

World Vision



Invest Impact Transform



Our vision for every child,
life in all its fullness;
Our prayer for every heart,
the will to make it so.

Our mission is to be a Christian organisation that engages
people to eliminate poverty and its causes.

Our values:

- We are Committed to the Poor
- We Value People
- We are Stewards
- We are Partners
- We are Responsive
- We are Christian

Message from our CEO



The 21st century business world is increasingly crowded, complex and competitive. In addition, consumers are increasingly discerning and selective of the companies they choose to support. A constant challenge for Australian businesses is to find a compelling way to stand out from the competition. Businesses are increasingly conscious of the need to operate with greater accountability and to demonstrate positive global, economic and social impact.

More companies are looking to Corporate Social Responsibility (CSR) as a proven vehicle to drive greater staff, stakeholder and community engagement. One recent study showed that consumers are more and more likely to be influenced in their purchasing decisions by a company's association with a cause.

Linking your brand with World Vision Australia is a powerful way to improve brand image, retain and empower your staff and build strong relationships with stakeholders.

World Vision is Australia's largest and most trusted charity. Forty years of support has led to annual proceeds today in excess of \$300 million, to help transform the lives of more than 12 million people in over 50 countries.

When you **invest** in World Vision's expertise as a leading international humanitarian agency, you will help create a positive **impact** on the lives of children and families living in poverty and the lives of your employees. This strategic alliance will deliver a range of tangible benefits across your business's bottom line and most important of all, **transform** lives.

I look forward to welcoming you on board as a corporate partner.

Tim Costello
World Vision Australia Chief Executive

For decades, World Vision has always responded to humanitarian crises.



1970s
Vietnamese refugees



1980s
Famine in Ethiopia



1990s
Rwanda genocide



2000s
Boxing Day tsunami

An overview of World Vision

History

World Vision was founded by Bob Pierce, an American missionary who saw an urgent need to help children deprived of food, shelter, clothing and medicine, on his trip to China and Korea in 1947.

Since then, World Vision's focus has grown from a welfare approach to collaborative relationships. Today, the emphasis is on working with poor and marginalised communities to improve their lives and take control of their own future.

Philosophy

World Vision is a non-denominational, Christian humanitarian and aid development agency. We believe in equality for all people and work with people of all cultures, faiths and genders to achieve transformation through:

- **Relief and development** - Implementing best practice programs overseas and in Australia to save lives and build sustainable communities.
- **Policy change** - advocating to change government and institutional policies in Australia and internationally to benefit people in need.
- **Synergy and effectiveness** - striving to be a collaborative, efficient and effective organisation that we are proud of and others speak highly of.
- **Engaging Australia** - continuing to educate Australians about the causes of poverty and encouraging involvement in alleviating poverty and its causes.
- **Christian values** - promoting an understanding of the importance of personal growth and social justice in the work we do.

Corporate governance

The work of World Vision is overseen by a Board of 14 non-executive directors who regularly review our mission statement, ethics, values, resources and financial position. The Board ensures proper audit functions and compliance in legal, statutory, ethical and corporate governance matters.

World Vision Australia is committed to accountable and transparent financial management. We follow strict procedures to ensure funds are used as intended, including annual internal and external audits.

At least once every three years we are also audited by World Vision International's Audit and Evaluation Department. To enhance our risk management processes, a manager of risk and internal audit was employed during 2007.

Transformational development

World Vision is committed to the Transformational Development Approach, which empowers communities to become self-reliant and find solutions to take control of their lives.

Our work comprises short-term emergency relief projects and long-term community development projects. We adopt an integrated approach to help communities deal with immediate problems, like malnutrition and disease, as well as the underlying causes of poverty such as unemployment, illiteracy, landlessness and dependency.

Our passion, combined with the quality of our specialist advisors, ensures we consistently strive to deliver highly effective programs.

A major priority over the next few years is improving the impact of our work by consistently and vigilantly improving our design, monitoring and evaluating tools. In addition, we are working with communities to build their capacity to seek changes from their own governments, in areas like water, economic development and HIV and AIDS.

We value engagements with corporations and their employees keen to invest in a partnership to create a positive impact on the lives of children and families living in poverty. Our alliance aims to deliver positive benefits on many levels. With your support we will work to transform the lives of the communities we work with – and the benefits of giving will be shared throughout your organisation and with your customers.

Recent highlights

Largely through the support of around 400,000 Australians and corporate partners, World Vision has helped over 20.4 million people through 735 projects in 62 countries, as well as Indigenous communities in Australia.

In 2007, World Vision Australia:

- Raised \$356.5 million, an increase of 13.9% on the previous year.
- Received goods donated by Australian companies to the value of \$97.7 million.
- The proportion of revenue spent on fundraising reduced from 8.6% to 7.8%.
- The proportion of revenue spent on administration reduced from 7.1% to 6.9%.
- The number of children sponsored passed 400,000.

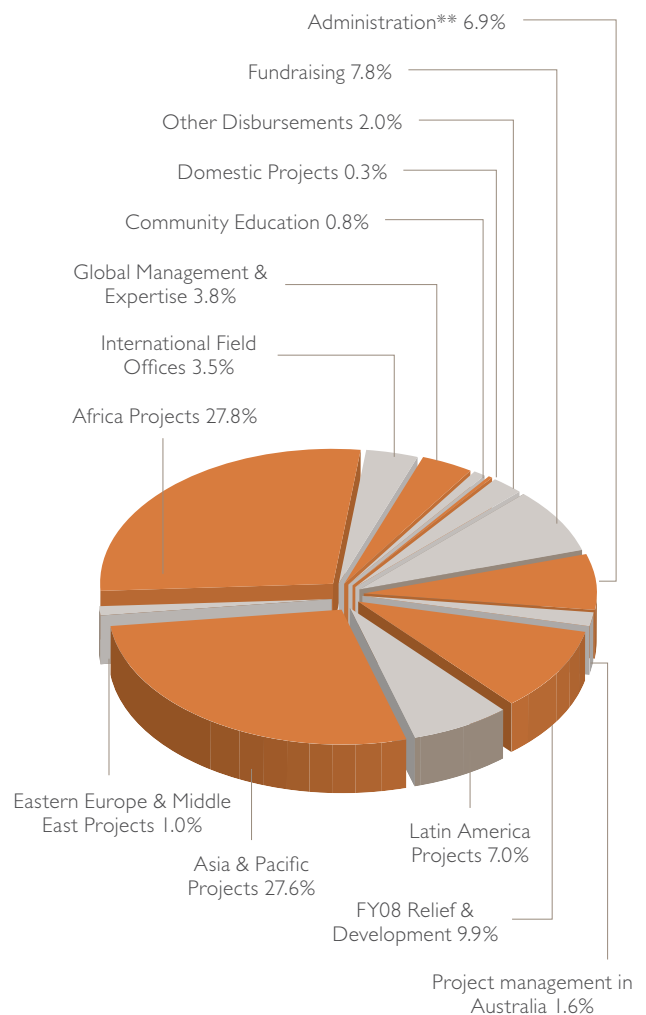
Community development

- Integrated best practice in day care, foster care, emergency care and maternal care service models into government child protection programs in Romania.
- Helped local producers in Brazil access new local, regional and European markets through improving the quality of their products. This approach will be introduced across Chile, Peru, Colombia and Bolivia.
- Assessment of conflict issues in the Solomon Islands to address governance and aid effectiveness.
- Assisted coffee growers in Ethiopia through a new initiative with Jasper Coffee, a leading Fairtrade coffee company.

Emergency relief

- Helped millions of people in the Pakistan earthquake, the Middle East conflict, floods in South Asia and Africa, the East Timor crisis and long-term rehabilitation projects like the Asia tsunami disaster.
- Partnered with World Vision offices overseas to generate \$33.2 million worth of food from the United Nations and other agencies for emergency food programs in Africa and East Timor.
- Strategies started in all child sponsorship funded projects to better prepare communities for natural disasters.

Disbursements of Revenue Summary*



- The proportion of revenue spent on fundraising reduced from 8.4% to 7.8%.
- The proportion of revenue spent on administration** reduced from 7.1% to 6.9%.

* Excludes Tsunami.

** FY06 includes \$1.1 million for implementation of our new supporter records management system.

Policy change

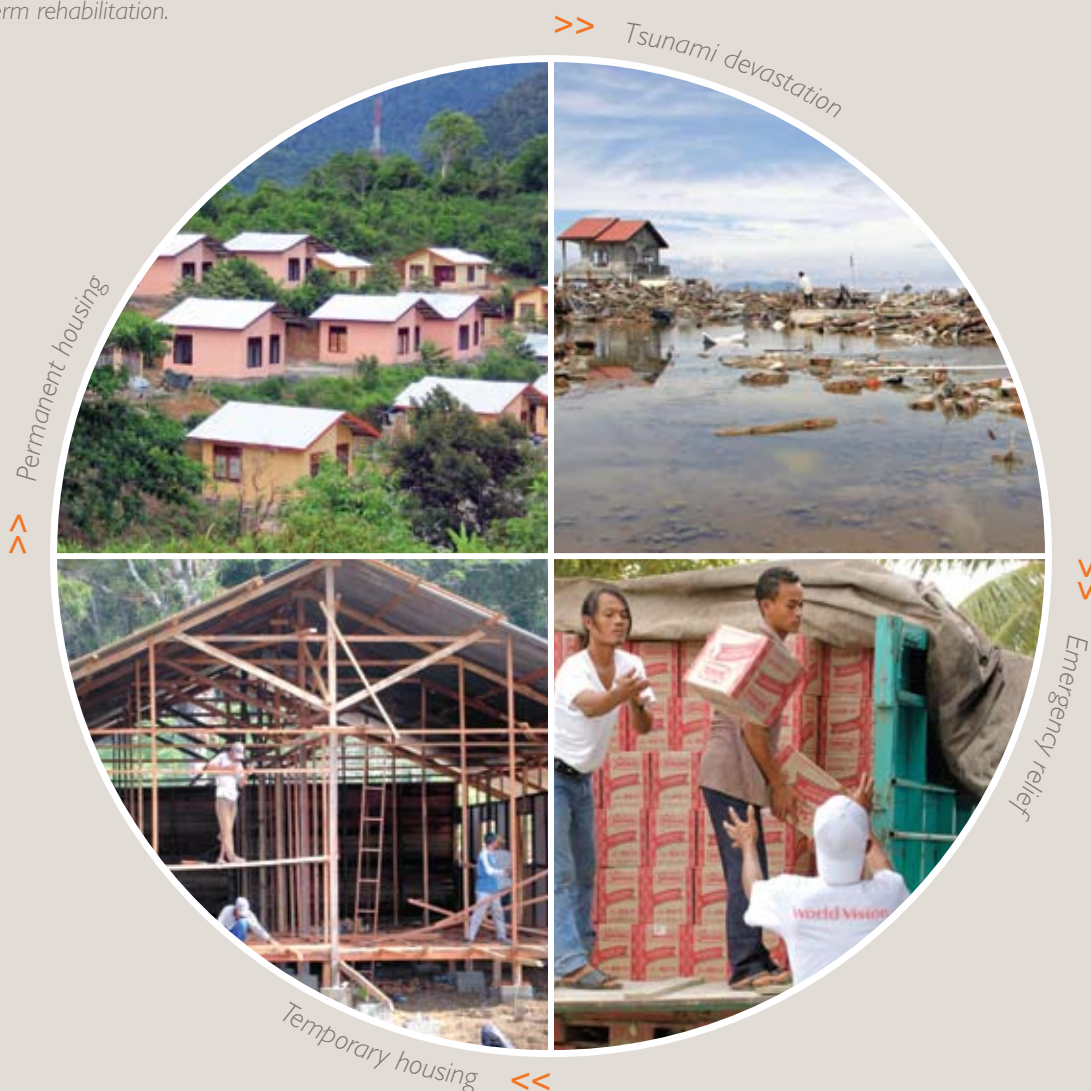
- Conducted global research to influence policy changes and improve access to anti-retroviral therapy for people living with HIV and AIDS.
- Supported World Vision Cambodia in negotiations with the Cambodian Ministry of Tourism led to the establishment of Child Safe Tourism Commissions in every province of Cambodia to ensure the rights and dignity of children are protected.

Engaging Australia

- Over 43,000 new Australian child sponsors in 2007, in addition to new supporters for programs such as Child Rescue, Water Health Life and Twice As Green.
- Over 270,000 people took part in the 40 Hour Famine, raising \$5.3 million for projects in Laos, East Timor and southern Africa. Almost 3,000 school and church groups from across Australia were involved.
- More than 100,000 Australians took action as part of the Make Poverty History campaign.
- 3,808 Australians volunteered 157,056 hours of their time for World Vision Australia, making a contribution valued at more than \$3.4 million.

Boxing Day tsunami 2004

The town of Aceh in Indonesia goes through the stages of emergency relief, rebuilding of infrastructure, through to long-term rehabilitation.



1980s



Today



Transforming environment and lives – World Vision has helped change Antsokia Valley in Ethiopia from a dustbowl in the mid 1980s into a fertile, drought-proof oasis today.

Our shared role in social responsibility

Fighting global poverty requires the participation of individuals and businesses from rich and poor countries alike. Through education and campaigning, World Vision's advocacy work engages all levels of the Australian public in the fight against poverty.

World Vision also campaigns for the Australian Government to fulfil its pledge to achieving the Millennium Development Goals to halve extreme poverty by 2015.

Whilst collaborating with corporations and organisations to exercise their corporate social responsibility, World Vision undertakes a list of initiatives to carry out our share of social responsibility, including a goal to reduce our environmental impact by 10% a year, setting up a green fleet and climate change committee.

Supporting corporate social responsibility is one effective way for Australian businesses to join a global effort in transforming lives. By reviewing, reporting and where appropriate, adjusting business operations to respond to the reality of poverty, Australian businesses can play an important role in promoting sustainable economic activity and poverty reduction.



Maxime is one of many students learning to use new gardening tools as part of an agricultural education program in Vanuatu.

Becoming a World Vision corporate partner

World Vision is one of Australia's leading charities with over 400,000 supporters. A recent branding survey* found 84% of Australians agreed that 'World Vision is an effective and trustworthy organisation.'

When you align your business with World Vision, you start a mutually beneficial and long-term partnership that not only enhances your brand image in the mind of consumers, but also inspires employees and shareholders.

Our Corporate and Donor Relations staff will work with you to understand your corporate culture, CSR drivers and business needs to map out a strategic relationship.

We aim to provide opportunities to communicate your support through various media, including rights to World Vision intellectual property and product placement when appropriate.

Together, we will work towards adding real value to your customer interactions and employee and shareholder involvements through a wide range of philanthropic partnerships. These partnership options include corporate sponsorship, cause related marketing, workplace giving, staff volunteering, services and gifts in kind.

**Quantum Market Research 2005*

Jetstar aims for new heights

StarKids is the program that took flight as a result of Jetstar's partnership with World Vision. The program aims to raise \$3 million in three years for community projects in key Jetstar international destinations including Vietnam, Indonesia, Thailand, as well as projects within Australia.

Jetstar got into the spirit in August 2007, by making a donation equivalent to all profits from any in-flight food and beverage sales on all of its 1,100 daily domestic and international flights for the 40 hours of the 40 Hour Famine.

This event was followed by a corporate donation event held on 30 August when the airline donated \$5 for every domestic flight segment booked on its website. Together these events raised \$90,000 for the StarKids program.

Jetstar has now launched its major fundraising initiative supporting the StarKids program with donation envelopes now on board every domestic and international Jetstar service.

What your involvement can help support

World Vision works with communities overseas and in Australia to achieve transformational development. Many of our programs are funded partially by Australian companies. Some of the key areas include:

Health

- Malnutrition is a major contributing factor in one-third of child deaths worldwide, especially in poorer countries.
- Worldwide, more than 10 million children die each year before their fifth birthday, many from preventable illnesses. Over 98% of these are in developing countries.
- When family members are ill, scarce financial resources must be spent on healthcare instead of food, schooling or other essentials.

Your company's support can help in projects like:

- working with communities to build and equip health clinics.
- running immunisation programs.
- working with communities to improve agricultural skills to produce sufficient, nutritious food.

Water and Sanitation

- Over a billion people lack access to clean water. Over two billion don't have access to adequate sanitation.
- Poor hygiene and inadequate sanitation quickly spread diseases. Of the nearly two million children who die of diarrhoea and other waterborne diseases each year, almost all are under five.
- In the last ten years, dehydration caused by diarrhoea has killed more children than all the people killed in wars since World War II.

Your company's support can help in projects like:

- providing access to clean water and improved sanitation.
- improving infrastructure such as wells, rainwater catchments and toilets.
- training communities in disease prevention through basic hygiene and sanitation.
- providing training and support to more effectively manage local water resources.

Education and Livelihoods

- Many families struggling in poverty can't afford school fees, uniforms or books for their children.
- Some schools have no proper buildings, furniture or educational materials.
- People with little education are more likely to be in low-paid, dangerous and exploitative work.

Your company's support can help in projects like:

- rebuilding schools, providing furniture, books and educational materials.
- providing early childhood education and developmental support for children under five.
- providing vocational training and support, enabling communities reliant on agriculture to diversify their income sources and develop new income-generating opportunities.

Women and Children

- In parts of Africa, women and children often walk for hours to collect water, at the expense of growing food or attending school.
- Out of the 115 million children of school age who are not in school, almost 60% are girls.
- Growing up, girls in poorer countries are likely to receive less food and healthcare.

Your company's support can help in projects like:

- providing financial aid or scholarships to encourage more girls to attend school.
- providing women with new skills, knowledge, leadership training and access to small business loans.
- training more women to enhance their status and become role models to counter prejudice and discrimination.



Tim Costello with children from the remote Wetenngerr community in the Northern Territory.

Environment

- The most vulnerable people often end up living in the least fertile and most hazardous land.
- In struggling to exist and grow enough food, they may be forced to damage their own environment through over-farming, cutting down trees for fuel or contaminating waterways.
- The world's poorest people are also the least equipped to cope with environmental degradation as a result of climate change.

Your company's support can help in projects like:

- educating communities on appropriate ways to manage their land, vegetation and water sources towards a sustainable environment.
- supporting communities to carry out environmental projects like planting trees to reduce erosion, learning new agricultural techniques like composting, using organic pest controls and crop diversification.

Indigenous Australian Programs

- Compared with non-Indigenous Australians, Indigenous Australians are nearly three times as likely to die before their first birthday.
- Two out of three Indigenous youths will not finish secondary school.
- On average, life expectancy for Indigenous Australians is 20 years shorter than the wider Australian population.
- World Vision's work with Indigenous communities is through invitation only and is based on needs identified in consultation with community leaders and members.

Your company's support can help in projects like:

- building long-term, sustainable community development projects.
- increasing opportunities for Indigenous youths through education and skills training.

Developing Indigenous leadership

The City of Stonnington in Victoria is proud to support World Vision's Leadership and Governance Project in the remote Wetenngerr community in the Northern Territory. The project aims to develop strong, functioning and community-legitimised governance structures through a community-based transformational development process.

This partnership is in line with the City of Stonnington's commitment to reconcile with Indigenous Australia through the sponsorship of a sustainable support program for a disadvantaged community.



Children like these in Indonesia receive the chance to go to school, and the opportunity of a better life.

Corporate Sponsorships

Sponsorship provides your business with the opportunity to promote your support of charitable causes through various advertising and marketing avenues.

World Vision is one of Australia's most recognisable charities. By sponsoring World Vision campaigns and events, your company can increase brand awareness among key Australian demographics.

Studies have shown that more than a third of consumers were influenced to buy a company's products or services in the last year because of its association with a charitable or community cause.

When considering similar products in terms of price and quality, 77% of consumers would prefer to purchase a product associated with a cause.*

World Vision's targeted marketing initiatives can help you make the most of your sponsorship investment.

**Heart & Sold, Cavill & Co, Worthington, Di Marzio, 2001*



Mrs Kham now has three healthy children thanks to services and health education provided by the Pakkading mother and child health project in Laos.

Changing lives with new opportunities

Through its 'Change a Life' initiative, Computershare is supporting the following two projects with World Vision to provide a sustainable future for communities living in poverty in Chad and Ethiopia.

Chad: Regenerating the environment

80% of Chad's population rely on the land for subsistence farming and livestock-raising. One of the most pressing concerns is the rate of desertification due to deforestation, inappropriate farming techniques and crop selection.

This project ensures that natural diversity is reinstated, giving alternative sources for food and income, significantly reducing the impact of drought and famine.

Ethiopia: Gift of sight

Of Ethiopia's population of 65 million, 900,000 are blind and 80% of these cases could have been prevented. An additional three to four million people are visually impaired and unless quality eye care is made available, they too are at risk of losing their sight.

World Vision's trachoma prevention and control programs have touched over 300,000 Ethiopians. A mobile eye care clinic launched in 2005 have screened thousands of people for trachoma and provided training for health workers. This initiative helps to curtail the rapid onset of blindness by bringing treatment to remote areas that would not otherwise be accessible.



In countries like Ethiopia, where healthcare is limited, mobile eye treatment camps provide vision screening and surgery to prevent eye problems in children and adults.

Cause Related Marketing

Cause Related Marketing (CRM) is a powerful strategy to build a company's brand and reputation, secure customer loyalty and inspire staff loyalty.

CRM can increase sales and strengthen customer loyalty in ways that far exceed traditional product marketing activities. It is an effective way to link your product or brand with a particular cause and in doing so, generate revenue for a particular charity.

Consumers respond extremely positively to CRM and see it as an easy way to give to and support a charity. In considering similar products in terms of price and quality, 54% would be willing to switch from their normal brand to one associated with a cause.*

**Heart & Sold, Cavill & Co, Worthington, Di Marzio, 2001*

Water for the World

Stratco's 'Water for the World' campaign involves a CRM partnership with World Vision, where \$5 from the sale of every Stratco Modular and Aqua-Barrell tank goes to the Masaka Water Project in Uganda.

The Masaka Water Project aims to improve the lives of more than 23,000 people through the construction of essential water infrastructure and introduction of new techniques for land and water management.

Funds raised by Stratco will provide ten water tanks, each holding 10,000 litres, which will be installed at ten schools to harvest rainwater. This constitutes part of World Vision's water infrastructure project that includes installing new wells and boreholes, protection of surface water supplies such as springs, improving water storage by households and training community members to manage water sources.

Stratco's partnership is prominently promoted with the use of large billboards and advertising at bus shelters.



In Kenya Aaron, aged 10, draws water from a nearby borehole constructed by World Vision.

Workplace Giving

Staff Volunteering

Giving your staff an opportunity to support a charity can have a powerful effect on morale, motivation and loyalty.

The Workplace Giving Program is part of a Federal government initiative to let employees donate money directly on a regular basis through their pre-tax pay to nominated Deductible Gift Recipients, such as World Vision. By giving to charities that are Deductible Gift Recipients, employees receive a tax deduction up front.

Employees can donate to support a number of World Vision programs. We will also work with you to decide the best program for your organisation to support. Setting up a Workplace Giving Program in your organisation is a concrete and measurable expression of your business's commitment to long-term community engagement.

It is well documented that volunteering can play a vital role in motivating staff and instilling pride in their organisation. Not only does volunteering add variety and diversity to the work day, it also fosters new ideas and skills and helps people become more resourceful and to think outside the box. Many organisations find staff volunteering to be an incredibly powerful tool in training and development.

Staff Volunteering with World Vision benefits your organisation by:

- contributing to your staff retention strategy.
- boosting staff morale.
- providing a point of differentiation in recruitment.

Culture of giving

Over 150 companies currently participate in Workplace Giving, including the Australian Taxation Office.

Assistant Commissioner David Diment said World Vision is one of 24 charities that Tax Office employees can contribute to.

“As part of our workplace giving program, we approached World Vision to see how they could help us make it easier for employees to contribute to their child sponsorship and general program.”

“As a result, employees can now choose to have contributions deducted from their salary each fortnight to support World Vision causes.

Around 175 employees support World Vision's general program and over 100 participate in the child sponsorship program.

Services in Kind

Services in Kind is an excellent way for Australian businesses to provide valuable support to charity organisations. Professional services are essential to the administration and running of charitable organisations and can be just as effective as any cash gift.

For your employees, services in kind gives them an opportunity to make a significant contribution to a great cause, whilst substantially increasing job

satisfaction. Most staff enjoy and benefit personally from their contribution and involvement, which leads to improved morale at work.

World Vision will work with you to identify and provide opportunities for your staff to donate their expertise. This not only helps World Vision operate cost-effectively but also lets your staff expand their skills and experiences while contributing to the community.

11 year-old Li Feifei enjoys learning maths at school in Yunnan Province in China.



Sharing business expertise

The commitment from PricewaterhouseCoopers towards World Vision extends well beyond their financial contributions to many hours of volunteering and services in kind.

This engagement has included a team of auditors in Sydney verifying donations to World Vision for emergency responses such as the tsunami appeal and also the review of the way funds were being used in the field. This work, which began soon after the devastating tsunami, will continue in the coming years as the emergency situation moves from relief aid to economic development.

Audit services provided by PricewaterhouseCoopers for the World Vision Indigenous Program in Armadale, and for other World Vision projects, will ensure that World Vision achieves its desired outcome of good governance and transparency.

Gifts in Kind

Gifts in Kind (GIK) or donations of a company's products, equipment and expertise plays a vital role in supporting people living in extreme poverty and crisis. Through our partnerships with corporations and institutions, GIK helps save and transform the lives of nearly half a million people each year.

In 2007, Australian and international businesses donated more than \$65 million in GIK.

World Vision's GIK program provides a holistic partnership opportunity for your company. Your products and expertise can transform and empower lives and communities when aligned and integrated into World Vision's programs.

Our GIK program transforms the lives of people in extreme poverty and crisis. Your organisation can facilitate this transformation while:

- effectively meeting corporate social responsibility objectives.
- investing in the people and communities that contribute to your organisation's success.
- strengthening your brand awareness and benefiting from World Vision's brand strength.
- engaging customers and building customer loyalty.
- providing a tax deduction for market value of stock.
- moving surplus stock and reducing warehouse costs.
- providing additional promotional and media opportunities.
- engaging staff through volunteering activities such as sorting and packing of donated products.

Stitch in Time

One principal way to break the cycle of poverty is to engage people in developing countries to start enterprises that can generate income for their families.

Stitch in Time, a partnership between Spotlight and World Vision, aimed to achieve this through Spotlight customers' donations of pre-loved sewing machines. In return, the customer received a \$75 voucher to put towards the purchase of a new machine.

The program collected over 4,500 machines, which were allocated and integrated into various overseas projects, along with donated fabric, thread and haberdashery supplies.

These machines will help establish sewing groups in impoverished communities, enabling women to make clothes, earn an income and take control of their lives and improve living conditions for their families.

This partnership has also given Spotlight staff the opportunity to share their passion of giving and feel empowered to be helping others who have little of the things we take for granted in Australia.



“I believe we stand at a moment of unequalled opportunity. Governments must now step up to the plate with more money – wisely targeted – to expand effective global health programs to reach all those in need. Businesses, community groups and individuals all play a role as well. I’m now more convinced than ever that we can create a healthier world for everyone.” - *Bill Gates, chairman and founder of Microsoft.*

The Bill and Melinda Gates Foundation is one of the largest charitable foundations in the world, founded by Bill and Melinda Gates in 2000.

By supporting the work of World Vision, your business can make a huge difference to the lives of so many – helping them build a better, sustainable and more prosperous future.

World Vision Australia

Corporate and Donor Relations

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sustainable
forest