

Christian Children's Fund

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Contact: Cynthia Price 804.756.2722

Christian Children's Fund to Continue Helping Children as ChildFund International

New Strategy, New Global Brand Will Position Charity for another 70 Years

Richmond, Va. – April 24, 2009 – For 70 years, Christian Children's Fund has helped ease the burden of poverty for children and their families. As the plight of deprived children continues, CCF, one of the world's oldest and largest child development organizations, announced this week it is adopting a new strategy, and a new globally unified name and brand.

As CCF embarks on its next 70 years, its dedication to assisting deprived, excluded and vulnerable children will continue as ChildFund International. CCF's Board of Directors approved adoption of the new name at its meeting on April 21. The ChildFund International name will take effect July 1.

"We will begin our next 70 years with a new name – one that unifies us with others who are working for similar outcomes for children – broadening our reach and strengthening our impact to improve conditions for the world's children," said CCF President and CEO Anne Lynam Goddard.

The changes come after CCF put the entire organization under the microscope leading up to its 70th anniversary. CCF studied best practices among child development charities, reviewed its programs on the ground, consulted with recognized experts in child development and child-centered community development, and, most importantly, talked to members of its employee and donor family.

The name may be different and the strategic approach may be refined, but the goals of the organization remain the same – to help as many children through programs that make a difference around the world as possible. The need for collaboration is stronger than ever as an estimated 53 million additional people this year will fall into poverty because of the economic crisis.

"Our tradition of serving children around the world continues," Goddard said. "We are proud of what we have been able to do over the past 70 years and we are excited and optimistic about what we will be able to do in the next 70 years."



Christian Children's Fund 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 31 countries and helps more than 15.2 million children and family members worldwide, regardless of race, creed or origin. CCF is a member of the ChildFund Alliance. It has earned 4 stars from Charity Navigator.

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The new strategy focuses on key interventions along the journey of a child from birth to young adulthood that will have the most impact on improving a child's life. By prioritizing programs that enable healthy and secure infants, educated and confident children, and skilled and involved youth, CCF can have the greatest impact on their well-being.

“Our strategy allows children to get healthy, to get smart and to change their world. These views are the distinguishing features of CCF and will be at the core of our work as ChildFund International,” Goddard said. “We believe children have the capacity to improve their own lives and to be leaders of the next generation. The most sustainable change comes from within a community. As we change a childhood, we change the world.”

The name ChildFund International reflects the true breadth and international scope of the organization's work and recognizes its affiliation with a network of 11 other international child development organizations that assist children living in poverty. CCF was a founding member of ChildFund Alliance and maintains a central role in the group's work. Its participation in the ChildFund Alliance extends CCF's global reach to 55 countries, where deprived, excluded and vulnerable children need assistance.

Membership in the Alliance creates opportunities for collaborative activities, including expanded programming and fundraising. Through the Alliance, ChildFund International is able to work with more children in more countries and in more effective ways.

This is not the first time CCF has changed its name. CCF was founded in 1938 as China's Children Fund. As its work expanded outside of China, the name Christian Children's Fund was adopted.

CCF works in 31 countries and helps more than 15.2 million children and family members. Since its inception, CCF has provided nearly \$3 billion in assistance to children and family members, with most funding coming from monthly child sponsorships.

For more information, visit www.christianchildrensfund.org.



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