



**WORLD VISION UK
IMPACT REPORT – SUMMARY**

FOR YEAR ENDED 30 SEPTEMBER 2018

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

World Vision is an international Christian, children's charity. By working together with people of all faiths and none – children, their communities, and supporters and partners, we believe that the lives of the world's most vulnerable children can be transformed.



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



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



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

Every 60 seconds...



a family gets water...



a hungry child is fed...



a family receives the tools to overcome poverty.



We reach **one new person with clean water every 10 seconds**

and **three more schools every day with clean water.**

FIGURE 1: The global impact of the World Vision partnership. Achievements based on data from 2017. Further information can be found on World Vision International's website: wvi.org/ourimpact



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We helped **2** million children in **38** countries



FIGURE 2: World Vision UK achievements from 2018. Further information can be found in our *Annual Report*: worldvision.org.uk/who-we-are/annual-report **WITHIN FIGURE 2:** Young children in Cambodia can wash, drink – and play – with the clean water from their new pump-well, supported by World Vision.
© 2018 Vande Prom / World Vision

Executive summary

In 2018 we met 89% of output targets across 225 projects. We are pleased to report that 26% of child beneficiaries this year were in fragile contexts, representing a 10% increase since 2016. This is in line with our commitment to reaching the world’s most vulnerable children, a large number of whom live in countries regarded as fragile.

Last year we began collecting evidence on whether our programmes meet the needs of the most vulnerable children. Research across four countries shows that whilst we are successfully targeting and including the most vulnerable children, we have further work to do to ensure that our programmes are responsive to their specific needs.

We are delighted to be able to report the progress made through education projects. In particular in Sanzukwe, Zimbabwe where the proportion of secondary children walking more than 7km to school has reduced from 95% to 25% over the last five years. We continue our work in child protection and celebrate the positive changes seen, especially in Albania where

in 2014 only 20% of children (aged 12-18) in the programme areas were willing to report a case of child abuse, but by 2018 this had increased to 46.2%.

Health and nutrition programming continues to address problems comprehensively by integrating sectors. Our programme in Sudan – funded by the Department for International Development (DFID) – is an example of this, bringing together household resilience (including food supply) with health. We worked with 43,456 women to promote improved nutrition and hygiene practices, delivered via the Care Group method – a peer-to-peer approach to disseminate information.

Last year, we responded to 22 different humanitarian emergencies on four continents including earthquakes, volcanic eruption, flooding, protracted droughts and conflicts leading to refugee crises. Responses included food and cash vouchers, dignity kits, blankets, emergency nutrition, water and sanitation, medical supplies, emergency education, and child and women friendly spaces. We continue to align with the Core Humanitarian Standard in all our work.

Where we worked in 2018

In 2018 we responded to the needs on the ground in humanitarian emergencies (see page 10), which tend to be shorter-term projects, as well as longer-term development programmes in a total of 38 countries.

Our strategy prioritises the most vulnerable children, many of whom live in what are referred to as 'fragile countries'. These are countries failing to provide basic services to poor people because they are unwilling or unable to do so. World Vision International country categories¹ include child vulnerability analysis in addition to the measure of fragility. Using these categories, 26% of our child beneficiaries were in fragile contexts last year – an increase of 10% compared to 2016 – showing our ongoing commitment to the most vulnerable, particularly in these areas.

Sectors we worked in

Projects are categorised under a single sector, such as health or education but

we often work across sectors to achieve child wellbeing more comprehensively. For example, aspects of household resilience such as agriculture can be part of health projects. And community engagement usually includes work to improve child protection. This integration or overlap of sectors, is therefore not represented by Figure 4. However, 'by sector' remains the best data for broadly showing which areas of work we fund. Identifying each beneficiary with only one primary sector, avoids the double counting of individuals, even if they benefit from more than one sector.

Half of the children we work with are benefitting from projects related to health (including water sanitation and hygiene (WASH), nutrition including food distribution, and food security). This is unsurprising given the need to respond to humanitarian emergencies, as assessment data frequently shows these to be the most urgent priorities for child wellbeing.

¹**Most Fragile:** Afghanistan, CAR, Chad, DRC, Pakistan, Somalia, Sudan, South Sudan, Syria. **Very low developing:** Angola, Bangladesh, Ethiopia, Haiti, Kenya, Malawi, Mozambique, Niger, Sierra Leone, Uganda, Zimbabwe, Burundi. **Low developing:** Cambodia, India, Myanmar, Nepal, Senegal, Tanzania, Zambia, Philippines. **Medium developing:** El Salvador, Guatemala, Honduras. **High developing:** Albania, Bolivia. **Transitioning:** Armenia, Jordan, Mexico, Thailand.

This year's data also shows an increased proportion of child beneficiaries in education by 10%. In part, this could be because of fewer large-scale emergencies, but also due to World Vision being ideally placed to provide education as a result of our child focus. There is also

a marked increase in the proportion of beneficiaries in projects who prepare for and mitigate disasters. This is in line with recommendations in the last few *Impact Reports* to include more resilience programming.

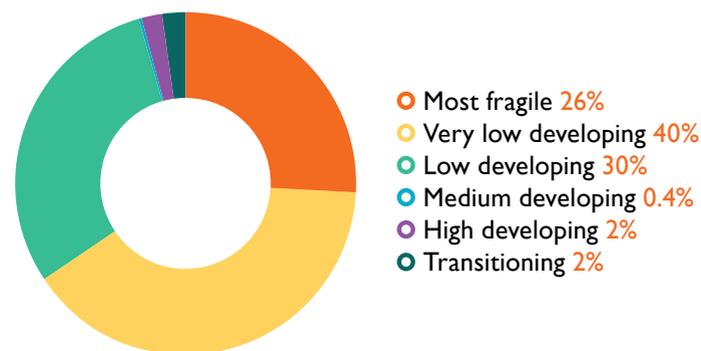


FIGURE 3: Child beneficiaries by context.

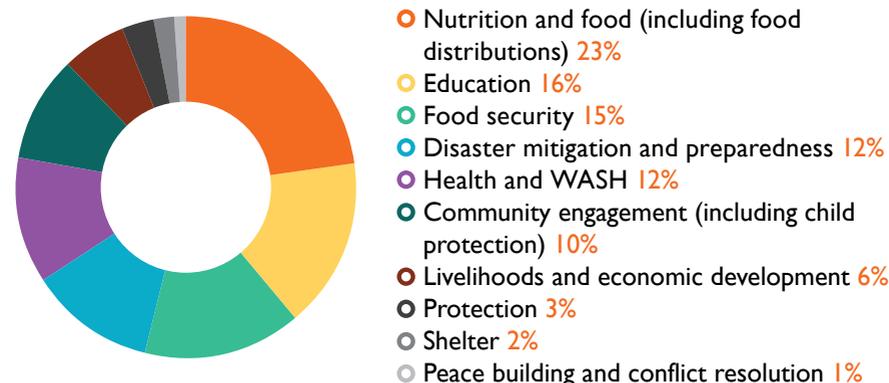


FIGURE 4: Child beneficiaries by sector.

No child without... Education



“We know that a child born to a literate mother is 50% more likely to survive past the age of five. We know educated mothers are more than twice as likely to send their children to school. And we know that girls with eight years of education are four times less likely to be married young.” – World Vision International²

World Vision addresses barriers to education, and works with communities and local governments to improve the quality of education.

ABOVE: Ncwele, 12, from Zimbabwe, hopes to be an agricultural officer so that she can fight poverty in her community through better farming practices. © 2018 World Vision

²wvi.org/sites/default/files/EdLS%20ProgOverviewBrochure_web.pdf

In Sanzukwe, Zimbabwe, the primary leaving examination pass rate across the district improved from 30.3% in 2010 to 53.6% in 2017. A contributing factor was that the proportion of children walking more than 7km to primary school reduced from 90% in 2012 to 18%. Average O Level pass rates have improved in the six secondary schools in our programme area from 0.2% in 2009 to 18% in 2016. Over the programme's lifetime of 20 years, two primary schools and a secondary school were constructed, and 29 schools had improvements in other areas such as classrooms, teachers' houses and libraries. Some of these projects were completed without financial support from World Vision. The profile of teachers has been raised through World Vision-supported teacher training and improved government supervision and monitoring of teachers. The community-led School Development Committees, which we supported, will be essential in building on these successes now we have transitioned out of the area.

No child without... Protection

According to Unicef, in the world's poorest countries, around 1 in 4 children are engaged in child labour and the births of around the same number of children under five globally have never been registered. Children from all walks of life endure violence and millions more are at risk.³

World Vision encourages and supports the highest possible levels of community involvement in the protection of children, which includes the work of the Child Protection Units. These are usually made up of local leaders, teachers and parents and work alongside the police and local government health and social services. Such units exist in all 34 of World Vision UK's current long-term development programmes.

Anisa's story illustrates their impact.

“The elementary school accepted me without a certificate of birth, but they told me it will be impossible to start high school. During that period, World Vision invited me to be part of a child protection group. I learned to express myself better. I'm confident and I dream for a better future.

“World Vision trained groups of children and their school teachers from six different areas about child protection. As a result of this knowledge, my teacher took my case – with support from World Vision – to the Child Protection Unit. The unit coordinated the process and in the end the court ordered registration and to give me my birth certificate. Now I'm so happy because I can go to school. I started my first year of high school, I'm a good student and I have created positive relationships with my new friends.”

“It was an enormous joy for me and I believe I can realise my dreams, to go to school and learn a lot.” – Anisa, 15



ABOVE: Anisa, 15, Albania. © 2018 World Vision

³The Unicef statistics are dated 2017 and can be found using the child labour and birth registration options on this page: data.unicef.org/topic/child-protection/overview

No child without a... Chance to thrive



ABOVE: A local women's savings group meets in Sudan. © 2017 World Vision

Malnutrition continues to be the world's most serious health problem and the single-biggest contributor to child mortality, and to the global burden of disease.

Approximately 3.1 million deaths per year are linked to malnutrition. However, most child malnutrition can be prevented through targeted interventions in the first 1,000 days of life.⁴

World Vision focuses on three essential outcomes to achieve our goal of improving the health and nutrition of women and children: mothers and children are well nourished; mothers and children are

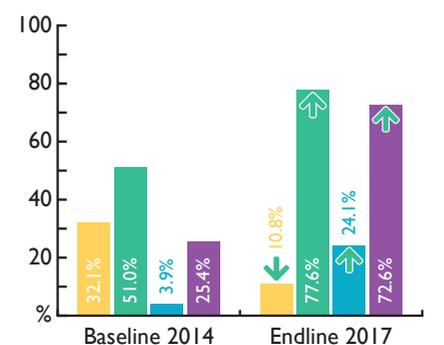
protected from infection and disease; mothers and children access essential health services.⁵

The SHARP project in Sudan⁶ brought together health, resilience and livelihoods to improve food security and better maternal and child health. Locally it's called *Taadoud* meaning 'working together'. Since 2014, interventions focused on training households to adopt better agricultural practices, improved nutrition and hygiene practices, and support for communities to mitigate climate-related risks. More than 60,000 households were able to

effectively cope with the increased drought caused by the 2015-16 El Niño event and consequently, fewer families are hungry (Figure 5). Community Action Groups have supported collective action and advocated with governments and Non-Governmental Organisations (NGOs) for support to villages, while savings and loan committees have increased access to credit for community members.

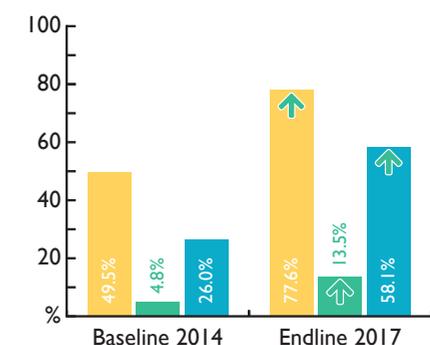
The programme worked with 43,456 women and caregivers of children under the age of five years. Information promoting nutrition and hygiene practices was shared via the Care Group method, a peer-to-peer approach, and the project also supported

households to establish home gardens. The proportion of caregivers with under-fives who wash their hands at all five critical times more than doubled (see Figure 6). Exclusive breastfeeding for infants of 0-5 months also increased (see Figure 6). Diets for women of reproductive age improved from a score of three to more than four out of nine food groups over three years. This was a great success in the initial phase and going forward the evaluation concluded that the SHARP project needs to make more progress on women and children's diets, and in its second phase (2018-2022) will build on these community-based activities.



- Households with moderate/severe hunger
- Communities who have at least moderate capacity to absorb shocks (e.g. drought)
- Households adopt livelihood techniques
- Caregivers promote health practices
- ➔ Positive trend

FIGURE 5: Improvements in access to food under the SHARP project.



- Exclusive breastfeeding (under 6 months)
- Minimum acceptable diet (6-23 months)
- Hand washing at all five critical times
- ➔ Positive trend

FIGURE 6: Improvements in health under the SHARP project.

⁴wvi.org/nutrition/nutrition-basics

⁵wvi.org/health/7-11-health-strategy

⁶The consortium is led by Catholic Relief Services (CRS) and includes as partners the Catholic Agency for Overseas Development (CAFOD), Norwegian Church Aid (NCA), Oxfam America (Oxfam), United Methodist Committee on Relief (UMCOR), and World Vision.

No child without a... Home

In 2018 our humanitarian responses helped

over **1,300,000** people in **25 countries** nearly **800,000** of them were children



FIGURE 7: Humanitarian responses funded by World Vision UK in 2018.

As our map shows we responded to humanitarian emergencies on four continents last year (see Figure 7). The majority of this work involved emergency food supplies, followed by water, sanitation and hygiene activities.

We supported the World Food Programme (WFP) to distribute 89,273 metric tonnes of food items and 26,420 metric tonnes of fortified food for children under 5 years, pregnant women and breastfeeding mothers diagnosed with acute malnutrition. Cash and vouchers worth £1,184,144.27 were also distributed. In addition, 16,760 hygiene kits were provided and 218 new or restored water sources, including boreholes, wells and handpumps – the majority of which were in emergency responses.

Humanitarian emergency projects can be protracted (for example, when conflict leads to displacement), or short-term following sudden disasters. Most projects addressed more than one sector, reflecting the multiple needs people face when affected by an emergency.

From a review of all available emergency project reports, 88% of project targets were met. This is a good achievement given the challenges of insecurity, poor roads and trying to achieve activities before rains begin. The most common reason for not achieving targets is WFP pipeline breakages, meaning that less food is delivered than the agreed amount.

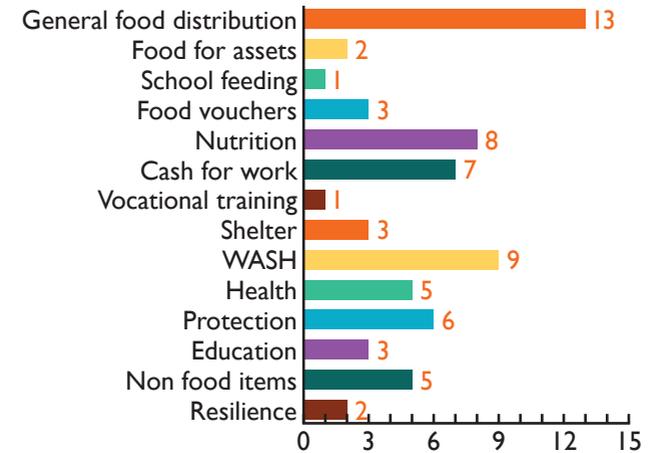


FIGURE 8: Number of humanitarian projects which included the above sectors in 2018.



How well did we respond?

Humanitarian emergency project reports were reviewed against the Core Humanitarian Standard.⁷ (This is the industry standard for humanitarian emergencies.) It was encouraging to see alignment to the standard in our reporting.

For example, all reports show that World Vision UK-funded emergency projects have been designed using needs assessments, to ensure that communities and people

affected by crisis receive assistance appropriate and relevant to their needs.

For example, in Zambia, refugees from the Democratic Republic of Congo participated in the design of the water distribution system. Where the initial proposal was to construct a distribution system with a tap every 50 metres, the refugees favoured clustered taps, but with longer intervals in between the clusters.

⁷The Core Humanitarian Standard on Quality and Accountability sets out nine commitments that aim to improve the quality and effectiveness of humanitarian response assistance. corehumanitarianstandard.org/the-standard

**Core Humanitarian
STANDARD**

In a WFP project distributing food to internally displaced people (IDPs) in Juba, IDPs successfully negotiated to remove pulses from the food package and receive food vouchers instead, so they could buy vegetables they preferred.

Other evidence shows that all projects had complaint mechanisms, and all food distribution projects had helpdesks to provide information on rights and entitlements. Projects built in resilience where possible to enable faster recovery.

And World Vision teams participated in relevant coordination mechanisms in all responses, adapting our programmes as needed in collaboration with other agencies. In over one third of the reports there is evidence that lessons learned from earlier projects have been incorporated into designs, or lessons have been identified in current projects that will be addressed when extending the project into a new phase. This is a key focus area for World Vision UK as we move forward into 2019.

TOP LEFT: Refugees access water at a transit centre in Zambia. © Bernard Zgambo / Start Fund

TOP RIGHT: Children play outside one of our Child Friendly Spaces in Zambia. © Bernard Zgambo / Start Fund

Faith and development

Research has shown that: “The Christian identity enables World Vision to engage in ways that explicitly recognise and acknowledge faith and spirituality, with groups including faith leaders, and that this contributes to trust in its programmes and intentions with increased engagement as a result.”⁸

This underpins our strategic intention to ‘Live out our faith with boldness and humility.’ Our development interventions seek to integrate faith, alongside a commitment to work with churches and faith-based actors, to improve child wellbeing. Looking at annual reports from our long-term programmes last year, the majority described a working relationship with local faith leaders.

Channels of Hope, South Sudan

Since 2013, conflict in South Sudan has forced almost 4 million people from their homes:

- One in two women and girls will experience a form of gender-based violence before the age of 21.
- From 2016 to 2017 there was a 24% increase in cases of gender-based violence being officially reported.
- 79% of respondents said that children born of rape faced stigma.

Within fragile and conflict-affected contexts, faith is often seen as an asset for resilience and a foundation for hope. World Vision’s Channels of Hope⁹ approach utilised this in a two year project in Yambio District, South Sudan, part of the Magna Carta programme funded by the UK Foreign and Commonwealth Office. 11 different denominations participated, forming 17 Channels of Hope Action Teams with a total of 510 members. The teams promoted positive attitudes towards sexual violence survivors and children born of rape, and an end to victim-blaming at both community and police level.



The impact of this project was assessed in 2018 through a qualitative case study, analysing responses from 147 interviews with faith leaders, women’s groups, survivors of sexual violence, community leaders, youth groups, children, World Vision staff, UN organisations and community members.

The findings echoed other research (such as the World Bank’s Voices of the poor study), that identifies faith leaders as respected moral authorities who are often trusted more than other societal or government leaders by the population. In almost all the interviews, faith leaders and their churches were mentioned as places of acceptance, rest, healing, hope, wisdom, safety (especially for survivors and children born of rape), and at times, material help, or less frequently, rescue. Significantly, multiple interviewees referred to the changed attitudes of faith leaders, as demonstrated by them speaking publicly and more frequently about issues of gender based violence (GBV) and specifically

sexual violence, as well as care for children, relating these issues to Biblical teachings.

Some respondents noted that an increase in reported cases of GBV was also pushing this onto faith leaders’ agendas and therefore increased awareness may not be entirely attributable to World Vision’s project. Prior to this project, 51% of faith leaders thought that a female victim of rape may have been at fault and should marry her perpetrator as a form of settlement. Significantly, at project closure 97% reported that they understand the harm of GBV and seek to respect the wishes of survivors.

While recognising the limited scale of this case study, the evidence does support the value of working with faith leaders, and particularly assuring representation of both women and men from different denominations, in beginning to tackle some of the root causes of GBV and in reducing barriers and stigma faced by survivors.

ABOVE: Grace, Susan, Lona and Jennifer* all survived sexual assault during South Sudan’s conflict. They were left with a sense of shame and isolated themselves from their community. The Magna Carta programme gave them a safe space to share their stories as a means of healing and emotional recovery. © 2018 Mark Nonkes / World Vision
*Names changed to protect identity.

⁸A finding from a four year research study completed in 2018, conducted by academics from RMIT University, Deakin University, University of London and Stellenbosch University, exploring the impact of World Vision’s Child Sponsorship programmes across 13 countries. External papers are expected to be published.

⁹Channels of Hope trains and equips faith leaders and other community members to break down barriers between faiths and within communities, to respond to serious issues and promote the wellbeing of all – especially the most vulnerable. wvi.org/health/publication/channels-hope

Accountability to sponsors and donors

Quality of evidence

Our programmes are evaluated every three-five years, to check the extent to which programme indicators of success have been met. We review the quality of evidence in our evaluation reports using the BOND evidence principles. The scores across the five review categories¹⁰ (voice and inclusion, appropriateness, triangulation, contribution and transparency) show that 25% of reports were rated good, while 66% met the minimum standard, meaning that they can be trusted as sources of evidence and conclusions drawn from the results. This is a positive trend as in 2017, only 8% were rated good, while 92% met minimum standards. This improvement reflects the continued emphasis and efforts of World Vision UK to generate quality evidence through robust evaluation policy and reports.

One report out of 12 this year – the DEC evaluation report of the East Africa Hunger Crisis response – recorded a weak score of 33 (34 being minimum). This evaluation used

¹⁰bond.org.uk/resources/evidence-principles

a methodology which meant the findings could not be generalised to the wider population of the project area. However, this report provides important lessons for the World Vision Partnership when it comes to delivering humanitarian impact evaluations.

The very best evaluations incorporate the voice of beneficiaries in the evaluation process and use this in the report alongside data from surveys and other sources.

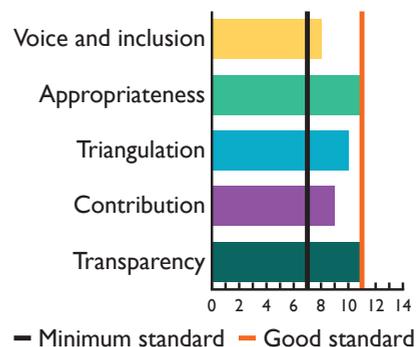
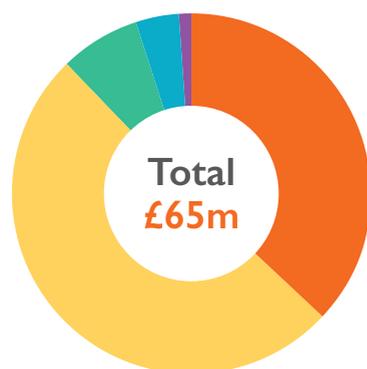


FIGURE 9: Evaluation report ratings across the five BOND principles from 2018.



ABOVE: Andrew Morley spent his first day as President of World Vision International visiting projects in Ghana. Here, he calls in on a child parliament meeting addressing the topic of ending child marriage. He watched the debate, made his contribution, took part in a pledge to end child marriage, and spoke with the children.
© 2019 Nigel Marsh / World Vision

Finances at a glance

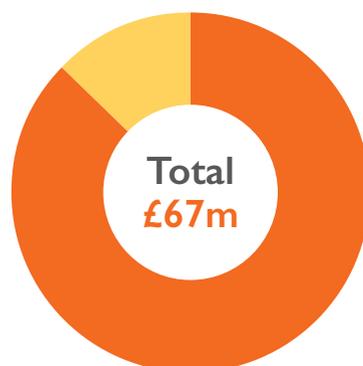


Our income

- Institutional grants, £23.4m, 36%
- Committed giving and other donations, £33.2m, 51%
- Donated goods and services, £5.0m, 8%
- Donations for emergencies, £2.7m, 4%
- Other, £0.3m, 1%

Our expenditure

- Charitable activities, £55.4m, 82%
- Raising funds, £12.1m, 18%



Our charitable activities

- Livelihoods, £16.9m, 31%
- Health, £16.4m, 30%
- Education, £8.2m, 15%
- Community empowerment, £5.6m, 10%
- Nutrition, £4.2m, 7%
- Protection, £2.1m, 4%
- Emergency response, £2.0m, 3%

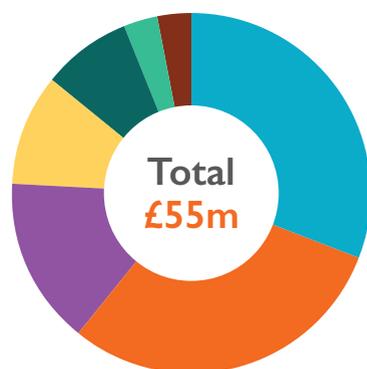


FIGURE 10: World Vision UK finances for 2018. Further information can be found in our *Annual Report*: worldvision.org.uk/who-we-are/annual-report

Fundraising with care

We are tremendously thankful for all of 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 around how we fundraise with them and how we manage the data we have about them.

The new data protection regulations

We have responded robustly to the new General Data Protection Regulation of May 2018. We wrote to our supporters to reassure them that we manage their data with the utmost care and professionalism; and invited them to contact us if they no longer wanted to hear from us. Only 1.5% did so. We have also 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.

Our fundraising standards

We are proud to be members of the Fundraising Regulator and we abide by their Fundraising Code of Practice, which covers various aspects of fundraising. We monitor

our fundraising carefully, as well as the overall service we give to our supporters. All supporter phone calls, emails and letters are logged – positive and negative – with summaries and key issues communicated back to the management team on a regular basis. Our rigorous policies and standards around complaints mean we are particularly vigilant in monitoring and responding to them, no matter how large or small.

Being sensitive with our fundraising

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

We recently took part in a customer satisfaction benchmarking exercise with the Institute of Customer Service across a number of UK based organisations. We were delighted to be ranked in the top 10% on a par with John Lewis amongst others.

Conclusion

We're pleased that, looking at our output achievements, we continue to achieve the vast majority of work we set out to do. And we are grateful to have reached 2 million children last year, while continuing to deepen our commitment to fragile contexts. For the children and families we've reached, our work will have been lifechanging and in some cases lifesaving. Genuine community engagement continues to contribute to successful projects. Whether it is through feedback in humanitarian emergency responses, faith leaders' engagement in addressing the stigma faced by survivors of sexual violence,

or community members' acting on other child rights issues such as ending child marriage or securing birth certificates.

We also note that though we strive to achieve change in systems and will continue to do so, we do not always achieve it to the extent we would like to see.

We will... continue to use evidence-based models in our projects, continue to integrate sectors to achieve comprehensive change, incorporate learning more consistently, and strive for projects to be of sufficient duration to change behaviour and policy.



ABOVE: Some of the most vulnerable children in Bangladesh tell our research team about their lives. © 2018 World Vision **RIGHT:** This mural, created by graffiti artist Tom Webb, was inspired by former child soldiers from Africa and UK survivors of street violence. Exhibited at our #ChildNotSoldier event in Waterloo's Leake Street, during November 2018, it marked the launch of our *It takes a world* campaign. © 2018 Kirsten Nainoca / World Vision

Looking forwards

Listening to children

A four-year research project began this year to understand how the most vulnerable children's lives are being impacted by World Vision's work. Results from year one show that our programmes target the poorest children and examples were given of how our work was effective in reaching the most vulnerable.¹¹ Year two of the research, in 2019, will return to the same communities and ask how programmes are adapting to take their needs into consideration as the highest priority.

It takes a world

World Vision UK has launched *It takes a world*, its campaign to end violence against children.

A quarter of the world's children, (535 million), live in countries blighted by conflict and disaster.

Many are forced to leave their homes, families, communities, schools. Consequently they're some of the world's most vulnerable children, particularly to violence such as sexual exploitation; being forced into dangerous jobs, like mining; and recruitment

into armed groups as soldiers, spies and slaves.

Protective programmes can help them. We're calling for the UK Government to increase the proportion of humanitarian aid it spends on ending violence against children from 2.5% to at least 10%.

Find out more and play your part.

Visit: worldvision.org.uk/itaw



¹¹worldvision.org.uk/our-work/impact – Listening to the most vulnerable children Year One: Children's views of vulnerability in four countries.

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FRONT COVER: Muhamad (right), 8, and his friend attending World Vision's Child Friendly Space in Bangladesh.

© 2018 Annila Harris / World Vision **CONTENTS PAGE:** Children head home after a meal of nutritional porridge at a Child Friendly Space in the Democratic Republic of Congo. © 2018 Jon Warren / World Vision