



Growing Connections Strategy 2030

Delivering Lasting Impact for Children

For nearly 90 years, ChildFund has worked alongside children, families and communities to help children grow up healthy, educated, skilled and safe.

Today, children are growing up in a world shaped by conflict, climate pressures and rapid technological change. These forces are reshaping childhood and creating new barriers — and new opportunities — for children and young people around the world.

ChildFund's strategy focuses on delivering lasting impact for children by strengthening the systems that support them, advancing locally led solutions and preparing children and young people to thrive in a changing world.

Our Goal

By 2030, ChildFund will help achieve lasting impact for 100 million children and families annually — so children grow up healthy, educated, skilled and safe in systems that sustain change.

We measure success in lives improved and systems strengthened. By combining direct work with children and communities with efforts that strengthen the systems around them, we seek to create results that endure over time.

The World Children Are Growing Up In

Children today face a complex and rapidly changing reality. Conflict and displacement are disrupting children's safety, health and education across many regions. Climate change is increasing pressures on families and communities, threatening livelihoods and creating new risks for children's well-being. Digital transformation is reshaping economies and societies — creating opportunities for learning, connection and employment while also introducing new risks, particularly for children online.



At the same time, children and young people are increasingly raising their voices and helping shape solutions to the issues affecting their lives and futures.

The development sector is also evolving. Communities, governments, donors and partners increasingly recognize that lasting progress depends on local leadership, stronger systems and evidence of what works.

ChildFund's strategy responds to this changing landscape by investing in the conditions that allow children, families and communities to thrive over the long term.

Our Commitments to Children

ChildFund's work is anchored in four commitments that guide how we support children, families and communities:



Healthy Starts & Lifelong Well-being:

Children grow up healthy and well nourished, with access to essential health, nutrition and WASH services.

Learning & Education in a Digital Age:

Children develop the skills to learn, adapt and succeed in a connected world.



Youth Opportunity & Economic Mobility:

Young people gain the skills, confidence and opportunities to build livelihoods and shape their futures.

Safe & Resilient Childhoods Online and

Offline: Children are protected from violence, exploitation and harm and grow up in safe, supportive environments.



Together, these commitments reflect the interconnected nature of children's development and the priorities identified by children, families and local partners.

AREAS OF STRATEGIC FOCUS

To respond to a rapidly changing world, ChildFund is making focused investments in:

- **Digital equity and safety** — helping children safely access the opportunities of a connected world.
- **Children affected by crisis, conflict and displacement** — strengthening support for children and families facing disruption and uncertainty.
- **Climate and health** — addressing the growing impact of climate change on children's well-being and futures.

These areas reflect major forces shaping childhood today and opportunities to expand lasting impact for children.



Engaged Learning at Scale

To address children's COVID-related learning loss, ChildFund's Literacy and Numeracy Project in Sri Lanka's Monaragala District partnered with the public education system to introduce engaging new math and Sinhala language curricula in 20 underperforming schools. Encouraging early results have inspired plans to scale the approach across all 897 schools throughout Uva Province.



What Makes ChildFund Distinct

ChildFund delivers lasting impact through three complementary approaches that define how we work.

Locally Led Development

Sustainable change happens when communities lead.

ChildFund works with local organizations, leaders and families to design and deliver solutions that reflect community priorities and strengthen the systems that support children.

Today, ChildFund partners with nearly 200 independent local organizations across Africa, Asia and the Americas. Since 2015, we have transferred more than \$700 million to these local partners, strengthening organizations that continue delivering results long after individual projects end.

Policy, Advocacy & Youth Voice

Children's well-being depends not only on services and programs but also on the policies and systems that shape their lives.

ChildFund works with partners at local, national and global levels to influence policies, strengthen systems and expand opportunities for children and young people.

A defining feature of our approach is the leadership of children and youth themselves. Young people help identify solutions, shape programs and engage decision-makers on issues affecting their lives and futures.

Trusted, Long-Term Partnerships

ChildFund builds long-term relationships with individuals, communities and partners who invest in children's futures over time.

Through sustained individual giving, including sponsorship, and strategic partnerships, we provide stable and flexible support that allows us to remain engaged with communities, strengthen local systems and address complex challenges that require long-term commitment.

Local by design. Powered by community. Proven by results.

Scaling From Strength: Senegal's PASSAJE Project

In Senegal, a school-based pilot project to ensure girls' equitable access to education aimed to meet their menstrual hygiene needs and raise awareness among school staff and students, local authorities and health service providers. The project's success attracted co-funding from institutional donors, expanding activities to 16 schools and 17 health posts. Girls' absenteeism fell by half, appropriate hygiene practices doubled, and systems were strengthened to sustain those practices.



Fatou, 13, Zainab, 14, and Mame, 14, show reusable sanitary pads outside the menstrual hygiene block in their school.



What Enables Impact

Delivering lasting results for children requires more than strong programs. It also requires the capabilities that allow impact to grow and endure.

Diverse Funding

A mix of individual giving, sponsorship, grants and partnerships provides the resources needed to support children and communities over the long term while strengthening organizational resilience.

Efficient Operations

Strong systems and accountable operations help ensure that resources are used effectively and programs are delivered safely, consistently and at high quality.

Digital & Data Systems

Digital tools and data help improve decision-making, strengthen evidence and increase the effectiveness and reach of our work.

Workforce & Culture

Our people make our mission possible. ChildFund invests in leadership, learning and collaboration to ensure that teams are equipped to meet the evolving needs of children and communities.



ChildFund's resilience project in a wildfire-prone region of Bolivia leverages the forest as a classroom for children.

Measuring Impact

ChildFund tracks progress through a focused set of measures that assess both outcomes for children and organizational performance. We monitor progress across our four commitments to children while measuring the results achieved through programs, partnerships and systems-level change.

Our approach combines direct program impact with broader change that improves outcomes at scale, reflecting both immediate improvements in children's lives and lasting impact over time.

By 2030, we aim to help achieve lasting impact for 100 million children and families annually through work that improves lives today while strengthening the systems that support future generations.

Together for Children

Lasting change for children requires strong systems, local leadership and long-term commitment.

ChildFund works with communities, partners and supporters to deliver results that endure — so children can grow up healthy, educated, skilled and safe, and shape the futures they imagine.

ChildFund®
Because we need each other.

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