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From the Chairman

One of the guiding principles of the ChildFund Alliance is to listen to the voices of the world’s poorest children. Day in and day out in more than 1,400 communities across the globe, ChildFund is at work helping ensure that those with the smallest voices can be heard. Whether they are whispering their hopes and dreams or crying out in joy or pain, these children and their wellbeing lie at the center of our mission. And so we listen.

The Small Voices, Big Dreams survey takes that listening to a new level. Working through our field staff and with guidance from Ipsos Observer, we have undertaken the Alliance’s inaugural attempt to broadly capture the sentiments of the children we serve. We asked close to 3,000 children in developing countries throughout Africa, Asia and the Americas six questions—six questions that help provide some greater insight into their worlds. We put it to them directly: What do you need? What do you fear? There is unvarnished honesty in their collective responses.

What can we learn from the results? First, that we are on the right track. Children living in poverty want to learn and need the basic necessities of life. That is why our work at the community level seeks to improve educational opportunities and empower families toward becoming self-sufficient. Second, the survey conveys the remarkable similarity of children throughout the developing world. From Afghanistan to Paraguay to Zambia, in seaside villages or mountainous outposts, boys and girls alike, poor children largely have the same hopes, the same needs.

Those hopes and needs are the foundation of the work of the ChildFund Alliance. They comprise the chorus of voices that are summarized in the pages to follow—small voices that remind us of the sizable work before us.

David Taylor
Chairman, ChildFund Alliance
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Executive Summary

The Small Voices, Big Dreams survey asked approximately 3,000 children ages 10 to 12 in 30 developing nations around the world six questions. Four of the questions were open-ended (i.e. the children could answer anything they wanted):

• If you were president of your country, what would you do?
• What do you need most on a daily basis?
• What do you fear most?
• If you had one dollar (or the local currency equivalent), what would you buy?

Two other questions gave the children options from which to choose:

• How many nights during the past week did you go to bed hungry?
• How much of your day is spent doing chores or work outside of schoolwork?

Two predominant themes emerged from the survey. First, children throughout the world place a great deal of emphasis on their schooling, recognizing that the surest road to a better life is through education. When asked what they would do if they were president of their country, more than half said they would improve their schools or build more of them.

The second key finding was that many, many children are not getting enough to eat. Asked what they need most or how they would spend one dollar, a sizable percentage said “food.” A third said they are going to bed hungry at least one night a week.

Key Findings

Among the top-line results of the Small Voices, Big Dreams survey are these findings:

Asked what they would do if they were president of their country...
• 57% said they would improve education
• 19% said they would help people get food

Asked what they need most...
• 34% said better education
• 33% said food

Asked on what they would spend one dollar...
• 45% said food/water
• 19% said clothes

Asked how many nights a week they go to bed hungry...
• 32% said at least one night a week
• 6% said at least three nights a week

Asked how much of their day they spend working (excluding schoolwork)...
• 26% said they spend at least half a day
• 4% said a full day
Survey Results

If you were president of your country, what would you do?

- Improve education
- Make more food available
- Help children
- Arrange for more clothing
- Improve healthcare
- Improve housing/shelter

“If I were the president of India I would provide good education and study materials such as pen, copies, pencils, uniforms, etc., to children.”

(Note: because many children responded with more than one answer, the total responses will exceed 100 percent.)
“If I became president of Afghanistan, I would make a beautiful school for Afghan children so that children get education and level of their knowledge should go up.” (Afghanistan)

“I would give a home to the children who live at the city dump.” (Nicaragua)

“I want to help Indonesian children who are poor, especially so they can grow healthy and able to go to school.” (Indonesia)

“I will help poor children like me. I will give them food because it is really what children need. Sometimes their mothers cannot buy food because they do not have enough money.” (Philippines)

“I would disseminate information about child rights because I have a friend who does not have a chance to play games for too much housework.” (Mozambique)

“I would give them things like goats, pigs and poultry to generate income to be able to pay for their school fees and meet basic needs.” (Uganda)
Survey Results

What do you need most in your daily life?

- **Food**: 33%
- **Education**: 34%
- **Clothing**: 13%
- **Family/friends**: 10%
- **Entertainment/recreation**: 8%

“Food. We’ll die of hunger if we do not eat.”
(Philippines)

“School, without it there is no good future.”
(Zambia)

(Note: because many children responded with more than one answer, the total responses will exceed 100 percent.)
“I need bicycle to reach the school on time as it is far away.”
(Afghanistan)

“A ball.”
(Sri Lanka)

“Notebooks so I can write my school lessons, so I can receive a high rank at my class and become a smart child and get to be praised by my father and mother.”
(Indonesia)

“I would like to play a little more during the day. I miss my family when they are not around.”
(Nicaragua)

I need a bed because we are several siblings and I have to share my bed with two of my siblings. I need food because some days my mother does not sell enough vegetables and my father does not sell enough chipa (sort of cheese and corn bread).
(Paraguay)

“The thing which I need most is breakfast, otherwise I could not spend a nice day. I get angry fast.”
(Senegal)

“Farm implements because farming makes us live.”
(Senegal)
Survey Results

What do you fear most?

- Animals/insects: 30%
- Death/disease/accidents: 20%
- War/terrorism/violence: 15%
- People: 15%
- Ghosts/supernatural: 11%

“I am most afraid of being infected in HIV/AIDS through contaminated sharp materials and also pollution of our village that may lead to diseases.” (Ethiopia)

(Note: because many children responded with more than one answer, the total responses will exceed 100 percent.)
“I am more afraid of war, because it makes obstacle toward education and prevent us from attending class.” (Afghanistan)

“I am afraid of wild animals, snakes that come to our village occasionally.” (India)

“I’m most afraid of marriage at early age.” (Uganda)

“I am afraid of burning. This is because as you can see from the burns on my hand and face, I accidentally fell on a pot of boiling water when I was two years old which left me scar.” (Zambia)

“My worst fear is that I won’t be able to go and study at school because of lack of money.” (Indonesia)

“I am afraid of starving.” (Kenya)

“Lions because these are animals that eat people.” (Senegal)

I am afraid of the night because I feel insecure and I think that the thieves can get in and steal us or hurt us. (Paraguay)
Survey Results

How would you spend one dollar?

- **Food/water**: Overall 45%, Africa 45%, Americas 57%
- **Clothes**: Overall 19%, Africa 24%, Americas 9%
- **Toys/sports equipment**: Overall 11%, Africa 10%, Americas 12%
- **Medical care**: Overall 9%, Africa 9%, Americas 7%

(Note: because many children responded with more than one answer, the total responses will exceed 100 percent.)
### Survey Results

#### How long do you work outside of school?

- **Less than one hour**
- **More than one hour/less than half a day**
- **Half a day**
- **Between half a day and full day**
- **All day**

- **Overall**
  - 29% Less than one hour (Green)
  - 43% More than one hour/less than half a day (Orange)
  - 18% Half a day (Yellow)
  - 4% Between half a day and full day (Light Blue)
  - 4% All day (Greenish Yellow)

- **Africa**
  - 29% Less than one hour (Green)
  - 44% More than one hour/less than half a day (Orange)
  - 18% Half a day (Yellow)
  - 2% Between half a day and full day (Light Blue)
  - 5% All day (Greenish Yellow)

- **Americas**
  - 30% Less than one hour (Green)
  - 34% More than one hour/less than half a day (Orange)
  - 22% Half a day (Yellow)
  - 5% Between half a day and full day (Light Blue)
  - 3% All day (Greenish Yellow)

- **Asia**
  - 27% Less than one hour (Green)
  - 44% More than one hour/less than half a day (Orange)
  - 16% Half a day (Yellow)
  - 7% Between half a day and full day (Light Blue)
  - 2% All day (Greenish Yellow)

#### How many days a week do you go to bed hungry?

- **0**
- **1**
- **2**
- **3**

- **Overall**
  - 66% 0 (Green)
  - 17% 1 (Orange)
  - 4% 2 (Yellow)
  - 1% 3 (Light Blue)

- **Africa**
  - 62% 0 (Green)
  - 17% 1 (Orange)
  - 11% 2 (Yellow)
  - 6% 3 (Light Blue)
  - 1% Unspecified (Red)

- **Americas**
  - 67% 0 (Green)
  - 20% 1 (Orange)
  - 9% 2 (Yellow)
  - 3% 3 (Light Blue)
  - 1% Unspecified (Red)

- **Asia**
  - 71% 0 (Green)
  - 16% 1 (Orange)
  - 7% 2 (Yellow)
  - 2% 3 (Light Blue)
  - 1% Unspecified (Red)
# Results in Africa

The following table lists the most popular answer for each of the six questions for each of the participating countries in Africa.

1. If you were president of your country, what would you do?
2. What do you need most in your daily life?
3. What do you fear most?
4. How would you spend one dollar?
5. How long do you work outside of school?
6. How many days a week do you go to bed hungry?

<table>
<thead>
<tr>
<th>Country</th>
<th>Question 1</th>
<th>Question 2</th>
<th>Question 3</th>
<th>Question 4</th>
<th>Question 5</th>
<th>Question 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Angola</td>
<td>Education 67%</td>
<td>Education 47%</td>
<td>Animals 37%</td>
<td>Food &amp; Water 55%</td>
<td>&lt; half day 45%</td>
<td>Never 60%</td>
</tr>
<tr>
<td>Burkina Faso</td>
<td>Education 54%</td>
<td>Food 47%</td>
<td>Death 44%</td>
<td>Food &amp; Water 43%</td>
<td>half day 33%</td>
<td>Never 60%</td>
</tr>
<tr>
<td>Cape Verde</td>
<td>Education 50%</td>
<td>Clothing 17%</td>
<td>Death 59%</td>
<td>Food &amp; Water 61%</td>
<td>&lt; hour 39%</td>
<td>Never 88%</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>Children 51%</td>
<td>Food 59%</td>
<td>Death 34%</td>
<td>Food &amp; Water 59%</td>
<td>&lt; half day 49%</td>
<td>Never 76%</td>
</tr>
<tr>
<td>Gambia</td>
<td>Education 52%</td>
<td>Education 46%</td>
<td>Animals 36%</td>
<td>Food &amp; Water 31%</td>
<td>&lt; half day 40%</td>
<td>Never 68%</td>
</tr>
<tr>
<td>Ghana</td>
<td>Education 67%</td>
<td>Education 34%</td>
<td>Animals 29%</td>
<td>Food &amp; Water 41%</td>
<td>&lt; half day 48%</td>
<td>Never 65%</td>
</tr>
<tr>
<td>Guinea</td>
<td>Education 76%</td>
<td>Food 71%</td>
<td>Animals 39%</td>
<td>Food &amp; Water 58%</td>
<td>&lt; half day 38%</td>
<td>Never 33%</td>
</tr>
<tr>
<td>Kenya</td>
<td>Education 60%</td>
<td>Education 49%</td>
<td>Animals 34%</td>
<td>Food &amp; Water 46%</td>
<td>&lt; half day 50%</td>
<td>Never 53%</td>
</tr>
<tr>
<td>Liberia</td>
<td>Education 63%</td>
<td>Education 42%</td>
<td>War 1%</td>
<td>Food &amp; Water 41%</td>
<td>&lt; half day 39%</td>
<td>Never 49%</td>
</tr>
<tr>
<td>Mali</td>
<td>Education 3%</td>
<td>Education 1%</td>
<td>Death 18%</td>
<td>Food &amp; Water 34%</td>
<td>&lt; half day 68%</td>
<td>Never 74%</td>
</tr>
<tr>
<td>Mozambique</td>
<td>Education 66%</td>
<td>Education 49%</td>
<td>Animals 78%</td>
<td>Clothes 44%</td>
<td>&lt; hour 54%</td>
<td>Never 74%</td>
</tr>
<tr>
<td>Senegal</td>
<td>Education 73%</td>
<td>Food 49%</td>
<td>Animals 42%</td>
<td>Food &amp; Water 34%</td>
<td>&lt; half day 47%</td>
<td>Never 73%</td>
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<td>Sierra Leone</td>
<td>Children 68%</td>
<td>Food 40%</td>
<td>Death 46%</td>
<td>Food &amp; Water 48%</td>
<td>&lt; hour 32%</td>
<td>1 day 35%</td>
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<td>Uganda</td>
<td>Education 82%</td>
<td>Education 52%</td>
<td>Death 38%</td>
<td>Food &amp; Water 36%</td>
<td>&lt; half day 50%</td>
<td>Never 68%</td>
</tr>
<tr>
<td>Zambia</td>
<td>Education 45%</td>
<td>Education 41%</td>
<td>Death 33%</td>
<td>Food &amp; Water 51%</td>
<td>&lt; half day 55%</td>
<td>Never 62%</td>
</tr>
</tbody>
</table>
Results in the Americas

The following table lists the most popular answer for each of the six questions for each of the participating countries in the Americas.

1. If you were president of your country, what would you do?
2. What do you need most in your daily life?
3. What do you fear most?
4. How would you spend one dollar?
5. How long do you work outside of school?
6. How many days a week do you go to bed hungry?

<table>
<thead>
<tr>
<th>Question 1</th>
<th>Question 2</th>
<th>Question 3</th>
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<tbody>
<tr>
<td>Ecuador</td>
<td>Children 40%</td>
<td>Family/Friends 26%</td>
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<td>Honduras</td>
<td>Education 61%</td>
<td>Food 57%</td>
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<td>Nicaragua</td>
<td>Education 62%</td>
<td>Education 47%</td>
</tr>
<tr>
<td>Paraguay</td>
<td>Food 72%</td>
<td>Clothing 33%</td>
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<tr>
<th>Question 4</th>
<th>Question 5</th>
<th>Question 6</th>
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<tbody>
<tr>
<td>Ecuador</td>
<td>Food &amp; Water 66%</td>
<td>&lt; half day 34%</td>
</tr>
<tr>
<td>Honduras</td>
<td>Food &amp; Water 69%</td>
<td>&lt; hour 28%/half day 28%</td>
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<tr>
<td>Nicaragua</td>
<td>Food &amp; Water 61%</td>
<td>&lt; hour 41%</td>
</tr>
<tr>
<td>Paraguay</td>
<td>Food &amp; Water 36%</td>
<td>&lt; half day 46%</td>
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Results in Asia

The following table lists the most popular answer for each of the six questions for each of the participating countries in Asia.

<table>
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<th>Question 1</th>
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<tbody>
<tr>
<td>Afghanistan</td>
<td>Education 59%</td>
<td>Food 60%</td>
<td>War 61%</td>
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<tr>
<td>Australia</td>
<td>Education 30%</td>
<td>Family/Friends 43%</td>
<td>Animals 24%</td>
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<td>Cambodia</td>
<td>Education 43%</td>
<td>Education 38%</td>
<td>Animals 28%</td>
</tr>
<tr>
<td>India</td>
<td>Education 74%</td>
<td>Education 55%</td>
<td>Animals 45%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>Education 59%</td>
<td>Education 46%</td>
<td>Animals 31%</td>
</tr>
<tr>
<td>Laos</td>
<td>Education 69%</td>
<td>Education 32%</td>
<td>Death 37%</td>
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<tr>
<td>Mongolia</td>
<td>Children 35%</td>
<td>Education 28%</td>
<td>Animals 38%</td>
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<td>Nepal</td>
<td>Education 70%</td>
<td>Food 81%</td>
<td>Animals 56%</td>
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<td>Food 33%</td>
<td>Food 56%</td>
<td>Death 27%</td>
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<td>Philippines</td>
<td>Education 61%</td>
<td>Food 60%</td>
<td>Ghosts 23%</td>
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<td>Education 71%</td>
<td>Education 37%</td>
<td>People 31%</td>
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<td>Education 61%</td>
<td>Education 61%</td>
<td>Animals 66%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>Children 76%</td>
<td>Education 69%</td>
<td>Ghosts 40%</td>
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<table>
<thead>
<tr>
<th>Country</th>
<th>Question 4</th>
<th>Question 5</th>
<th>Question 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Afghanistan</td>
<td>Food &amp; Water 49%</td>
<td>half day 49%</td>
<td>Never 44%</td>
</tr>
<tr>
<td>Australia</td>
<td>Food &amp; Water 56%</td>
<td>&lt; hour 48%</td>
<td>Never 72%</td>
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<tr>
<td>Cambodia</td>
<td>Clothes 34%</td>
<td>&gt; half day 46%</td>
<td>Never 82%</td>
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<td>India</td>
<td>Food &amp; Water 27%</td>
<td>&lt; half day 40%</td>
<td>Never 42%</td>
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<td>Indonesia</td>
<td>Food &amp; Water 28%</td>
<td>&lt; hour 44%</td>
<td>Never 50%</td>
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<td>Laos</td>
<td>Clothes 36%</td>
<td>&lt; half day 64%</td>
<td>Never 86%</td>
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<td>Mongolia</td>
<td>Food &amp; Water 42%</td>
<td>&lt; half day 42%</td>
<td>Never 83%</td>
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<td>Nepal</td>
<td>Food &amp; Water 39%</td>
<td>&lt; half day 75%</td>
<td>Never 96%</td>
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<td>New Zealand</td>
<td>Food &amp; Water 65%</td>
<td>&lt; hour 54%</td>
<td>Never 93%</td>
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<td>Philippines</td>
<td>Food &amp; Water 74%</td>
<td>&lt; half day 54%</td>
<td>Never 82%</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>Toys/Sports 16%/Household item 16%</td>
<td>&lt; hour 54%</td>
<td>Never 76%</td>
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<tr>
<td>Timor Leste</td>
<td>Food &amp; Water 37%</td>
<td>&lt; half day 53%</td>
<td>Never 67%</td>
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<tr>
<td>Vietnam</td>
<td>Food &amp; Water 76%</td>
<td>half day 39%</td>
<td>Never 71%</td>
</tr>
</tbody>
</table>
Survey Methodology

The Small Voices, Big Dreams Survey was undertaken by the ChildFund Alliance from July through September 2010. Identical six-question surveys were administered on a one-on-one basis by ChildFund staff to approximately 100 children ages 10 to 12 in 30 developing nations in Africa, Asia and the Americas who participate in ChildFund programs. A total of 3,288 children were surveyed, which includes 2,970 children in developing countries and 318 children in Australia, New Zealand and the United States. Four of the six questions were open-ended. ChildFund translated and submitted the results to Ipsos Observer, a global research firm, which tabulated and compiled the results. The margins of error, at 95 percent confidence, are: total surveys (+/- 1.7%), developing countries (+/- 1.8%), and developed countries (+/- 9.1%).
About ChildFund Alliance

The ChildFund Alliance is a network of 12 child development organizations whose work encompasses more than 15 million children and their families in 58 countries. With a focus on child-centered development programs that are undertaken in partnership with more than 1,400 local communities, the Alliance puts more than $503 million (USD) to work each year to help deprived, excluded and vulnerable children. The programs seek to bring positive outcomes for children in every stage of their lives, from infancy to adulthood. ChildFund also responds to humanitarian emergencies and natural disasters with precise focus on the special needs of children in the midst of crisis.

About Ipsos Observer

Founded in Paris, France, in 1975, Ipsos is the only independent, publicly-listed research company that is controlled and managed by research professionals. Ipsos is a leading global research company focusing on six core specializations: Advertising, Marketing, Media, Opinion and Customer Relationship Management research, and Data Collection and delivery. With offices in 64 countries, Ipsos conducts research in more than 100 countries. Working both on a global scale and in local markets, our expert teams give our clients the benefit of high value-added business solutions including qualitative, forecasting, modeling, market knowledge and consumer insights.