

**BETTER BUSINESS
BETTER WORLD**

Partnering For Lasting Impact

WHO WE ARE



With outstanding integrity, experience and expertise, World Vision SA is the ideal **Corporate Social Investment** partner to help your company make a real, lasting impact within local communities.

With a global footprint and local presence World Vision South Africa has, since 1967, played a vital role in the development of children and communities in South Africa, and we want to share in helping you make a difference.

FOREWORD BY BRUCE LAYZELL,

Chief Executive Officer of World Vision South Africa



World Vision South Africa was born from a desire to drive fundamental change in the lives of our nation's children in an effective, sustainable way – because we believe in their unlimited potential. Each child deserves a voice and positive role-models who can show them how to use that voice to change communities, countries and the world.

Over 50 years, we have worked alongside corporations with similar values, so that together we can leave a positive impact on South Africa.

World Vision offers a proven approach for companies to reach their corporate social responsibility goals. We believe that only through a holistic approach can we make positive change together. Through our customised CSR programmes, we have opened doors for many young South Africans and their communities, from enabling local economic development to bringing clean water and sanitation and making breakthroughs against poverty in the areas that needed it most.

This was only realised through our uniquely integrated long-term community-based approach, which we've been honing for more than 70 years across more than 100 countries under the World Vision umbrella. We understand the needs of communities and by combining empathy and compassion with intelligent, data-informed decisions, we create solutions that give so much to our beneficiaries not only for now, but also in the long-term.

As inequality and poverty continue to plague our world, there is an even greater need for society – individuals, corporates, civil society and government – to work together to secure a shared future we can be proud of.

In my 25 years as an executive in the corporate world, I have experienced first-hand the importance of social responsibility, not only for the beneficiaries, but also as an essential business strategy that builds trust – with employees and external audiences alike.

I believe it is an imperative investment, as the children and communities we empower will remember us, and one day could become our employees, customers, leaders, and partners.

That is why finding the right partner for social investment is so important. Integrity, transparency, efficacy and impact are the characteristics that are integral to the right partner, and I know that World Vision South Africa can provide these and more.

In an effort to retain financial stability and retain jobs, so many corporate stakeholders have decreased their spending on initiatives that do not directly drive those factors. But now, more than ever, is not the time to pull back, but rather to double-down on investment in our future – using this time as an opportunity to 'build back better'.

As the CEO of World Vision South Africa, I ask you to consider partnering with us to bring hope, transformation and a fuller life to those with the greatest need.

Together, we can bring about real, effective change in the right ways.

Bruce Layzell

OUR MISSION



World Vision is a global humanitarian organisation dedicated to helping the most vulnerable children, families and their communities reach their full potential by tackling the root causes of poverty and injustice. This foundation compels us to serve all people regardless of religion, race, ethnicity or gender.

At our core, we believe that building a better future can only happen when children are at the centre of our focus, and that changing their lives requires us to examine their needs holistically. More simplistically, to uplift the child we must uplift their community.

We respond to these needs through long-term development, disaster relief and advocacy on behalf of the poor, employing a comprehensive range of services that help children and families build better futures and enjoy the fullness of life.

FACTS AND FIGURES

With over **50 years** of experience working in South Africa, we make demonstrated impact through our work in community development, advocacy and relief and have contributed to the **improved well-being** of approximately **5 million** beneficiaries nationwide.

We spend up to **15 years** in each **community** working with local traditional and faith leaders, families, civil society, government and corporate partners to identify their **unique challenges, developing solutions and ensuring each community has ownership of the results.**



100%
OF ALL OUR
BENEFICIARIES
ARE SOUTH AFRICAN

PRIVATE SECTOR RESEARCH HAS PROVEN
9 OUT OF 10
EMPLOYEES WORLDWIDE
ARE INTERESTED IN PARTICIPATING IN
THE CSI INITIATIVES OF THEIR COMPANY

90%
OF CONSUMERS
WOULD SWITCH
BRANDS
TO SUPPORT A CAUSE
GIVEN COMPARABLE
PRICE AND QUALITY



Proven, effective solutions to poverty

- > Our comprehensive development model helps communities gain sustainable access to the full range of essentials: Clean Water; Food Security; Healthcare, Education, Economic Empowerment, Child Protection and more.
- > Our development programs are strengthened by our concurrent initiatives in advocacy, disaster response and gender equality.

In-depth knowledge of local communities

- > Each employee brings critical knowledge of – and sensitivity to – local culture and customs.
- > Local staff are often first responders in times of disaster or crisis.

OUR EXPERIENCE

World Vision South Africa has spent decades making children its number one priority and we combine our passion with performance. We want to continue working with people who understand that developing the next generation is the key to bettering our society. When choosing a corporate social investment partner, your organization needs people who have worked from grassroots level up.

When you partner with World Vision South Africa, you not only do good, but you also enrich the lives of children and help uplift their communities for lasting impact.

WORLD VISION SA has diversified experience from working on a wide variety of projects across the country.

We can answer your questions on how to make a real tangible and sustainable impact.

We have demonstrable proof that our strategies to improve people's lives work.

Our vast and global experience and network means we can create bespoke world-class programmes for your company to shift communities and address their needs from the inside-out.

Our experience, passion, energy, adaptability and dynamism will not only help you get things done, but get them done the right way.



INFLUENCE YOUR WORLD

Here are our tailored, turnkey business solutions:



STRATEGIC GIVING

Reflecting your corporate values, philanthropic commitment, and business strategy.



CAUSE MARKETING

Enhancing your brand, maximizing your business, and building customer affinity while helping those in need.



EMPLOYEE ENGAGEMENT

Improving employee retention and satisfaction through programmes that support the causes your staff care about.



DISASTER RELIEF GIVING

Helping disaster survivors recover and rebuild.

5 STEPS TO STRONGER COMMUNITIES



1 BUILD TRUST

Social transformation starts with building trust among all partners: World Vision staff, community members of different social groups (including women, children and the disabled), and local leaders. This may take between 2 months and 2 years

2 COME TOGETHER

Local people are encouraged to work together on early projects, creating a foundation for the success of subsequent phases. Communities are equipped to advocate with their government for policies that improve their well-being.

3 MAKE DECISIONS

Community members assess their needs and priorities and develop a multi-year plan of action, continually reevaluating as it moves forward.

4 DESIGN SOLUTIONS

Community members begin to design practical steps to take them where they want to go. World Vision provides oversight and assistance as needed and also supports disaster training and preparedness based on local vulnerabilities.

5 TAKE OWNERSHIP

This final phase marks the beginning of true self-sufficiency as the community establishes long-term social and economic systems that will sustain development without outside assistance.

WORLD VISION IN SOUTH AFRICA

“We’ve already effected change in multitudes of communities across the country. Our newest projects will see World Vision South Africa expand its operations in Limpopo and the Eastern Cape,”

- Bruce Layzell.

KEY

- Where we were
- Where we are now



OUR PARTNERS

Proven Integrity, Earned Trust



ADDRESSING WATER SCARCITY WHILE BATTLING A RAGING PANDEMIC



A partnership between World Vision South Africa and the Ford Motor Company initially set out to address water scarcity in the Eastern and Western Cape, and now assists over 45 000 people in response to the COVID-19 global pandemic. The project supports approximately 3400 households, 79 schools, 80 early childhood development centres and four clinics with fresh water.

Many rural communities struggle to access clean water and municipal water supplies are also sometimes contaminated. In 2018, World Vision SA began providing clean water generated through innovative Watergen atmospheric water-from-air technology to communities near Uitenhage in the Eastern Cape. By the end of 2019, we were providing water for 1 100 people in this area, and expanded to assist schools, early childhood development centres (ECDs) and clinics.

In March 2020, with South Africa entering hard lockdown, World Vision SA collaborated with major partners, including Ford, UNICEF and local government, to adapt and respond to urgent community needs. World Vision was able to leverage the community relations already in place to distribute essential items such as PPE (personal protective equipment), food aid and hygiene products as well as fresh water.

“This project started small to provide water in a drought, and as other partners joined in, we were able to help fight against a pandemic. We hope that this kind of work can inspire other corporates and government to continue with this work,” said Thulang Lecheko, project lead for World Vision SA.

“We are encouraged to see the dedication of the World Vision South Africa team in assisting desperate communities throughout Nelson Mandela Bay during this devastating drought. This project demonstrates how technology and a commitment to improving the lives of others can make a meaningful difference with something as simple, but absolutely essential, as water. World Vision has also expanded its efforts in response to the COVID-19 pandemic, and we applaud their ongoing work in the region,” said Neale Hill, Managing Director of Ford Motor Company of Southern Africa (FMCSA).

PARTNER WITH US

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