



# OUR STRATEGY IN SUMMARY



**OUR PROMISE 2030**

*Building Brighter Futures for Vulnerable Children*

# COURAGEOUS COMMITMENT TO VULNERABLE CHILDREN

**We stand at the beginning of a new journey.** The face of poverty is changing. We rejoice in millions of children moving out of absolute poverty and toward lives free of need and full of promise, seeing the real possibility of bringing extreme poverty to an end by 2030. But this will only happen if this progress reaches the children still struggling in the toughest places in the world.

**Too many lives have been scarred by violence.** Too many futures stolen. Too many left behind. This breaks the heart of God.

**Our strategy is a promise to vulnerable children**—to relentlessly pursue our vision, for every child, life in all its fullness; our prayer for every heart, the will to make it so, until they:

- Enjoy good health and are protected from disease
- Are educated for life and enabled to fulfil their potential
- Are cared for, protected and participating
- Experience the profound security of the love of God and others

**Our commitment to following Christ  
compels us to change**



A group of smiling children in school uniforms looking out from a window. The children are of various ages and are all smiling warmly. They are wearing blue school uniforms. The window frame is green and blue, and the background shows a corrugated metal ceiling.

**“I strongly believe that  
our new global strategy  
*Our Promise 2030* will  
enable us to fulfil God’s  
calling in the  
next generation of  
World Vision’s work.”**

Kevin Jenkins  
*President  
World Vision International*



# OUR STRATEGIC IMPERATIVES



At World Vision, this is why we must make a new commitment, confident in our faith and faithful to our calling. We must do more for the world's most vulnerable children. Jesus promised them life in all its fullness. We will join forces with others who share our will to make it so. We will not rest while children suffer in situations that

can be changed. We have the potential to help rewrite millions of life stories for the better. But to do so will demand changes in how we work. Changes to our focus and to our attitudes. **We continue to respond to God's calling and challenge, pledging ourselves to the following strategic imperatives:**



### **Deepening our commitment to the most vulnerable children**

Changing from primarily working in places where we are most comfortable and confident: to shifting where we work, and how we allocate resources, towards the most vulnerable



### **Focusing our ministry for greater results**

Changing from spreading our resources across a broad agenda, to focusing on a limited range of programme types and sectors, becoming excellent in each



### **Collaborating and advocating for broader impact**

Changing from largely working on our own, in our way, to partnerships, joint ventures and advocacy with those who share our goals



### **Delivering high quality, sustainable funding**

Changing from a funding mix that no longer serves us well, to raising the right funds from the right donors for the right programmes in the right places



### **Living out our Christian faith and calling with boldness and humility**

Changing from an identity and strength not yet fully utilised, to living out our Christian faith in all we do, in harmony with those of other faiths and none

# Change Starts With Us



We cannot change our organisation and realise the God-given potential amongst us - unless we first change ourselves. This means letting go of some old ways of thinking and acting, and allowing the Holy Spirit to transform us. We commit to:

**Unity and trust:** Acting as one global organisation, trusting each other to play their part, with mutual accountability and joint dependence on God.

**Wise stewardship:** Responding with a bias for action and a focus on impact. Continuously improving efficiency and effectiveness with the resources entrusted to us, including the sustaining of God's creation.

**Looking outward:** Identifying and grasping opportunities and threats, learning and responding with agility and innovation in partnership with others.

**Timely truth telling with love:** Seeking to understand as well as be understood, our conversation is always full of grace and authenticity.

**As we seek to both transform  
and be transformed we are  
inspired by Paul's words:**

*Brothers and sisters, I do not consider myself yet to have taken hold of it. But one thing I do: Forgetting what is behind and straining toward what is ahead, I press on toward the goal to win the prize for which God has called me heavenward in Christ Jesus.*

**Philippians 3:13-14**



A close-up, profile view of a young child with dark skin drinking from a white ceramic cup. The cup is decorated with green leaf patterns and a blue circular motif. The child is wearing a purple shirt. The background is dark and out of focus.

*Our Promise 2030*  
will help make  
our vision of  
life in all its  
fullness a reality  
for significantly  
more vulnerable  
children around  
the globe





**OUR PROMISE 2030**  
Building Brighter Futures for Vulnerable Children

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