



FOR IMMEDIATE RELEASE

Contact: Cynthia Price 804.756.2722

Christian Children's Fund Name Change to ChildFund International Official

Richmond, Va. – July 1, 2009 – Christian Children's Fund, one of the world's oldest and largest child development organizations, is now ChildFund International. The new name takes effect today.

The name ChildFund International is part of the organization's new strategy to meet the needs of children today and tomorrow. ChildFund International has served children since 1938 and helps 15.2 million children and family members in 31 countries.

"The new name strengthens our ability to work in closer partnership with new allies and be more approachable to an increasingly diverse global landscape – all while pursuing the core mission of bringing positive change to the world's children that has guided our organization since its founding," said ChildFund International President and CEO Anne Lynam Goddard.

The new name and a new strategy were announced in April following the board of directors' approval.

"We are not just changing our name, we are sharpening our focus, and accelerating our work," Goddard said. "We want to do more than help our children escape the root causes of poverty – we want to help them uproot those causes. We want children to lead the change."

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. ChildFund was a founding member of ChildFund Alliance and maintains a central role in the group's work. Its participation in the ChildFund Alliance extends ChildFund International's global reach to 55 countries, where deprived, excluded and vulnerable children need assistance.

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, ChildFund 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 were the distinguishing features of CCF and will be at the core of our work as ChildFund International," Goddard said.



In addition to the new name, ChildFund launched a new Web site today – www.ChildFund.org. The new and improved, user-friendly site allows donors to share stories, experiences, photos and connect with others.

The homepage will be the central place for users to watch videos, read inspiring stories and become more acquainted with the ChildFund approach to serving deprived, excluded and vulnerable children.

The Web site also allows users to virtually visit ChildFund’s program areas using the “Place” and “Explore” sections.

A new “Children” section presents information about the lives of children supported through donations. This section will show children through each life stage, showing how ChildFund helps people transition from infant to child to youth leaders.

“We believe children have the capacity to improve their own lives and to be leaders of the next generation,” Goddard said. “The most sustainable change comes from within a community. As we change a childhood, we change the world.”

#



ChildFund International is a global child development and protection agency, helping the world's deprived, excluded and vulnerable children survive and thrive in order to reach their full potential. Serving children since 1938, ChildFund International works in 31 countries and helps more than 15.2 million children and family members worldwide, regardless of race, creed or origin. ChildFund International is a member of the ChildFund Alliance. It has earned 4 stars from Charity Navigator.