AN UNPRECEDENTED CALL
to empower 60 million people with life, hope, and a future—in the name of Jesus Christ.
Ten years ago, on the heels of the 2008 global financial crisis, God prompted World Vision to take a bold step in our history—to double down on ending extreme poverty. In faith, we responded to the call and launched the Campaign For Every Child, a five-year, $500 million plan to reach 20 million people worldwide.

By His power and provision, a community of passionate donor partners stepped up in extraordinary ways. Together, we exceeded our goals and helped more than 25 million women, men, and children transform their lives.

Today, as all of humanity reels from a global pandemic, we are more committed to our God-inspired mission than ever. And together with our partners, we are stepping out in faith once again with the Every Last One campaign—an unprecedented $1 billion plan to equip and empower 60 million of the world’s most vulnerable people with information, tools, and support to lift themselves out of poverty.

God made a promise to the nation of Israel in Jeremiah 29:11: “I know the plans I have for you … plans to prosper you and not to harm you, plans to give you hope and a future.” This is a powerful reminder that He is in control, even today as millions of children and families are held back by poverty and oppression.

We are God’s people. This is God’s ministry. And this is our time.

My prayer is that He will intensify our love for the poor like never before. Together, we have all we need to change the world.

In Christ,

Edgar Sandoval Sr.
President and CEO, World Vision U.S.

A message from the
PRESIDENT AND CEO

*Includes the number of unique participants in each of our Signature Initiative programs. Because of World Vision’s multi-sector approach, some people will participate in more than one program.
Every last one of us has been called by God to share our lives.
To be in relationship. With God. With each other.
And especially with those in greatest need.

No matter if we have much, or little.
We are united in a call—believing in each other and building each other up.
Believing that God intends for every last one of us
to have life, hope, and a future.

There’s no higher honor, no greater joy,
than when God is using us for His purposes.
Feeding the hungry. Giving water to the thirsty.
Empowering children everywhere to believe
that they have a greater purpose.
To know that we can all be more.

So we’ll see you there,
at the crossroads of the Great Commandment and the Great Commission.
Believers working together in the toughest places.
In the margins and forgotten corners of our world.
Empowering millions of people to lift themselves out of extreme poverty.

Because when belief is put into action,
every last one of us can experience
life, hope, and a future.
EXTREME POVERTY TODAY

In the past 30 years, the number of people living in extreme poverty was reduced by more than half. Together with our partners, we helped make that possible.

Tragically, the secondary effects of the COVID-19 pandemic are reversing these decades of progress. The World Bank estimated in January 2021 that the number of people pushed into poverty by this crisis will rise to as many as 163 million by the end of this year.

These aren’t just numbers; they’re people Jesus loves.

They are women and children exhausted from walking miles every day to collect dirty water that makes them sick. Parents struggling to feed their children and keep a roof over their heads. Families fleeing their homes in fear of violence and oppression.

Few organizations have the ability to push through a global pandemic and continue helping people lift themselves out of extreme poverty. By God’s grace, World Vision does—at scale.

\[689\text{MILLION}\text{ people}\text{ try to survive on less than }1.90\text{ a day.}\]

And this number is rising due to the global health crisis.

\[\text{ONE CHILD UNDER 5 dies every 7 seconds.}\text{ Most of these deaths are preventable.}\]

\[\text{689 MILLION PEOPLE try to survive on less than }1.90\text{ a day.}\text{ And this number is rising due to the global health crisis.}\]

\[\text{785 million people still do not have access to clean water.}\]

GLOBAL STATISTICS

“One Child Under 5 dies every 7 seconds. Most of these deaths are preventable.

“With man this is impossible, but with God all things are possible.”

—Matthew 19:26 (NIV)
**CAMPAIGN OBJECTIVES**

8 years, $1 billion, 60 million people

<table>
<thead>
<tr>
<th>LIFE</th>
<th>Investment needed</th>
<th>Water</th>
<th>Provide 25 million* people with access to clean water—halfway toward our 2030 goal</th>
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<tbody>
<tr>
<td>HOPE</td>
<td>Mother and Child Health</td>
<td>Deliver essential healthcare, nutrition support, and treatment to 2 million pregnant women, newborns, and children under 5</td>
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<tr>
<td>HOPE</td>
<td>Emergency Response</td>
<td>Provide hope, urgent relief, and care for 16 million people impacted by disasters and humanitarian crises</td>
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<tr>
<td>HOPE</td>
<td>Child Protection</td>
<td>Protect children by partnering with 4 million girls and boys, family members, and faith, community, and government leaders to address the root causes of violence against children</td>
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<td>HOPE</td>
<td>Christian Discipleship</td>
<td>Equip 8 million pastors, Christian leaders, teachers, parents, children, and youth with the training and resources they need for young people to learn Bible-based life skills and to explore or deepen their faith in Jesus Christ</td>
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<tr>
<td>FUTURE</td>
<td>Economic Empowerment</td>
<td>Empower 4.4 million people by supporting improved and resilient livelihoods and providing recovery loans to those negatively impacted by shocks like COVID-19 and natural disasters</td>
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<tr>
<td>FUTURE</td>
<td>Education</td>
<td>Deliver educational programs, books, and training for 1 million children, young adults, parents, and teachers</td>
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</tr>
<tr>
<td>FUTURE</td>
<td>World Vision Fund</td>
<td>Meet the needs of today and beyond, empowering generations to rise above poverty through gifts that support the entire mission of World Vision</td>
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**Total** | $1 billion | $500 million |

* Includes $500 million from World Vision U.S. donors in addition to revenue from outside World Vision U.S. as a part of the global WASH business plan.

**Women and Girls** Our commitment to empowering women and girls is integrated into everything we do, because we know poverty hits them the hardest. And when women and girls reach their full potential, everyone wins.
CHRIST IS AT THE CENTER OF OUR WORK
We follow Jesus’ example to care for those among us in greatest need. Our focus is on helping the most vulnerable children overcome poverty and experience fullness of life.

WE SCALE YOUR IMPACT
With over 70 years of experience and expert staff in nearly 100 countries, we have the infrastructure, experience, and relationships needed to empower families to create lasting change.

YOUR GIVING IS LEVERAGED
We’re able to leverage gifts from many sources—cash donations, sponsorship gifts, corporate gifts-in-kind, and public grants—to maximize the impact for people we serve, supercharging our programs to reach even more children and families. And because every gift builds on another gift, each dollar donated results in $1.60 worth of help for children and families.

WHY WORLD VISION

JOIN IN A GOD-INSPIRED MISSION
World Vision is an international partnership of Christians whose mission is to follow our Lord and Savior Jesus Christ in working with the poor and oppressed to promote human transformation, seek justice, and bear witness to the good news of the kingdom of God.

WHY WORLD VISION

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Few other organizations have the history, experience, or sheer size of World Vision. They’re big and their roots run deep. All around the world they have access, reliability, and credibility. They’re a trusted partner with local communities, national governments, and global partners... Most importantly, World Vision is Word-of-God—empowered.
—David Grizzle, donor partner and co-chair of the Every Last One campaign, Washington, D.C. (with his wife and co-chair, Anne)

Read more.

EVERY 60 SECONDS
A FAMILY GETS WATER
A HUNGRY CHILD IS FED
A FAMILY GETS THE TOOLS TO OVERCOME POVERTY
Every Last One: A catalyst for Community Development

Here’s how World Vision’s diverse funding streams work together, with the Every Last One campaign supercharging our work in communities.

1. **Child Sponsorship** is the foundation of our community development approach. Financial support from millions of sponsors enables World Vision to partner with 1,279 communities worldwide.

2. **Other Gifts, Grants, and Product Donations** strengthen the mix. Additional support comes through programs such as the World Vision Gift Catalog and planned giving, as well as public and corporate grants and gifts-in-kind.

3. **Major Capital Campaigns** like Every Last One catalyze our work. Investments from thousands of philanthropists and foundations enable World Vision to leverage grants and make an even bigger impact in communities.

4. **Signature Initiatives** are groups of development projects within the campaign’s Life, Hope, and Future framework. Depending on what the community needs most, we implement 2- to 5-year projects with specific outcomes that accelerate the pace of change.

What I really like about World Vision, and why we’ve gotten more involved, is the Holistic approach. This is a development model that helps people develop physically, emotionally, and spiritually. World Vision launches an effort and lets the community drive it forward as their own.

— Cody Nath, donor partner, Texas

[Read his full story](#)
Every human being needs and deserves access to clean water and essential healthcare. Without them, we cannot truly live, much less experience the fullness of life God intends. Together, we’re seeking life for 27 million people.

AIMS AND PROGRESS

WATER
Provide 25 million* people with access to clean water—halfway toward our 2030 goal

<table>
<thead>
<tr>
<th>20 MILLION</th>
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<td>2016</td>
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MOTHER AND CHILD HEALTH
Deliver essential healthcare, nutrition support, and treatment to 2 million pregnant women, newborns, and children under 5

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<th>917,723</th>
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*Includes $500 million from World Vision U.S. donors in addition to revenue from outside World Vision U.S. as part of the global WASH business plan.

“I have come that they may have life, and have it to the full.”
—John 10:10 (NIV)

Six-year-old Cheru (in blue skirt and red top) and her community celebrate the completion of their new water system in 2018. Before, Cheru and her siblings had to walk over 4 miles twice a day to collect dirty water for their family.
WATER

Every child deserves clean water.

Yet every day, more than 800 children under 5 die from diarrhea caused by contaminated water, poor sanitation, and unsafe hygiene practices.

Ending the global water crisis is foundational to saving lives and ending extreme poverty.

Together with our donors and partners, we have an extremely ambitious but achievable long-term plan: to reach everyone, everywhere World Vision works with clean water by 2030; that’s 50 million people.

WHAT YOU CAN HELP MAKE POSSIBLE BY 2023

› Provide 25 million people with access to clean water—halfway toward our 2030 goal

› Finish the job by reaching everyone, everywhere we work in Rwanda, and set the path for the same in Ghana, Zambia, and Honduras

› Equip 1,000 healthcare facilities serving 10 million people with access to clean water and handwashing stations

Nothing compares with seeing a child drink clean water for the first time. The sparkle in her eyes tells you her life has just changed for the better, and you are never the same.

—Sherree Funk, donor partner, Pennsylvania

Read her full story.

WATER CHANGES EVERYTHING

“Clean water changed my life and has given me choices I didn’t have before. I’m able to save money every week to put in the bank. I’m in a savings group and have learned accounting skills. People look up to me and I have dignity. Water has given me hope.”

—Esperance Twayigira, Rwanda

Watch video

World Vision is reaching ONE NEW PERSON EVERY 10 SECONDS and three more schools every day with clean water ...

MORE THAN ANY OTHER NGO.
MOTHER AND CHILD HEALTH

Every mother and child has a right to health and an opportunity to flourish.

Despite progress in the last 30 years, there’s still a massive gap in basic healthcare in poor rural communities. In fact, one child still dies every 7 seconds, most of them from preventable causes.

Through the Every Last One campaign, we aim to deliver essential healthcare, nutrition support, and treatment to 2 million pregnant women, newborns, and children under 5.

WHAT YOU CAN HELP MAKE POSSIBLE BY 2023

› Train and equip more than 8,000 community health workers and volunteers to deliver information, support, and treatment
› Train over 800 nurses and midwives to build community health capacity
› Improve more than 150 health clinics
› Increase the child survival rate by at least 15%*

*Zambia and Niger programs ending 2024

KNOWLEDGE GAINED AND SHARED

“The thing that most impressed us was the breadth, depth, and interconnectedness of World Vision’s health programs.”

— Dr. Anne Klamar, donor partner, Ohio (with her husband, Dr. Rob Klamar)

“Rhoda, my community health worker, is my hero. What she has taught me is so valuable. I share it with other pregnant mothers. Just as she has saved my life and my babies’, I can also save lives through the things I have learned from her.”

— Doreen, Zambia

Over the last 10 years, 89% of the SEVERELY MALNOURISHED CHILDREN we treated made a FULL RECOVERY.
When we’re afraid, in danger, feeling lost, or at the end of our rope, we all need a glimmer of hope. Without it, a better future seems out of reach. Together, we’re seeking hope for 28 million people.

AIMS AND PROGRESS

⚠️ EMERGENCY RESPONSE
Provide hope, urgent relief, and care for 16 million people impacted by disasters and humanitarian crises

9 MILLION

2016 2020 2023

❤️ CHILD PROTECTION
Protect children by partnering with 4 million girls and boys, family members, and faith, community, and government leaders to address the root causes of violence against children

3.5 MILLION

2016 2020 2023

Christian Discipleship
Equip 8 million pastors, Christian leaders, teachers, parents, children, and youth with the training and resources they need for young people to learn Bible-based life skills and to explore or deepen their faith in Jesus Christ

4.4 MILLION

2016 2020 2023

“Let us hold unswervingly to the hope we profess, for he who promised is faithful.”

—Hebrews 10:23 (NIV)

Joytun dropped out of school to help support her mother, who became partially paralyzed after a stroke, but through World Vision’s Child-Friendly Learning and Resource Center in Bangladesh, Joytun’s love for learning was rekindled. World Vision helped her mother set up a small business so Joytun could return to school. Here, she is shown in 2018 with a “vision board” that outlines her plans to pursue her dreams.
Watch video

WHAT YOU CAN HELP MAKE POSSIBLE BY 2023

› Help ensure we can keep responding to emergencies all over the world within 24 to 72 hours
› Provide critical aid like emergency food, water and sanitation resources, temporary shelter, and other essentials
› Deliver long-term assistance in protracted crisis situations
› Help communities build resilience through preparedness planning

EMERGENCY RESPONSE

Everyone needs help in times of crisis.

Armed conflict, political and economic instability, and natural disasters like droughts, storms, and COVID-19 bring people to their knees. And whatever the cause, humanitarian crises always hit the poor and vulnerable the hardest.

Through the Every Last One campaign, we aim to provide hope, urgent relief, and care for 16 million people impacted by disasters and humanitarian crises.

Between the pandemic onset in March 2020 and the publication of this document, World Vision’s GLOBAL COVID-19 RESPONSE had reached 62,482,034 PEOPLE in over 70 COUNTRIES with prevention training, strengthening of health workers, and support for children made vulnerable by the crisis.

COVID-19: HOPE OVER FEAR

“Our school became closed. … Then World Vision staff called us to this center and taught us about hygienic behavior to practice through laughter and play. We found it fun.”

—Maimuna, a Rohingya child refugee in Cox’s Bazar, Bangladesh

Read his full story.
CHILD PROTECTION

Every child deserves to feel safe.

Yet worldwide, one in two children experience some form of violence every year—including harmful cultural practices like female genital mutilation and child marriage, hazardous labor, trafficking, and abuse in their own homes.

Through the Every Last One campaign, we aim to protect children by partnering with 4 million girls and boys, family members, and faith, community, and government leaders to address the root causes of violence against children.

WHAT YOU CAN HELP MAKE POSSIBLE BY 2023

› Empower children with skills to protect themselves and one another
› Strengthen families as the first line of protection and care for children
› Mobilize churches and faith communities to change behaviors and end harmful practices
› Influence governments to improve or implement child protection laws

World Vision addresses the issues that put children in harm’s way—from child labor, exploitation, gang violence, child marriage, and other forms of violence that rob them of their childhood.

—Carla Hillard, donor partner, South Dakota

Read her full story.

EMPOWERED GIRLS

“[Now] we can protect ourselves from harm, outside and in our neighborhood. I want to become an advocate and help people who are in trouble. For my village, my dream is that child marriage, child labor, and trafficking should stop.”

—Mousumi, 17, president of Hena Girl Power Group, India

World Vision is a recognized GLOBAL LEADER IN CHILD PROTECTION, with high-impact programs in OVER 75 COUNTRIES.
CHRISTIAN DISCIPLESHIP

Every child was created by God to experience His love.

Jesus said, “Let the little children come to me, and do not hinder them” (Matthew 19:14, NIV). He wants children to have the freedom and opportunity to have a personal relationship with Him.

Through the Every Last One campaign, we aim to equip 8 million pastors, Christian leaders, teachers, parents, children, and youth with the training and resources they need for young people to learn Bible-based life skills and to explore or deepen their faith in Jesus Christ.

WHAT YOU CAN HELP MAKE POSSIBLE BY 2023

› Increase the number of children and youth who demonstrate a depth of faith through their prayer life, Bible study, and relationships with others by more than 50%

› Engage more than 5,000 churches in Christian discipleship of children and youth

World Vision demonstrates God’s love and empowers the church to reveal Christ in every corner of the world. “Serving Christ isn’t part of their model; it is the model.”

—Andy Robblee, donor partner, Washington

GOD’S WORD COMING ALIVE

“Thanks to this project, we can say that our community has changed. I have faith that violence has been reduced among teenagers. Bullying has stopped at school, and many youth are attending church and changing their lives.”

—Pastor Roman Bueso, Honduras

Since July 2016, 1 MILLION PEOPLE have BENEFITED FROM BIBLES provided through our International Bible Fund.
If we're healthy and hopeful but lack economic opportunity and education, making a decent living is nearly impossible. Together, we can empower 5.4 million children and adults to build a future for themselves and their families.

AIMS AND PROGRESS

**ECONOMIC EMPOWERMENT**
Empower 4.4 million people by supporting improved and resilient livelihoods and providing recovery loans to those negatively impacted by shocks like COVID-19 and natural disasters.

**EDUCATION**
Deliver educational programs, books, and training for 1 million children, young adults, parents, and teachers.

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Honduran coffee farmer Alejandro Vasquez Perez, shown here in 2020, once considered migrating. And for years his farm and his family’s life around through World Vision’s THRIVE program—increasing yields, improving profit, and expanding into other products. Now he teaches others as a model farmer and considers himself a lifelong learner.

*… being confident of this, that he who began a good work in you will carry it on to completion until the day of Christ Jesus.*

—Philippians 1:6 (NIV)
Every family deserves to thrive.

You cannot end extreme poverty without prioritizing the smallholder farmers and entrepreneurs who make up the vast majority of the poor. They’re often not equipped to manage shocks that can destroy their farms and businesses.

Through the Every Last One campaign, we aim to empower 4.4 million people by supporting improved and resilient livelihoods and providing recovery loans to those negatively impacted by shocks like COVID-19 and natural disasters.

WHAT YOU CAN HELP MAKE POSSIBLE BY 2023

› Build confidence, shift mindsets, and reduce dependency through biblical Empowered Worldview training

› Help farmers embrace savings groups, new agricultural techniques, and improve their access to markets and finance

› Enable communities to be active stewards of natural resources like soil, water, and forests

› Prepare families to cope with shocks, disasters, and market changes

I think one of the things that really touched us was these people. They don’t want a handout. They want to be able to work for what they have. We believe in a hand up, not a handout.

—Sandy Hoover, donor partner, Florida (with her husband, Bob)

EMPOWERED MINDSET

“World Vision came into our lives, into the community, and changed everything. Thanks to the Empowered Worldview training, we definitely learned how we can change our mindset and move forward to development. Thank you, World Vision.”

—Gerardo Rodriguez, Honduras

Read her full story.
Every child deserves to read.

But illiteracy is the reality for 100 million young people worldwide.

Together, we can invest in the futures of vulnerable children, empowering them with a skill that will last for a lifetime.

Through the Every Last One campaign, we aim to deliver educational programs, books, and training for 1 million children, young adults, parents, and teachers.

"As of 2018

WHAT YOU CAN HELP MAKE POSSIBLE BY 2023

› Increase the percentage of primary school children who can read with proficiency
› Improve confidence, school retention, and grade advancement for children with improved reading ability
› Enhance classroom instruction through additional training for teachers
› Increase engagement with parents and communities to support children’s literacy

Readers access a wide range of opportunities that simply aren’t possible for the illiterate. Meaning and possibility are everywhere for kids who can read.

—Jen Wolford, donor partner, California

Read her full story.

UNLOCKED POTENTIAL

“We read fascinating children’s storybooks. We pray, play, sing, draw, write, read, and have fun while at the reading camps. I can now read any book. I read to my little brother, and I am teaching him too so he can be a great reader and have good grades like me in school.”

—Jolly, 9, Rwanda

World Vision’s UNLOCK LITERACY program works. After one year of participation, girls in Burundi increased their reading comprehension by 31%. And after one year, participating students in Ethiopia scored twice as high in literacy measures as their peers.
An opportunity for joy BEYOND MEASURE

It’s amazing what happens when believers answer God’s call to serve the poor. We grow closer to each other, closer to the people we love, and even closer to God’s own heart with a newfound joy and purpose.

CONNECT WITH LIKE-MINDED PEOPLE
› National Leadership Council
› Visionaries
› Women of Vision
› Strong Women Strong World™

GET ENGAGED AND LEARN MORE
› Meet with a representative
› Meet with a current donor
› Attend an event
› Take a Vision Trip
› Explore planned giving options

Finding people with shared common interests and vision, and when you’re on a mission together — shoulder to shoulder, these relationships are valuable.

—Duane Duim, donor partner, Washington (with his wife, Julie, and their two daughters)

Read his full story.
THE NATIONAL LEADERSHIP COUNCIL

If you want to deeply engage your influence and means, the National Leadership Council (NLC) offers an opportunity to connect with others who share your passion and values. Join this community with your five-year investment of $500,000 or more.

For more information, or to join the National Leadership Council, email NLChelpdesk@worldvision.org, call 253.815.2064, or visit worldvisionphilanthropy.org/nlc.

VISONAIRIES

Join an engaged community of supporters committed to making significant global impact in ending extreme poverty through your four-year investment of $100,000 or more.

For more information, or to become a Visionary, email cmesko@worldvision.org, call 253.815.2746, or visit worldvisionphilanthropy.org/visionaries.

WOMEN OF VISION

Join other women who give their time, talent, and treasure as they come together in support of World Vision’s transformative work.

For more information, email womenofvision@worldvision.org, call 1.877.968.4968 (1.877.WOV.4WOV), or visit worldvisionphilanthropy.org/wov.

— Sherrie Woodring, donor partner, Tanzania

Read her full story.

— Liza Hing, donor partner, California (with her husband, Byron)

Read her full story.

Therefore encourage one another and build each other up, just as in fact you are doing. —1 Thessalonians 5:11 (NIV)
Our commitment to
WOMEN AND GIRLS

We know women and girls in poverty face more obstacles simply because they were born female.

That’s why World Vision has been a leader in gender equality for decades. It’s integrated into everything we do. Working with children and youth, men and women, community and faith leaders, we help create environments that empower women and girls to overcome the unique challenges they face.

When women and girls gain equal access and opportunity, everyone wins. And when their potential is unleashed, extreme poverty doesn’t stand a chance.

Strong Women Strong World™ is a community of people who care deeply about issues facing women and girls in the developing world. You can raise awareness, use your influence, and leverage relationships that result in resources.

For more information, or to join the movement, email strongwomenstrongworld@worldvision.org or visit strongwomenstrongworld.org.

“Creating environments for rightful relationships between girls and boys and women and men is the path to long-term, sustainable change that will end extreme poverty.”

—Edgar Sandoval Sr., president and CEO, World Vision U.S.

TRANSFORM LIVES FOR GENERATIONS
LEGACY GIFTS

One of the greatest gifts we can pass down to the next generation is the value of giving back. Showing loved ones that we are part of a larger world—and what we put into it is what we get out—ensures the next generation understands the importance of philanthropy.

When you make a planned gift to the Every Last One campaign, you can create a greater impact than you may have ever thought possible. With your forward-thinking generosity, you can help World Vision move ahead with confidence by ensuring that our work will continue well into the future.

You have many options for a planned gift: a charitable trust, a will, a gift annuity, and more. We can help you choose the option that’s right for you, one that takes care of your loved ones and empowers the world’s most vulnerable people for years to come.

For more information, call 1.800.426.5753 or visit worldvisionphilanthropy.org/plannedgiving.

A planned gift benefits World Vision, because as they’re designing and continuing transformational programs, I know these are dollars they can count on.

—Margo Day, donor partner, Washington
We are God’s people. This is God’s ministry. And this is our time, together.

“And if you spend yourselves in behalf of the hungry and satisfy the needs of the oppressed, then your light will rise in the darkness, and your night will become like the noonday.”

—Isaiah 58:10 (NIV)

To learn more, contact your World Vision representative or visit worldvisionphilanthropy.org.

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. Motivated by our faith in Jesus Christ, we serve alongside the poor and oppressed as a demonstration of God’s unconditional love for all people. World Vision serves all people, regardless of religion, race, ethnicity, or gender.