

2022

SPONSORSHIP REPORT



ACKNOWLEDGMENTS

This report was prepared by World Vision Canada and made possible through extensive time and input from colleagues across the organization. We owe the utmost respect and gratitude to the staff and volunteers who have continued to serve children and communities across the world in the face of countless challenges in 2022.

INDIGENOUS LAND ACKNOWLEDGMENT

We acknowledge that the land on which our head office is located, in the Region of Peel, is part of the Treaty Lands of the Territory of the Mississaugas of the Credit. For thousands of years, Indigenous people inhabited and cared for this land. In particular, we acknowledge the territory of the Anishinabek, Huron-Wendat, Haudenosaunee and Ojibway/Chippewa peoples; the land that is home to the Metis; and most recently, the territory of the Mississaugas of the Credit First Nation, who are direct descendants of the Mississaugas of the Credit. We are grateful for the opportunity to work on this land, and we give our respect to its first inhabitants.





2022

OUR SPONSORSHIP
APPROACH







OUR OBJECTIVES

The objectives set for each program are guided by our partnership with the community. Not every challenge that's raised will be addressed—but working together, we focus on issues that are causing the most harm for children and families, where we can do the most good for those most in need.

Even so, the circumstances that drive families into poverty and instability are complex, interrelated and interdependent; we believe addressing them requires a holistic understanding of the context—formed by engagement and feedback from communities—and a holistic approach to the solution. Our work may involve projects that integrate livelihoods, health, education, child protection, and water, sanitation and hygiene services—with a steady focus on gender equality and social inclusion— as we work together to accomplish the community's goals.



DATA-LED DECISION- MAKING

Data collection and analysis is a fundamental aspect of World Vision's work. We partner with communities to measure the results of our joint efforts—this keeps us accountable to the children and families we serve, as well as the donors who support us.

We begin collecting data in the early stages of project planning and assessment. Over the course of a project, continuous data collection cycles, assessments and, where appropriate, evaluations allow us to analyze the changes that communities are experiencing—whether positive or negative. We use those learnings to make short-term changes and improvements, while informing the way future projects are planned.

Progress reflects the results of our activities—things like: how many women received business training, how many malnourished boys were treated, how many gender-sensitive latrines were installed. We have a high degree of certainty with these results simply by doing quality work with communities as we implement projects.

Change is the transformation that results from a project's progress—how many women increased their profits, how many boys recuperated from

malnutrition, how many more girls are attending school thanks to gender-sensitive latrines. Culture, environment and behaviour all play roles here, so we have less certainty with the results—and measurable change may take years to see.

Impact is the true measure of transformation. The Organisation for Economic Co-operation and Development (OECD) defines impact as “positive and negative, primary and secondary long-term effects produced by a development intervention, directly or indirectly, intended or unintended.” This means that real impact looks beyond the basics of what happened in a given project and seeks to understand what role the project had in creating those particular effects in a community over a period of time.

Measuring the *value* of our impact

We at World Vision see value in every positive change we can make for any child. When it comes to understanding the overall impact

we’ve made, however, understanding the monetary value of a project—including its long-term financial benefits to society—is essential, because that information prepares us to make better decisions.

World Vision is committed to creating a better future for the world’s most vulnerable children. Understanding the long-term social value of the work we’re doing helps us toward that goal, equipping us to maximize our stewardship of donors’ money with wise investments so that, ultimately, we can do the most good for the children we serve.



SNAPSHOT REPORT: 2022 BY THE NUMBERS

This report accounts for World Vision Canada's program work completed in fiscal year 2022, from October 1, 2021 to September 30, 2022.



2,673,988

GIRLS, BOYS AND ADULTS WERE REACHED THROUGH CHILD SPONSORSHIP

317,942

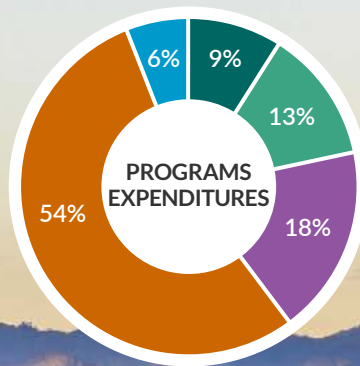
CHILDREN WERE ACTIVELY SPONSORED IN 36 COUNTRIES

13

COMMUNITIES GRADUATED TO SELF-SUFFICIENCY

44%

OF OUR INVESTMENT WENT TO SUPPORT THE MOST FRAGILE COUNTRIES



- Livelihoods
- Health
- Education
- Child Protection & Participation
- Water, Sanitation & Hygiene

LIVELIHOODS



GLOBAL CHALLENGES

Food Security

Global food security is deteriorating. Rising food and energy prices, conflict and the effects of climate change are all magnifying hunger and malnutrition worldwide.

In 2022, approximately 45 million people in 37 countries were projected to have so little to eat that they would be classified as severely malnourished—at risk of death or already facing starvation and death. The food crisis has tightened its grip on 19 “hunger hotspots,” including the world’s hardest-to-reach and fragile countries that need humanitarian support—countries like Afghanistan, Ethiopia, South Sudan, Somalia and Yemen

Approximately nine million people die every year of hunger and hunger-related diseases, more than the deaths from AIDS, malaria and tuberculosis combined. Over three million of those deaths are children under five. That’s nearly half of all deaths worldwide in children under age five.



Economic empowerment

Extreme poverty was on a global decline—dropping from 10.1 per cent to 8.6 per cent between 2015 and 2018—but COVID-19, combined with the effects of conflict and climate change, have made a severe dent in that progress. Between 2019 and 2020, global poverty increased from 8.3 per cent to 9.2 per cent. This was the first rise in extreme poverty since 1998.

In June 2021, the World Bank noted that growth in 90 per cent of advanced economies was expected to regain pre-pandemic per capita income levels by 2022—yet only a third of emerging markets and developing economies would make the same recovery. The pandemic has hurt economic growth, especially in low-income countries. In sub-Saharan Africa, per capita income growth is forecast to remain subdued, averaging 0.4 per cent a year in 2021 and 2022, following a 5 per cent decline in 2020. Meanwhile, income inequality continues to increase, worsened by COVID-19.

Disaster risk reduction

Between climate change, urbanization and an overall lack of disaster preparedness worldwide, natural hazards like earthquakes and tsunamis are becoming increasingly catastrophic, causing death and economic losses. Women and girls are often disproportionately affected by these events—more vulnerable to threats and less able to access information or assistance—and the risk of disasters caused by natural hazards is rising.

The practice of “disaster risk reduction” reduces vulnerability to disasters by identifying risks and making community-based and systemic changes that mitigate them. This work is vital to prevent needless deaths and to ensure that development work is sustainable.

The 2030 Agenda for Sustainable Development affirms the need to reduce the risks and effects of disasters. By doing so, there are opportunities to achieve the Sustainable Development Goals (SDGs) through reducing vulnerability among the poor and building resilient infrastructure.

APPROACH + STRATEGY

*Equip families and individuals
with resources and training,
focusing on women's economic
empowerment*

*Join forces at the community
level to build sustainability and
resilience*

*Strengthen gender-responsive
food and market systems to
support the most vulnerable*

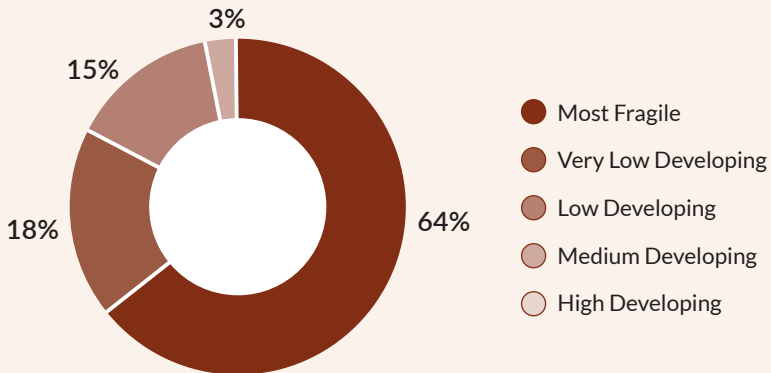
World Vision⁺



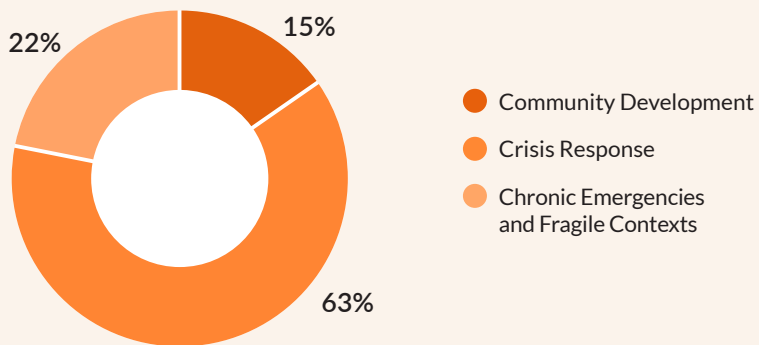
*Families become
economically self-reliant with
the ability to provide for their
children—both now and in
the future*

RESULTS

LIVELIHOODS EXPENDITURES BY LEVEL OF FRAGILITY



LIVELIHOODS EXPENDITURES BY PROGRAMMING TYPE



HEALTH



GLOBAL CHALLENGES

In the last 30 years, the number of child and maternal deaths worldwide has gone down by 59 per cent, but even with this progress, five million girls and boys died before their fifth birthday in 2021. Approximately 6,400 babies under four weeks old die every day, meaning 2.3 million children don't make it past their first month of life every year—that's more than all the children in Canada under five years old.

Nutrition: Foundational for children's development

Poor nutrition is a frequent culprit in this crisis, deeply impacting women and children at every stage of their development. Malnutrition contributes to an estimated 45 per cent of child deaths worldwide. Among those who survive, an estimated 149 million young children in lower- and middle-income countries remain chronically malnourished, known as “stunted,” a condition that restricts physical growth and brain development.

Disproportionate health challenges for women and adolescent girls

Every day, more than 800 women—the vast majority in developing countries—die from severe bleeding, infections and high blood pressure related to pregnancy and childbirth, with higher risks of complications among adolescent mothers than adult women.

Iron deficiency anemia also affects nearly a third of girls and women of reproductive age, robbing them of the energy needed for higher educational achievement, livelihood opportunities and full, productive lives. Severe anemia has the potential to double women's risk of dying during or after giving birth.





APPROACH + STRATEGY

Engage families with essential knowledge and skills

Empower communities to take ownership of their collective health and address existing gender barriers

Partner with health systems to strengthen and support

Influence governments for policies that protect the most vulnerable, particularly women and girls

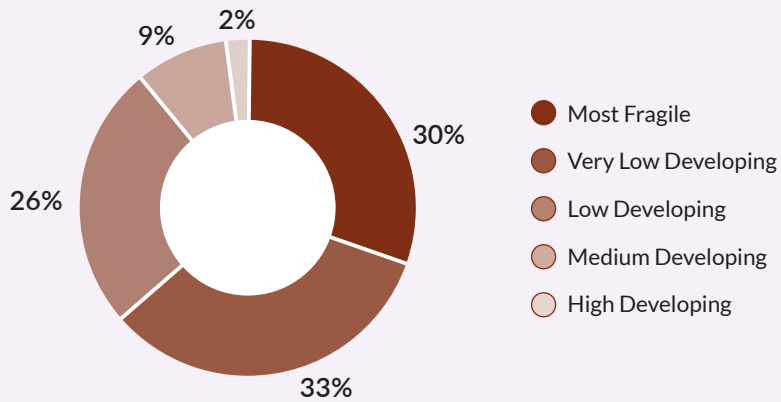
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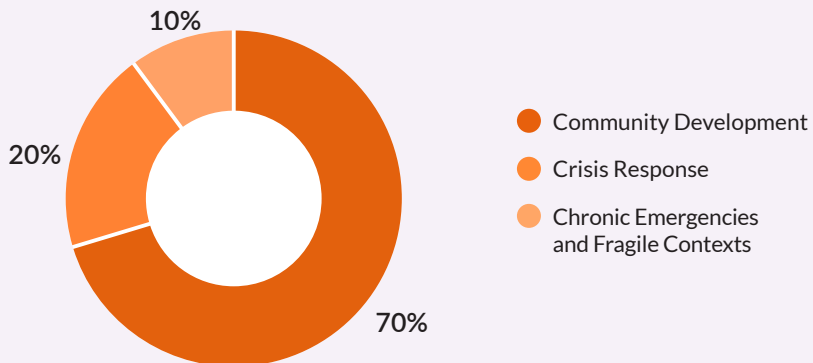
Children, adolescent girls and women of reproductive age live full and healthy lives

RESULTS

HEALTH EXPENDITURES BY LEVEL OF FRAGILITY



HEALTH EXPENDITURES BY PROGRAMMING TYPE





EDUCATION



GLOBAL CHALLENGES

The United Nations Convention on the Rights of the Child recognizes education as a legal right of every child. Yet despite significant progress on access to education resulting from the Millennium Development Goals (MDGs) and Sustainable Development Goals (SDGs), education remains a privilege that is out of reach for millions of children.

Increasing opportunities for education can help eradicate poverty and hunger, giving people a chance at better lives. This is one of the biggest reasons why parents strive to have their kids attend school as long as possible. It's why nations work toward easier access to education for both children and adults.

And it's why World Vision prioritizes school access, retention and completion for the most vulnerable children, from early childhood through to primary and secondary school and on to post-secondary vocational training.

Global disparities in early childhood development

Early childhood care and education (ECCE) is fundamental for children to achieve their full adult potential—it cultivates early brain development and foundational

learning in pre-literacy, pre-numeracy and socio-emotional skills. Worldwide, young children's access to high-quality, inclusive early childhood programming increased significantly between 2010 and 2020—from 46 per cent to 61 per cent. However, in low- to lower-middle income countries, fewer than two in three children attend organized learning before they enter primary school.

Children's participation in safe, healthy and quality pre-school education with stimulating home environments is much higher in economically-rich households compared to poorer homes, with clear regional disparities. In sub-Saharan Africa, only 40 per cent of children have experienced a positive and stimulating home learning environment, compared to 90 per cent of children in Europe and North America. Approximately 53 per cent of children in low- and middle-income countries cannot read and understand a simple story at age 10.

Barriers to quality primary and secondary education

An estimated 244 million children and youth aged 6-18 were out of school in 2021—118.5 million girls and 125.5 million boys. Even before the COVID-19 pandemic, estimates suggested that global progress in reducing the number of out-of-school children was slowing down. Now, indications suggest up to 11 million children may never return to school after the pandemic, and those who do go back are likely to struggle, with an estimated 100 million children having fallen behind in literacy.¹

There are many barriers to children's education. Families battling poverty and food insecurity may rely on their children, especially boys, to support the family through agricultural work or child labour. Girls are more likely to skip school or drop out entirely when their schools lack sanitation facilities to manage their menstrual hygiene—and their education is cut short when they are forced to marry young. Even as we see global school enrollment rates grow closer to equal for girls and boys, girls' completion rates remain lower in low-income countries.

Technical and vocational education for lifelong success

Globally, 267 million young people are unemployed or underemployed, with many lacking the skills needed to enter the workforce. This can lead youth down negative paths—to violence, risky behaviours, migration, trafficking, anti-social habits and depression or suicide.

Many factors prevent youth from being fully engaged economically, such as low education, mental health challenges, a lack of access to life skills opportunities or technical and vocational education and training (TVET), along with the stigma they may experience coming from impoverished or violent communities.

APPROACH + STRATEGY

Work with children and their families from birth to stimulate brain development and early learning

Support children to achieve foundational literacy and numeracy skills

Equip adolescents and youth with skills to earn a living

Influence governments to provide improved, gender-transformative and inclusive education services

Partner with communities to address social, cultural and gender-related access barriers to learning

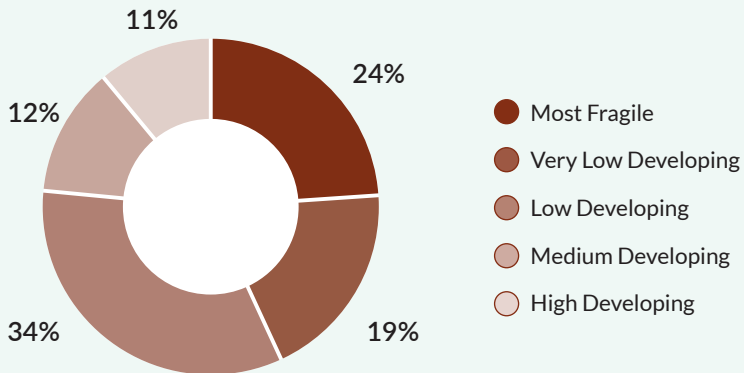
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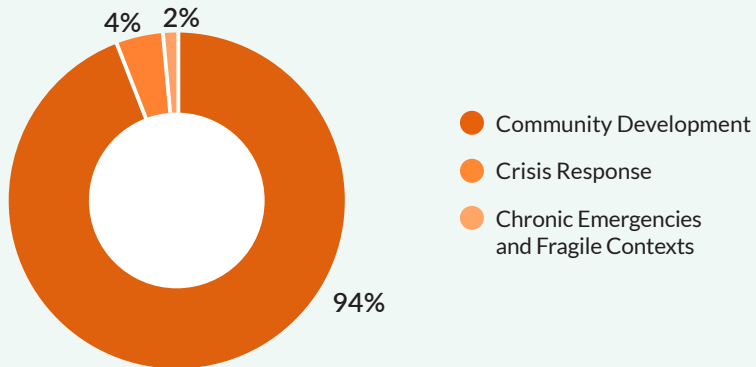
Girls and boys have the knowledge and skills to lead fulfilling, productive lives

RESULTS

EDUCATION EXPENDITURES BY LEVEL OF FRAGILITY



EDUCATION EXPENDITURES BY PROGRAMMING TYPE



CHILD PROTECTION + PARTICIPATION



GLOBAL CHALLENGES

Child protection jeopardized by COVID-19, conflict and climate change

The COVID-19 pandemic fueled a global crisis that has threatened progress for children, increasing deep-rooted-poverty, inequality and discrimination. These negative affects have been aggravated even more by global conflicts and a climate crisis pushing millions of children to the edge of famine and deprivation of their basic rights—including their right to protection.

Fewer than 35 per cent of children are reported to have access to social protection systems, and because of this, families fall victim to negative coping mechanisms to survive the severe material deprivation.

Participation and empowerment are critical for children's protection and well-being

In 2022, World Vision consulted youth from 15 countries around the world while exploring themes for a new global campaign. On a list of more than 12 topics that included climate change, clean water and mental health, the participants



overwhelmingly selected “child participation and empowerment” as their first choice for the campaign focus.

Children want their voices to be heard. Active engagement of children and young people in advocacy and campaigning is essential

to promote policy reform, implementation and monitoring. And we know that youth participation ensures better results for children, young people and the entire population.

APPROACH + STRATEGY

Strengthen the ability of all responsible parties to fulfill their child protection duties

Build ties between communities and their formal child protection systems

Address underlying causes of violence against children, especially those rooted in gender inequality

Empower children and youth to be active agents of change

World Vision 

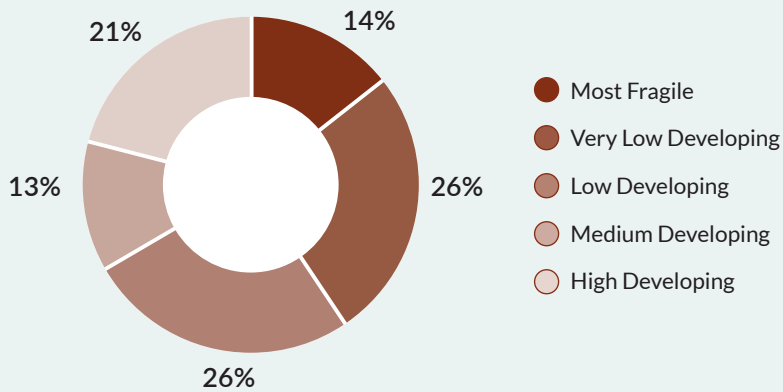


Girls and boys are protected from abuse, neglect, exploitation and all forms of violence

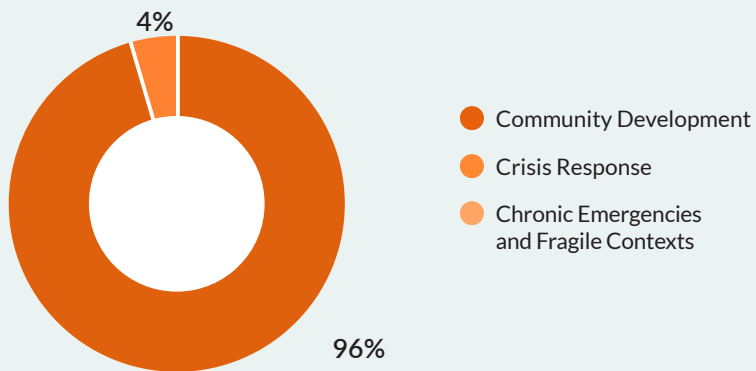


RESULTS

CHILD PROTECTION AND PARTICIPATION EXPENDITURES BY LEVEL OF FRAGILITY



CHILD PROTECTION AND PARTICIPATION EXPENDITURES BY PROGRAMMING TYPE





WATER, SANITATION + HYGIENE



GLOBAL CHALLENGES

In the past two decades, substantial progress has been made to provide the world's population with better water, sanitation and hygiene (WASH). Even so, Sustainable Development Goal 6 is set out to provide water and sanitation access *for all* by 2030 and to leave no one behind, yet at least 2 billion people are still drinking water contaminated with feces while over 1.7 billion lack basic sanitation facilities like toilets and latrines—and 494 million people still resort to defecating in the open.

Children die needlessly because of poor water, sanitation and hygiene

Diarrhea is both preventable and treatable, yet it remains a leading cause of death among children under five, killing approximately 1,300 girls and boys every day. In conflict zones, children are nearly 20 times more likely to die from diarrheal disease than from the conflict itself.

Nearly 60 per cent of diarrhoea-related deaths are attributed to unsafe drinking water and poor hygiene and sanitation. Simply washing hands with soap can

reduce the risk of diarrhea by 40 per cent, and protect against many other illnesses—in fact, the number of annual deaths from diarrhea among children under five decreased by 61 per cent between 2000 and 2019. Using basic WASH interventions, many more lives can be saved.

Schools worldwide lack basic WASH services

In reporting on the state of water, sanitation and hygiene in school settings, particularly in the context of COVID-19, UNICEF revealed that at the start of the pandemic, one in three schools worldwide had limited or no drinking water, 818 million children lacked basic handwashing services at school and 698 million went without basic sanitation facilities.



Poor sanitation poses a particular threat for women and girls. According to the World Bank, at least 500 million women and girls are lacking a safe, clean, private facility to manage their menstrual hygiene, and this affects girls' education. A meta-analysis by the World Bank found that a quarter of adolescent girls in India did not attend school during menstruation because of inadequate toilets.

Investing in WASH has broad benefits to society

Sanitation deficits cost the global economy nearly US\$223 billion in 2015. However, a WHO study calculated a global return of US\$5.50 for every dollar spent in sanitation—seen in lower health costs, more productivity and fewer premature deaths.

Achieving universal access to water, sanitation and hygiene would bring remarkable change, with global reductions in waterborne disease, better nutrition outcomes, hundreds of daily deaths prevented—and the reality of a world that upholds the dignity, safety and future prospects of an entire generation.

APPROACH + STRATEGY

Collaborate with communities, organizations and governments to develop gender-responsive local water and sanitation systems

Teach gender-sensitive hygiene and sanitation practices that prevent the spread of disease

Provide emergency WASH services during humanitarian crises

Ensure schools and health centres are equipped with gender-responsive, accessible WASH facilities

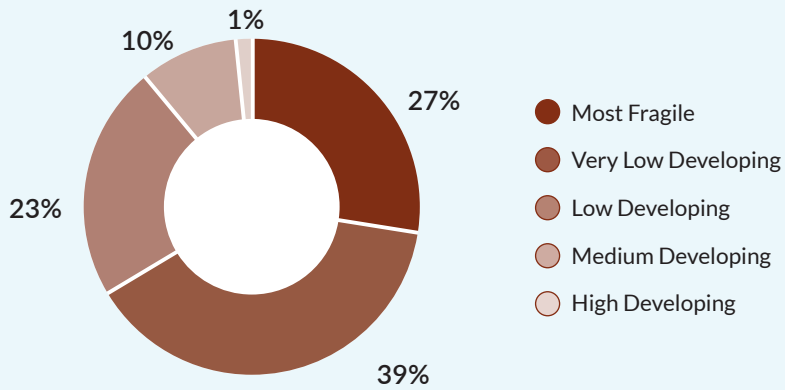
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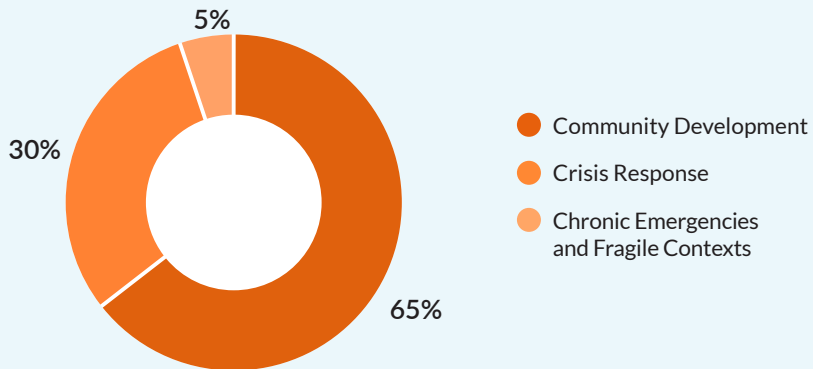
Child and family health is protected through safe water, sanitation and hygiene services

RESULTS

WASH EXPENDITURES BY LEVEL OF FRAGILITY



WASH EXPENDITURES BY PROGRAMMING TYPE



2022 KEY RESULTS PROGRESS + CHANGE



40,450

people received support with agricultural resources, including large and small livestock, tools and seeds

25,094

community members, including children, were trained in disaster risk reduction strategies

62,012

people were actively involved in savings groups, providing them with financial literacy training and access to small loans

21,120

people benefited from the provision of in-kind food assistance and access to small loans



149,217

people participated in trainings, counseling or activities on preventing and responding to infectious diseases, such as COVID-19.

64,479

children received deworming treatment to support their health and development

8,434

children received micronutrient supplementation such as vitamin A, zinc and micronutrient powders

6,478

items of protective equipment were provided, including medical masks, gloves, surgical gowns and eye protection



86,204

reading materials were provided to schools and communities in support of children's education

429

schools and early childhood development centres received classroom upgrades or educational resources, improving students' learning environments

3,535

people have undertaken vocational or technical training education

519

children who had dropped out of school have re-enrolled or are currently attending after-school literacy activities

2022 KEY RESULTS PROGRESS + CHANGE



140,056
people participated in activities aimed at supporting child protection and ending violence against children

6,309

local partners, including community and faith-based organizations, were engaged in our programs to support stronger communities

56,387

children and youth participated in groups and clubs, gathering with peers to develop new skills and positive values

45

evidence-based policy recommendations were presented to government decision makers



235,854
people had access to safe drinking water

358,965

people had access to handwashing facilities at home or school

264

institutions received improvements in WASH services, which may include water, sanitation and hygiene facilities, resources and services

1,659

water sources were constructed, rehabilitated or improved, providing safe water for children and families to drink

When looking across sectors, the level of investment will not correlate in a linear way to the number of people reached. For example, infrastructure projects like drinking water systems are costly to build in comparison to widescale deworming campaigns which are quite inexpensive—yet both reach large numbers of people with multiplying benefits. Unique participants are considered for each sector, but may be counted more than once across the different sectors.

2022

FINANCIAL
ACCOUNTABILITY



OVERALL FINANCIALS

SUMMARIZED STATEMENT OF REVENUE & EXPENDITURES

Year ended September 30, 2022, with comparative figures for 2021 (in thousands of dollars)

	2022	2021
REVENUE		
Cash Donations	\$228,823	\$226,267
Gifts-in-Kind	\$144,857	\$140,951
Grants	\$64,030	\$71,885
Investment & Other Income	\$1,034	\$1,729
Total Revenue	\$438,744	\$440,832
EXPENDITURES		
Programs		
International Relief, Development & Advocacy	\$370,500	\$382,455
Public Awareness & Education	\$1,941	\$2,026
Fundraising	\$43,245	\$35,343
Administration		
Domestic	\$16,150	\$15,517
International	\$4,152	\$4,212
Total Expenditures	\$435,988	\$439,553
Excess of Revenue over Expenditures	\$2,756	\$1,279

\$ EXPENDITURES

Field Programs & Advocacy 83.1%



Helps Raise More Resources 11.4%

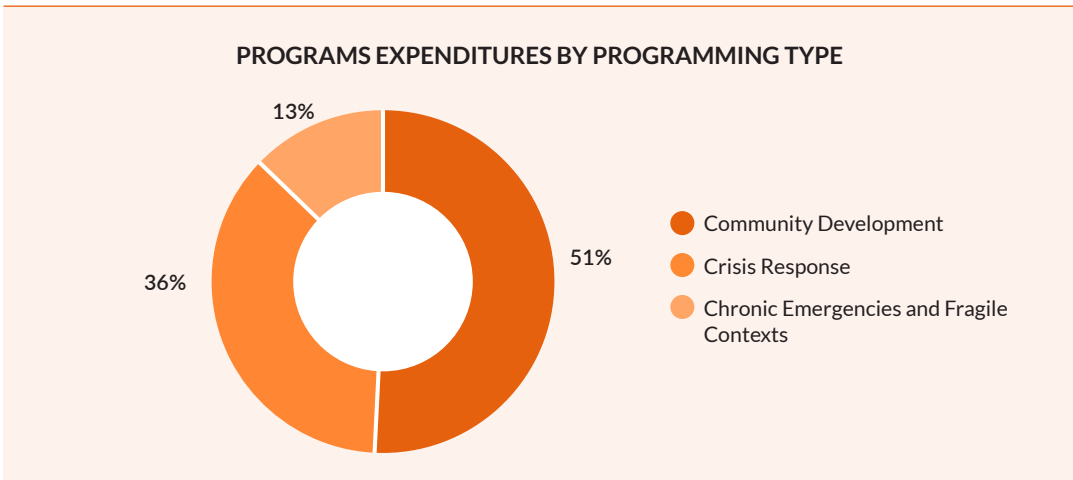
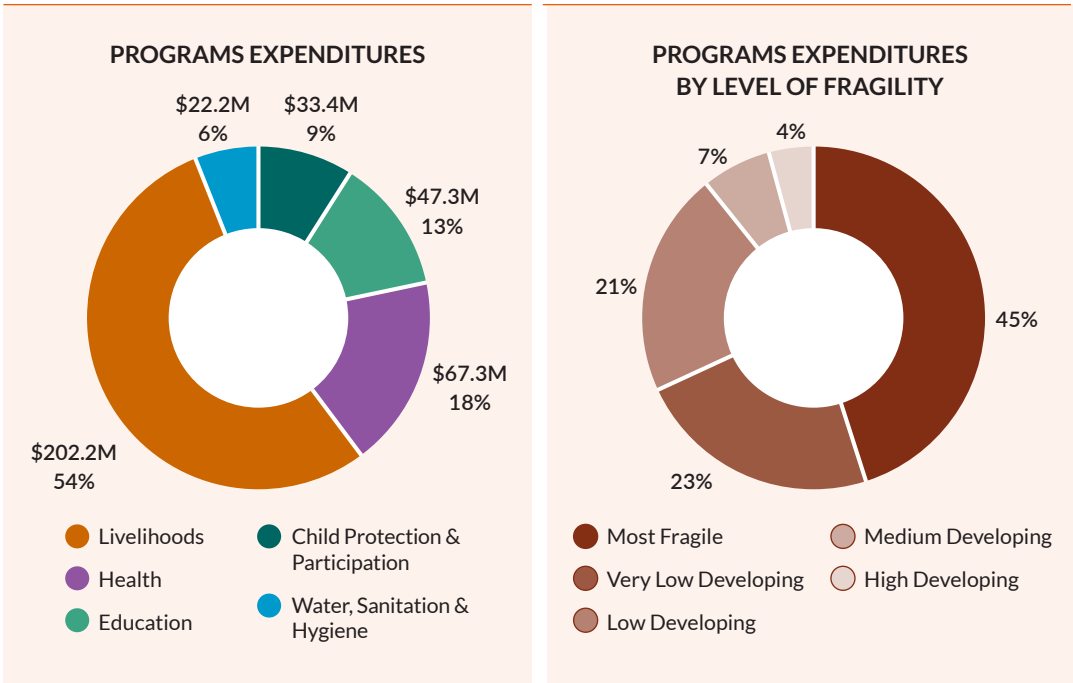


Vital Support & Accountability 5.5%



This chart is based on a five-year average of World Vision Canada's annual statement of total expenditures.

HOW DONATIONS WERE INVESTED IN 2022





Drew Fitch
Chair, World Vision Canada Board
of Directors

“World Vision Canada’s independent Board of Directors unreservedly approves the summarized financial statements in this Annual Report. As careful stewards of your gifts, our goal is to ensure that your donation helps transform the lives of the most vulnerable children around the world. We are deeply grateful for your support.”



WORLD VISION CANADA is federally incorporated and located in Mississauga, Ontario. For more information, or for a copy of our latest audited financial statements, please visit our website at www.worldvision.ca.

You may also send an email to info@worldvision.ca or contact the Director, Operational Excellence at [1-800-268-4888](tel:1-800-268-4888).



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World Vision is a Christian relief, development and advocacy organization working to create lasting change in the lives of children, families and communities to overcome poverty and injustice. Inspired by our Christian values, World Vision is dedicated to working with the world’s most vulnerable people regardless of religion, race, ethnicity or gender.

In the fiscal year ending September 30, 2023, World Vision Canada anticipates raising \$384 million in total revenue for its community development, emergency relief and advocacy work, of which approximately 11.8% will be used for necessary fundraising. In cases where donations exceed what is needed or where local conditions prevent program implementation, World Vision Canada will redirect funds to similar activities to help people in need.



VIEW THE FULL 2022 ANNUAL REPORT

to see all of the work World Vision has
achieved through all of our programs