

# Christian Children's Fund

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## **FOR IMMEDIATE RELEASE**

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## **Needs of Children Remain Great; CCF Committed to Services for Children**

**Richmond, Va.** – Dec. 8, 2008 – At Christian Children's Fund (CCF) a slowing economy has not interrupted the work to provide vital services to deprived, excluded and vulnerable children in 32 countries. Like others, though, it does mean CCF is making adjustments to its budget to assure its programs continue.

To date, donations are \$5 million less than budgeted. CCF's President and CEO Anne Goddard recently revised CCF's revenue forecast to reflect the changing economic conditions. The revised forecast puts overall income at the same level as fiscal year 2008, which was about \$230 million.

Goddard is encouraging staff to carefully manage expenses while continuing its good stewardship. Last year 83 percent of each dollar donated was spent on programs for children.

To date, the strategy is working. CCF has reduced expenses with no decrease in assistance to children. CCF continues to provide services to 15.2 million children and family members worldwide.

"By all staff working together, we continue to provide vital services to children," Goddard said. "The current environment reinforces the fact that being good stewards of what we spend is good for our organization as well as our donors and the children we serve."

CCF relies primarily on individual donations for its revenue, most of which comes from individual monthly sponsorships. In fiscal year 2008, individual person-to-person child sponsorships accounted for \$172.3 million of CCF's \$229.8 million in revenue.

In fiscal year 2008, 30 percent of CCF's revenue came during the months of October through December, a trend Goddard hopes continues this year.

"We know that children around the world continue to need assistance, and we are confident that people will continue to help," she said. "We have always been touched by the generosity of our donors, even during tough times."



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*Christian Children's Fund (CCF) is a global force for children, helping the world's deprived, excluded and vulnerable survive and thrive in order to reach their full potential. Serving children since 1938, CCF works in 32 countries and assists approximately 15.2 million children and family members worldwide, regardless of race, creed or origin. CCF is a member of the ChildFund Alliance.*

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To acknowledge supporters during these challenging economic times, CCF employees are calling them to say thanks.

“Our employees are volunteering their personal time to call and thank donors for supporting us and our working with children,” Goddard said.

“It’s one way we can say thanks during this season to our donors who have always been generous – not just during the holidays,” Goddard said. “We’re fortunate to have the donors that we do, and we want them to know how much we appreciate them.”

For more information on Christian Children’s Fund, visit [www.christianchildrensfund.org](http://www.christianchildrensfund.org).

*Note: Christian Children’s Fund fiscal year runs from July 1 through June 30.*

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