

**THIS  
MEANS  
THE  
WORLD**



# World Vision Australia



## *Who are we?*

We are part of the global World Vision Partnership that has nearly 35,000 staff in 100 countries.

For over 70 years, World Vision has worked alongside communities, donors, partners and governments to create opportunities for children and their families to change their futures.

The generosity of everyday Australians create the kind of change that lasts for generations and feels incredible to be part of. This change happens through development, relief and advocacy work around the world.



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## 2023 SNAPSHOT

■ Cover image: Maasai children in Kenya enjoy access to clean water, which improves health and school attendance rates.



■ Nutrition is a key focus of our child sponsorship programs.



■ A model eco village in Bangladesh.

**364**  
PROJECTS  
in **41**  
countries  
including  
Australia

**175,697**  
CHILDREN  
sponsored by  
Australians

**84%**  
OF TOTAL  
OPERATING EXPENSES  
were used for field  
programs and advocacy  
work – helping families  
and communities.

**228,712**  
DONORS

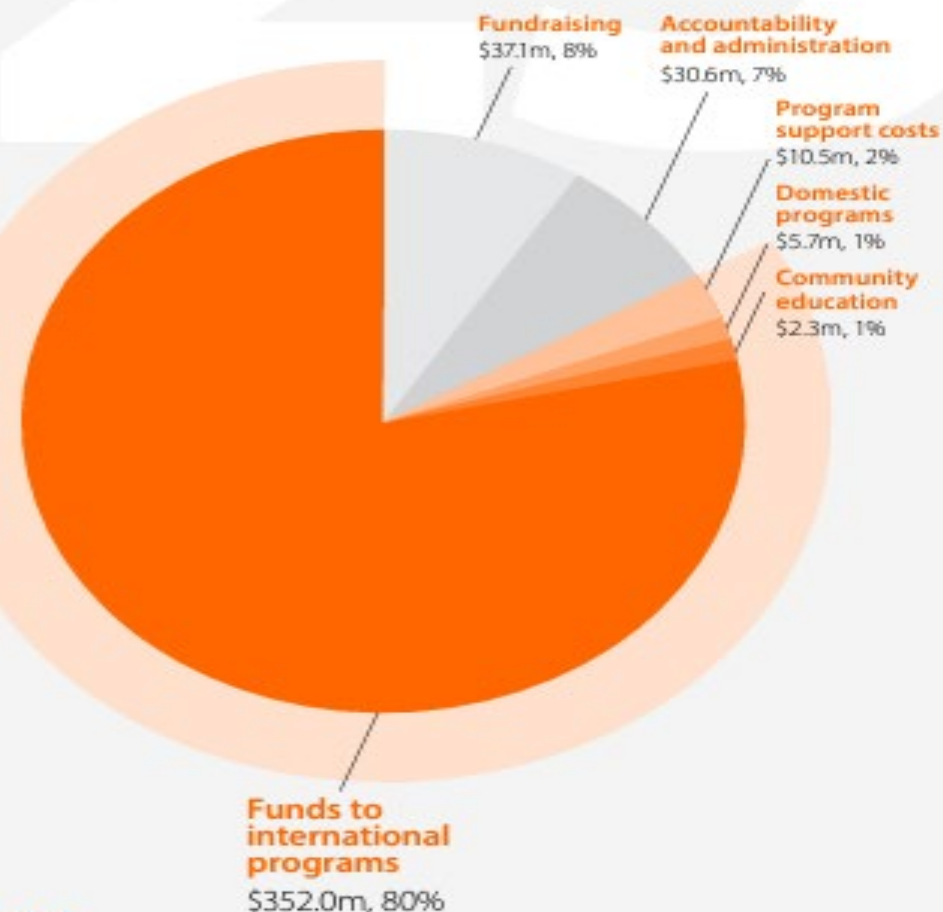


■ Child sponsor Lucinda with her niece Maddie.



■ A school feeding program in Kenya.

**\$442.7M**  
RAISED







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## FY23 Impact

In FY23, World Vision Australia worked with partners in 41 countries, across 364 projects. By supporting our work, everyday Australians and donors including the Australian Government and the European Union reached 10,954,621 people.

In FY23, we had 98 Area Programs undertaking 259 projects across 20 countries. Area Programs are one of our core implementation approaches for improving child wellbeing. Each sponsored child is connected to an Area Program. Each Area Program has its own staff and design to suit the local community's context, strengths and needs.

In FY23, we opened 12 new Area Programs. In FY23, 383,341 people participated in the Australian NGO Cooperation Program (ANCP) across 33 projects in 19 countries.

## FY23 PROGRAM REACH BY SECTOR



**169 LIVELIHOOD**  
projects in  
**30 countries**  
reached over  
**4,406,322 people**



**67 HEALTH  
AND NUTRITION**  
projects in  
**22 countries**  
reached over  
**2,716,557 people**



**61 EDUCATION**  
projects in  
**24 countries**  
reached over  
**653,661 people**



**39 WASH**  
projects in  
**14 countries**  
reached over  
**653,658 people**



**35 CHILD  
PROTECTION**  
projects in  
**16 countries**  
reached over  
**1,028,813 people**

Sector reach figures are calculated separately from total reach figures. This is because a participant could be engaged in multiple projects at the same time.

## *Our Purpose Frame*

Our purpose is to unleash Australian belief and compassion to do good for children, families and communities around the world.

Our mission is to empower Australians to make change for something they believe in.

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



We bring this  
together

**THIS MEANS THE WORLD**





## Moses wants to be a doctor and help save lives in his community.

Being sponsored at seven gave Moses the opportunity to go to school. With his sponsor's support, Moses' family received livestock and training to support their children with school fees, school shoes, healthy food, and all the essentials they needed to grow up smart and strong. Now Moses is determined to achieve his dream of becoming a doctor.

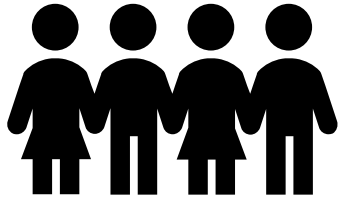


## Mwila isn't forced into marriage and can support her family.

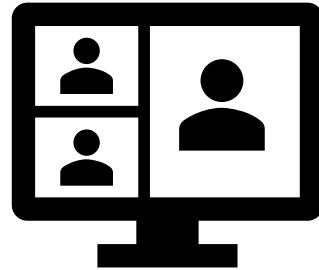
In Nyimba, Zambia, one out of every three girls gets married before they become an adult. Supported by her Australian child sponsors, Mwila signed up for a four-month tailoring class. She started to make dresses in beautiful prints and patterns, which became sought-after all over town. Mwila can now support her family with food and household bills and is saving up to study.



# Analytics, Insights and Marketing Technology



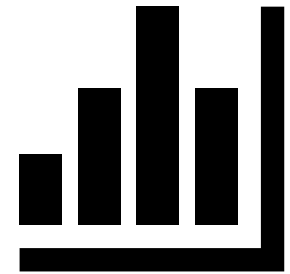
Campaign Audience  
Targeting Data



Data Mining &  
Analysis

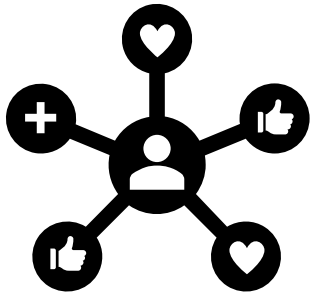


Advanced Analytics:  
Data Science & AI

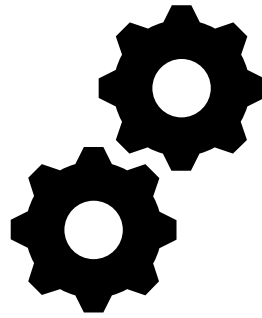


Dashboard/Reporting,  
Test & Learn

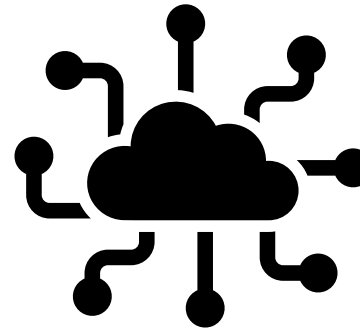




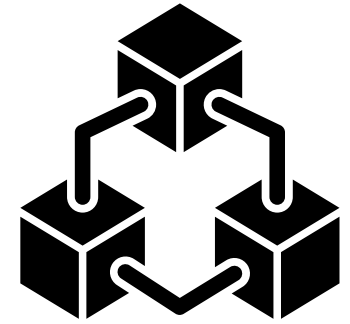
Multi-Channel  
Campaign  
Deployment



Supporter  
Journey  
Automation



Marketing  
Technology  
Integration



Data  
Enablement



Charity Market  
Research



Supporter  
Research Insights



Supporter Survey  
Enablement

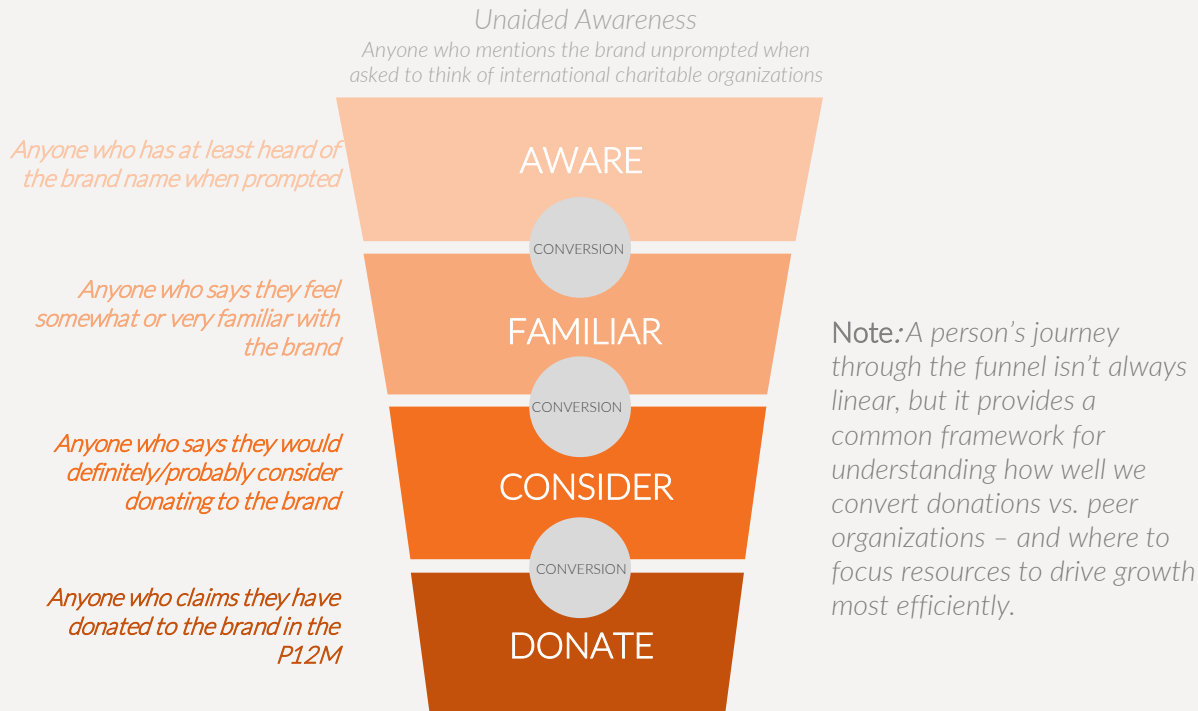


# Personal Relevance & Connection

# We use a Brand Funnel alongside measures of Brand Engagement to provide an overview of brand health

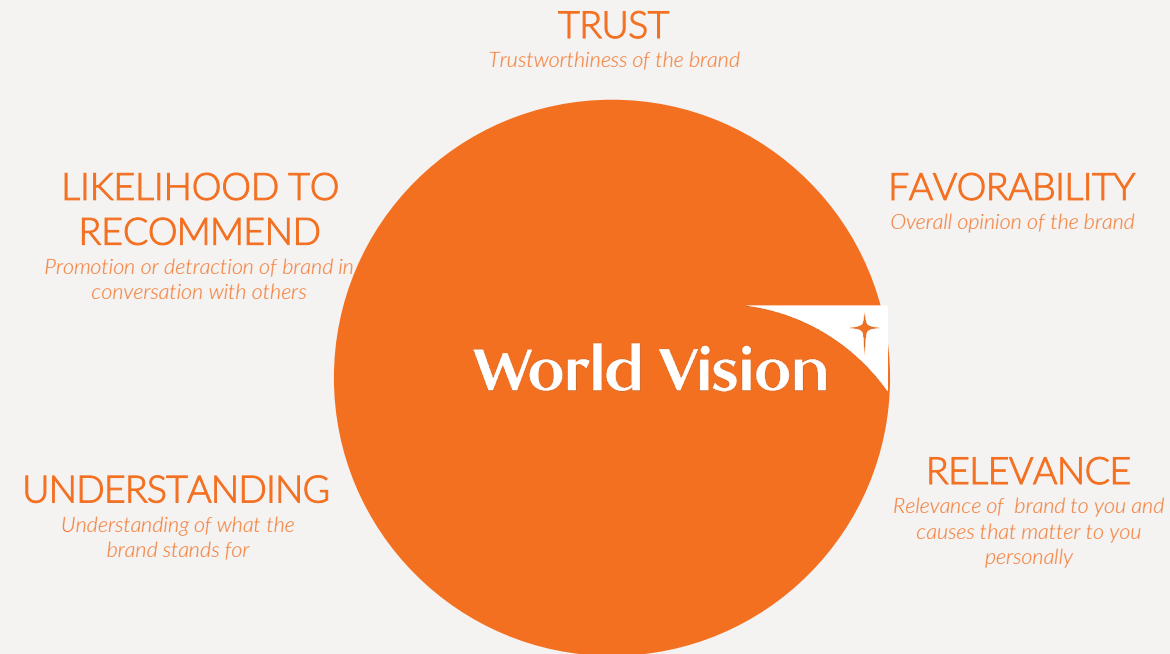
## Brand Funnel

Provides a basic understanding of **where all potential donors** are in their journey with us, how efficiently we are converting at each stage, and where there are opportunities for growth



## Brand Engagement

Provides a measurement of brand equity **among those aware of each brand** across several key dimensions which can be used to help diagnose the “why” behind key outcomes in the brand funnel



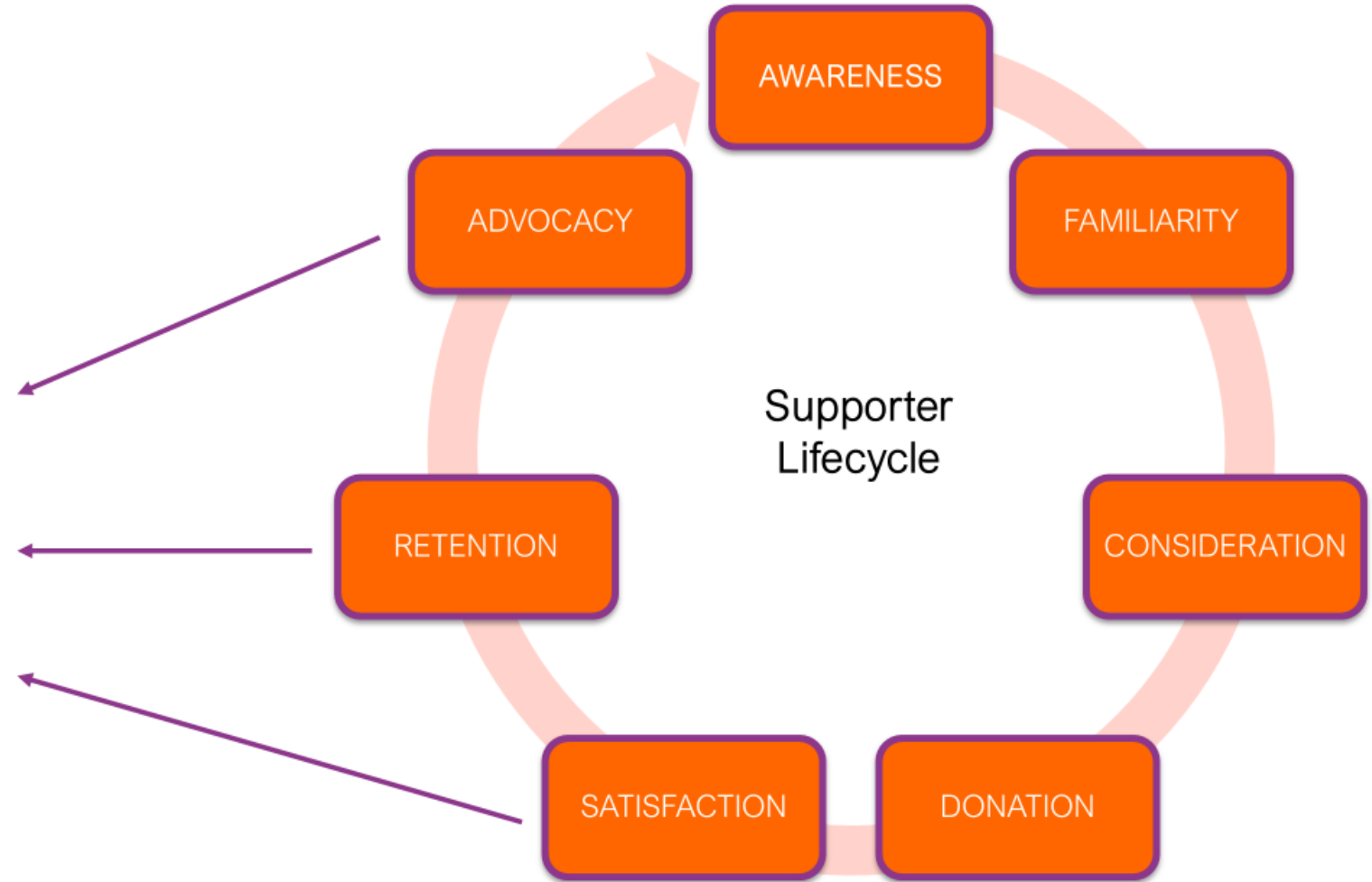
**Note:** We know the relative importance of each brand engagement metric to driving P12M donations from Structural Equation Modelling conducted in 2021.



# Relevance is a key determining factor in a supporter considering making a donation/continuing to donate

Communicating with our supporters **effectively** enables us to continue the supporter lifecycle from the point of donation.

If a supporter is **satisfied** with their contribution and how WVA uses this contribution it will lead to them **retaining** their sponsorship. This in turn will lead to the supporter **advocating** for WVA, which leads to more sponsorships in the future.



# Personal Relevance pillars support these areas of importance for World Vision Australia

Tap into personal experiences more to create a stronger emotional connection to what we do

Emphasize impact and transparency when talking about what we do and how donations are used

Play into donors' desire to be part of a collective that drives change and feel like they are part of a larger movement

Strengths can be developed through both communications and the donor-facing product / experience.  
Below is a summary of the top 5 things to do to be personally relevant:

1

## SHOW RELEVANT CAUSES

Show how we bring meaningful support to children in **cause** areas prospects are currently passionate about  
*e.g., violence, hunger/malnutrition, climate change, war/conflict are most important now*

2

## DEMONSTRATE REAL CHANGE

Tell *personalised and shareable child success stories* that are supported by facts – to show real change throughout the

3

## IGNITE FEELINGS OF PERSONAL IMPACT

Excite prospects by being transparent and showing them *the real impact their donation will have* in transforming the lives of

4

## SHOW WE'RE A COLLECTIVE DRIVING CHANGE

Provide prospects *a sense of belonging* that makes them feel they want to be a part of a **global effort** that's driving change

5

## BE INCLUSIVE & INVITATIONAL

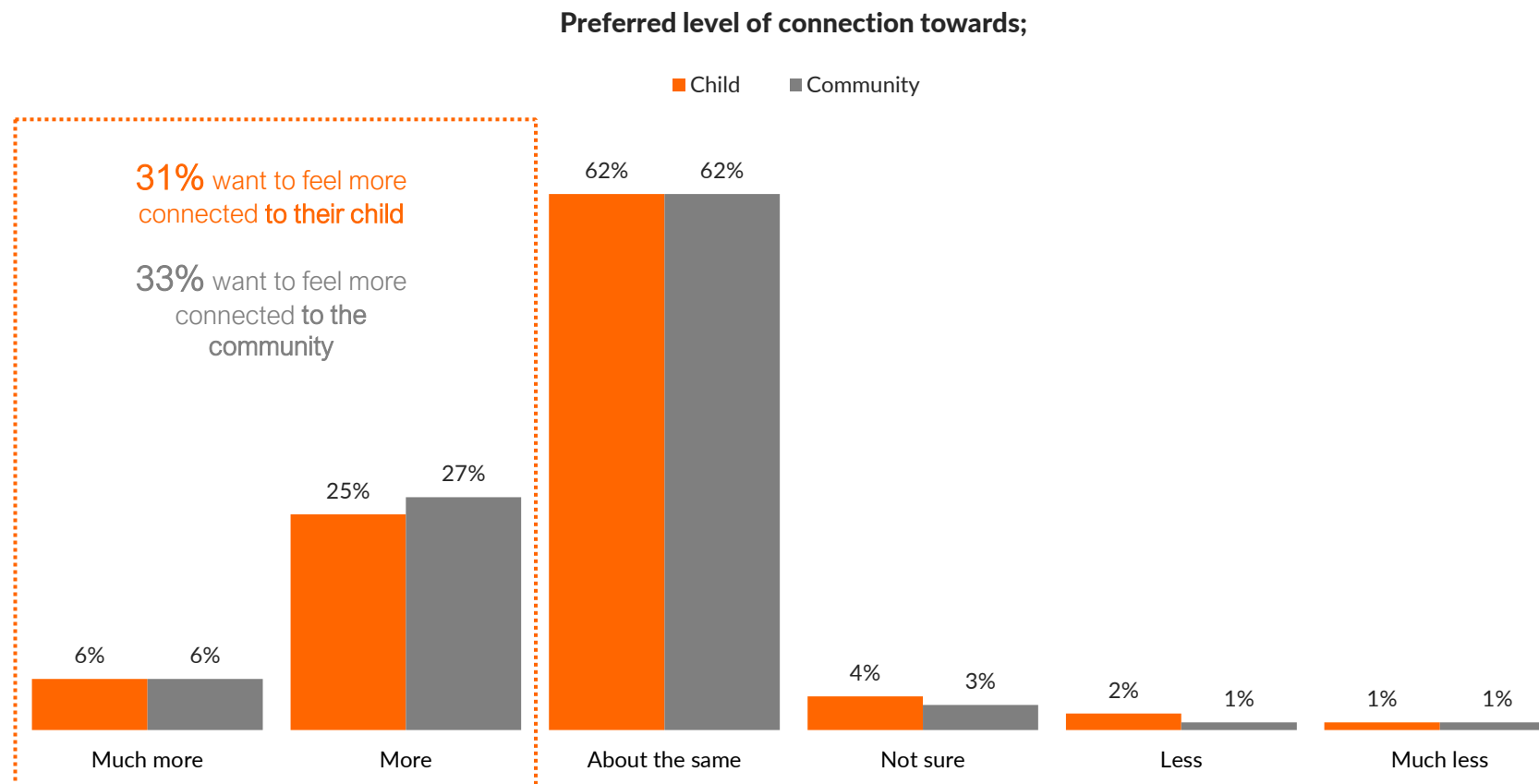
Be both intentional and invitational with our language, to show we are inclusive of who we serve and inviting of *all*

# A third of our supporters would like a closer connection to the community and their child

More than 60% of supporters are happy with the level of connection they currently have with their child and community.

When comparing the results from last year, supporters are feeling less connected.

Only 2% of our supporters feel they want to be less connected to their child and 1% want to be less connected to the community.



QF4. How connected would you like to feel to the Child you are supporting?  
QF4A. How connected would you like to feel to the community you are supporting and the community development work?  
N = 682

# What do you think an interesting piece of analysis would be to help us reach our goal of better engaging with our supporters?

Are certain supporters receiving more comms than others?

What is most clicked link in an SMS/email?

What does a year of comms look like for WVA?

Which campaigns drive the highest clicks?

What do comms look like for a supporter in their 1<sup>st</sup>/2<sup>nd</sup>/3<sup>rd</sup>... year with WVA?

Are certain supporters receiving a particular type of communication more than others?



“ World Vision is the largest force for good on Earth, driven by everyday people. Together we choose each day to do what is doable. Side by side, we grow up like trees to the sky. We become an enormous forest that does good all around the world. ”

- Daniel Wordsworth, CEO, World Vision Australia

THANK  
YOU

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