

Remaining steadfast to see greater impact

A letter from Michael

I write this letter in the spring of 2022, having just returned from the Ukraine-Romania border. I heard so many stories of heartbreak and challenge from women and children fleeing the violence there. And the crisis in Ukraine is just one among many—COVID-19, climate effects, protracted conflicts, food insecurity and exploitation all continue. More than ever, I find myself contemplating the overwhelming and deep *need* of our ever-changing world.

Yet even as we've sensed the ground shifting beneath our feet—for us at World Vision, two things have remained clear. First, girls and boys today face greater challenges than we've seen in this lifetime. Second, we are undeterred. World Vision remains steadfast, committed to our God-given mission to help children where they need us most—even in some of the world's toughest places.

Fiscal year 2021 saw our investment in the most fragile contexts increase to 43% compared to 34% in the previous year—a sign of our commitment to helping in the places where it's hardest to be a child. Endeavoring to provide more protection and decision-making power for women in fragile contexts while increasing food security, we provided \$67 million directly to families through cash-based programming, in partnership with the World Food Programme. And when we analyzed the results from our five-year ENRICH grant in Kenya, Myanmar, Bangladesh and Tanzania, we found that our efforts had prevented over a thousand deaths, including 849 children under the age of five.

We strive to do the *most* good we can for children who are *most* in need, and part of that means putting time and expertise to measuring the results of our work. Evaluating our impact through rigorous measurement and analysis shows where we've been strong and where we need to improve. It keeps us accountable to the families we serve and the donors who support us. It drives us to be good stewards of the funds and resources we have been given by our generous donors. And it equips us to make sound decisions in times like these, as the world faces so many destabilizing factors.

This year, you'll notice a new format for our annual report. It runs longer and delves deeper into the progress we made in 2021. It features in-depth explorations of the challenges we face (even where we've not met our goals), the solutions we're applying, and the progress, change and measurable impact we're achieving, because of your partnership.

Despite extremely challenging conditions, the impact we're making together only continues to grow. Thank you for the critical part you have played in that. May God bless you.



Michael Messenger
President, World Vision Canada