

World Vision Nederland

Strategy summary 2021-2025



Our vision

**Our vision for every child,
life in all its fullness**

**Our prayer for every heart,
the will to make it so.**



We understand 'life in all its fullness' holistically. It means material, social and spiritual wellbeing within thriving families, communities, and nations. As Christians, we frame this as God's kingdom, a concept that to us embraces all aspects of wellbeing and right relationships. We collaborate with people of all faiths and ideologies, as long as they share common values of justice, love and hope, in line with God's purposes.

We follow the global strategy **‘Our Promise’**

‘Our Promise’ Going Further is the global 2030 strategy for the World Vision Partnership.

This document is the anchor for the new strategy of World Vision Netherlands. It is a promise to vulnerable children – to relentlessly pursue our vision, until they:

- Enjoy good health and are protected from disease
- Are educated for life and enabled to fulfil their potential
- Are cared for, protected and participating
- Experience the profound security of the love of God and others

Strategic Imperatives

Through the global strategy, World Vision offices collectively commit themselves to advancing the following strategic imperatives:

- 1. Deepening our commitment to the most vulnerable children;**
- 2. Focusing our ministry for greater results;**
- 3. Collaborating and advocating for broader impact;**
- 4. Delivering high quality, sustainable funding;**
- 5. Living out our Christian faith and calling with boldness and humility.**

The World Vision global strategy, ‘Our Promise’, highlights and prioritises four additional mindset shifts:

- 1. Unity, inclusion & trust;**
- 2. Stewardship;**
- 3. Timely truth telling with love;**
- 4. Looking outward.**



What we aim to achieve by 2025

- **OUR VISION FOR 2025:
life in all its fullness for 10 million
vulnerable children;**
- **OUR PRAYER:
the will to make it so for 50,000
hearts in the Netherlands.**

By working towards this objective, WVNL will contribute to the World Vision Partnership. We aim to impact 10 million vulnerable children's lives. We will do this by delivering high-quality, sustainable funding, increasing the reach, depth and breadth of our programmes, and influencing stakeholders who can help us impact these vulnerable children.



Our 3 strategic goals

We have set three strategic goals we aim to achieve by the end of fiscal year 2025:

- 1. Greater impact for more vulnerable children;**
- 2. More sustainable funding from a growing donor base;**
- 3. More hearts engaged, and more influence, based on increased visibility of WVNL's identity.**

Realising these goals requires a healthy, properly equipped organisation. This we aim to achieve by realising an enabling goal: **4. Invest to grow.**

WVNL's emphasis will be on significantly growing child sponsorship through focusing on the most vulnerable children in fragile contexts. Introducing Childhood Rescue, the WV proposition for helping children in fragile contexts, is a vital part of this focus. This also applies to further building on our strength of grants acquisition for fragile contexts.

An ambition planted in our hearts

Our strategy is ambitious and highly motivational. We believe God has planted this strategy in our hearts, and we are ready to embark on this five-year journey. We look forward to the surprises God has in store for us along the way. Our trust is in Him.

Who we are

World Vision is a **faith-based** organisation in a faith-based world: the vast majority of the world's population is religious, and we recognise that there are common values and we want to use them to work together to improve the lives of children.

Children are central to us. We believe that we can sustainably improve children's lives if we are committed to changing the community in which they live. We have **worldwide presence**, even in the most dangerous places. We work in all sectors of humanitarian and development work, and with **local staff** who know the context.



Core Values

World Vision in The Netherlands is governed by the World Vision **values** outlined in its core documents:

We are Christian

We are committed to the poor

We value people

We are stewards

We are partners

We are responsive



Our **promise** to you



Whether you're sponsoring a child or contributing to one of our emergency relief programs, or working with us as a partner or donor - you can hold us to our promise. Our promise is not only a promise to the children and the communities we serve, but also a promise to you as we share the joy of transforming vulnerable children's life stories – forever.



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