that our relatively new strengthened approach to understanding the donor landscape and the building of deeper relationships with donors and potential programme partners is starting to address challenges and will bear fruit. We've built a diverse base of funders, with 11 donors in our current portfolio. We hope to grow further next year, with two-thirds of targeted grant funding already secured and more prospects in the pipeline.

Commercial contracts are another important area of focus. We completed our Somalia Crisis Recovery Programme with the Government of Somalia, successfully delivering on all the key performance indicators. We anticipate a modest increase in FCDO and World Bank contract opportunities and are well positioned to pursue them.

## 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  
Anne McCarney  
Distinct Sports Brands  
European Commission  
European Union  
Errol Gardner  
Foreign Commonwealth and Development Office  
Global Fund  
Intersteels Ltd  
Jenny Coppeard  
Julia Carr  
Karlsson Játiva Charitable Foundation  
Kathleen Mavis Wright  
Kirstall Limited  
Lightsource BP  
Alexandra and Lucas Klein  
MacDaibhidh Charitable Trust  
Marbella, El Lodge and Puentero Romano Resorts  
Mazars Charitable Trust  
Nelson New Forest Foundation  
Nicola and Tudor Brown  
Out of Eden

Patricia Hewitt  
Paul Forman  
Premier Contract Supplies  
Ray Williams  
Solution Dynamics (International) Ltd  
Stobart Newlands Trust  
Susan Tobbell  
The Duffy Foundation  
The Grace Trust  
The Henderson Charitable Trust  
The Lancashire Foundation  
The Souter Charitable Trust  
The Start Network  
The Watson Family Charitable Trust  
The United Nations Children's Fund  
The United Nations Office for the Coordination of Humanitarian Affairs  
The United Nations World Food Programme  
Tim Weir  
Volant Charitable Trust  
Wider Plan  
Yung





# 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 selected shopping centres.

## Our fundraising standards

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

We work 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. We have written agreements 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 our campaign teams on a regular basis.

World Vision UK has a Complaints Policy on its website, making it easy for our supporters to raise concerns and provide feedback to us. We monitor and record our complaints monthly and use the information to improve our processes.

Any negative feedback received, according to the Fundraising Regulator, needs to be categorised as a complaint and all feedback given falls into one of the four categories (complaint A, complaint B, positive feedback and suggestions).

Category A complaints are those that pose a significant risk to the reputation of World Vision and must be dealt with as a matter of urgency. We respond to supporters within 24 hours. In 2024, we received no Category A complaints, compared with three in 2023.

Category B complaints are those where a supporter has given their opinion about our products or service or where a concern or query has been raised. In 2024, we received 694 complaints compared with 938 in the previous year. While the overall volume of complaints has decreased, we have seen an increase in complaints relating to campaign content. We actioned these within three working days.

Ninety supporters took time to provide us with positive feedback.

## Being sensitive with our fundraising

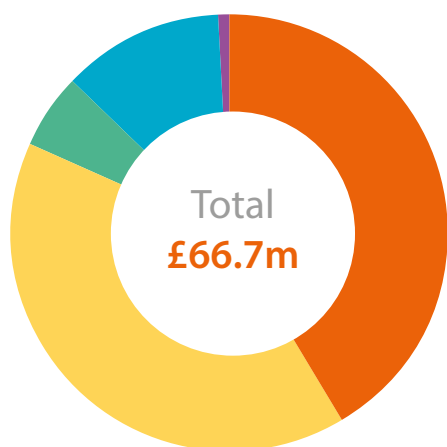
We have internal standards to guide how often we contact supporters. And when we do contact them, we provide clear and simple ways for them to opt out in the future.

## Treating supporters fairly

We 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 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 adherence to the policy.

**OPPOSITE:** Paula Atimango, midwife at World Vision's health centre in Renk, South Sudan, lets a little girl listen to her heartbeat with a stethoscope. ©2024 Andre Guardiola/World Vision

# FINANCES AT A GLANCE

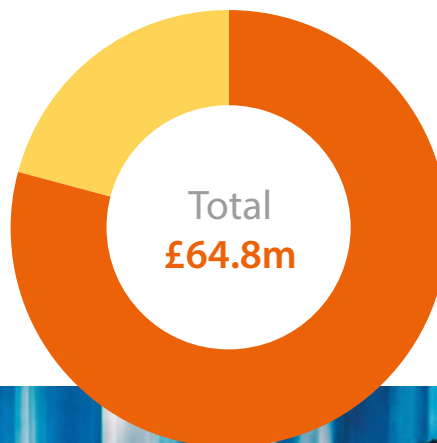


## Our income

- Institutional grants, **£27.6m, 41.4%**
- Committed giving and other donations, **£26.9m, 40.3%**
- Donated goods and services, **£3.8m, 5.7%**
- Donations for emergencies, **£8.0m, 12.0%**
- Other, **£0.4m, 0.6%**

## Our expenditure

- Charitable activities, **£51.3m, 79.2%**
- Raising funds, **£13.5m, 20.8%**



**SCAN HERE**

To read the full report and accounts for 2024.





# WHAT WE LEARNT

## Working in local partnerships strengthens our programmes

Many of the projects described in this report operated in an inherently local way. Communities in our long-term area programmes set out their own priorities and achieved change by combining their local knowledge & lived experiences with World Vision's technical expertise. In the DAWAM project in Afghanistan local and international partners have equal voice and participation, and learning across partners is highly valued. In the SUPREME project in Uganda, we learnt that by deepening our understanding of and work with local companies, the provision of services to vulnerable people could be enhanced.

## Listening to children informs and strengthens our advocacy

Children's voices can often be missing from high-level conferences and decision-making process. But our work to enable young people to share their lived experiences, concerns and recommendations with senior civil servants and UK decision makers, has been welcomed by decision makers and lead to further engagement and interest in hearing children's views.

## Working holistically brings results

In Ghoraghat, Bangladesh, educational gains for children, came about by helping families to improve their incomes, which increased life choices, and the ability of families to support their children's education. Alongside increased awareness and response to child protection issues such as early marriage which often leads to girls dropping out of school.

## Growing gaps between needs and funding is a challenge, but the return on investing in children is high.

The needs of children in the world are growing their wellbeing threatened by climate change, conflict, violence and inequality. Alongside this the cost of implementing programmes is also increasing, whilst levels of funding to respond to those needs is strained. The *Putting Children First for Sustainable Development* research showed just 12% of global official development assistance investments targets children, yet they make up 30% of world's population. The same research shows each \$1 of aid for children yields a \$10 return in wider societal benefits. This is a very positive message in encouraging more

individuals, churches, and donors to work with us investing in the next generation.

## Looking forward

As we look forward, our focus on the most vulnerable children continues to be our top priority, their wellbeing affected by the growing impact of climate change and enduring conflicts that create multiple and complex issues when overlaid with poverty and inequality. Furthermore - as we go to print - we face significant global aid cuts, the consequences of which are yet to be fully understood. To respond to these challenges, we will need to place greater emphasis on strengthening our local to international partnerships and on empowering the children and young people we work with, giving them greater agency in our programmes and advocacy work. With the global hunger crisis ongoing, we will continue our ENOUGH campaign. We will also invest as much as we can in the more forgotten crises such as the conflict in Sudan. We very much hope you will want to join us in this ongoing journey



Our goal is to impact  
**5.5 million**  
people including children

**Join us**



**ABOVE:** World Vision staff Member Ana Macovenko working with Communitas, World Vision's partner - together supporting Ukrainian refugees in Moldova. ©2024 Pavel Lorga/ World Vision



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

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At World Vision, our focus is on helping the world's most vulnerable children overcome poverty and experience fullness of life. For over 70 years, we have worked together with communities – of all faiths and none – even in the most dangerous places, inspired by our Christian faith

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:** Hafisa 8, a Sudanese refugee girl carrying a baby on her back at a Child-Friendly Space in Chad. Last year over 30,000 people were reached through projects that protect women and children in World Vision's Sudan Crisis & Migration Emergency Response.

©2024 Jon Warren/World Vision

**CONTENTS:** A World Vision staff member greets a young child at a health centre which cares for Sudanese refugees in South Sudan.

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