



Save the Children's global strategy:
AMBITION FOR CHILDREN 2030
and 2016–2018 STRATEGIC PLAN

**Building a better world
for and with children**

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Around the world, we will work together to build a better future for and with children.

“Change is within our reach. No child should ever die of preventable causes – yet millions do every year. With 25,000 passionate people in 120 countries, we can and will change the world for children.” **Carolyn Miles – CEO, Save the Children US**

“We will continue to work in both development and emergency settings, to fight for all children’s rights around the world in fragile states, Middle-income countries and developed countries” **Elisabeth Dahlin – CEO, Save the Children Sweden**

“We are excited that our new strategy is in line with the UN Sustainable Development Goals (SDGs). The SDGs will pave the way for how the world will become a better place for children in the next 15 years – we will be part of that journey.” **Gugulethu Ndebele – CEO, Save the Children South Africa**

“Our three year strategy (2016–2018) defines the building blocks for achieving our global breakthroughs for 2030. It is our opportunity to transform the lives of the most deprived and marginalised children in the world” **Thomas Chandy – CEO, Save the Children India**

“We won’t achieve our strategy on our own – we will need to work closely with children, partners, donors and supporters to inspire breakthroughs for children. Thank you.” **Alan Parker – Board, Save the Children International**

“We have a real opportunity to take our impact for children to the next level, doing whatever it takes to ensure that we leave no child behind. We can’t wait to get started. Join us!” **Justin Forsyth – CEO, Save the Children UK**

BUILDING A BETTER WORLD FOR AND WITH CHILDREN

In recent decades the world has made unprecedented progress for children. Yet our mission is as urgent and relevant as ever before: millions of children are being left behind and denied the opportunity to survive and fulfil their potential.

This document outlines the change we want to inspire by 2030, as well as the strategic steps we will take over the next three years to get there. We will do whatever it takes to ensure by 2030 all children survive, learn and are protected, with a focus on the most deprived and marginalised children.

WHO WE ARE

Like our founder Eglantyne Jebb – who in the wake of the First World War was the first person to declare children had individual rights – we are pioneering and courageous.



OUR RECENT SUCCESSES AND ACHIEVEMENTS

- We reached more than 50 million children through our work around the globe in 2014.
- In Nigeria, we helped secure a national health bill that could save the lives of three million mothers and children over five years.
- In Bangladesh, Ethiopia and Indonesia, we worked with partners to triple the average percentage of children who understand what they're reading to 60%.
- We helped to secure the total ban of corporal punishment in 46 countries.
- We helped millions of children affected by disease outbreaks, conflicts and natural disasters. In recent years we launched major humanitarian responses to the Syria conflict, the Ebola outbreak in West Africa and Typhoon Haiyan in the Philippines.

OUR VISION

A world in which every child attains the right to survival, protection, development and participation.

OUR MISSION

Inspire breakthroughs in the way the world treats children and achieve immediate and lasting change in their lives.

OUR VALUES

We will stay true to our values of Accountability, Ambition, Collaboration, Creativity and Integrity.

THEORY OF CHANGE: OUR MODEL FOR INSPIRING BREAKTHROUGHS FOR CHILDREN

WE WILL ...



A CHANGING WORLD

The world we operate in is changing rapidly – for children, and for our organisation:

global economic crisis
more conflicts restrictive operating environment
widening inequalities more climate-related disasters
growing number of Middle Income Countries
increasing violence towards children
global migration food security
social media
new technology changing supporter experience
slow progress in fragile states youth activism
political instability digital revolution urbanisation
funding environment changing
fewer aid dependant countries

We've developed our strategy for children to address these changes.



WHO WE WILL REACH

We will work to achieve the rights of all children, but we will put the MOST DEPRIVED AND MARGINALISED CHILDREN first and advocate for others to do the same. We will judge our and other's successes against our ability to reach these children.

We're defining the most deprived and marginalised children as those least likely to survive, learn and be protected.

There are many factors that influence whether a child is deprived and marginalised, including **income, poverty, gender, geography, ethnicity** or **caste**, and **disability**. Often, it's a combination of these factors that deny children the right to survive, learn or be protected.

We will only be able to ensure that all children survive, learn and are protected if we are able to reach those who are the most deprived and marginalised.



OUR 2030 AMBITION

We will do whatever it takes to ensure that all children survive, learn and are protected by 2030.

We won't inspire breakthroughs for children on our own. We will work hand in hand with children and their communities, our partners and our donors. Only then will we transform the lives of children and make a real difference.

There are currently 2.6 BILLION children in the world.

5.9 MILLION CHILDREN under the age of 5 die from preventable causes each year

59 MILLION CHILDREN are not in school. Of children in school, **250 MILLION** are not learning the basics in reading and mathematics

Up to **1.5 BILLION** children experience violence each year

OUR THREE GLOBAL BREAKTHROUGHS FOR 2030:

SURVIVE

NO CHILD DIES FROM PREVENTABLE CAUSES BEFORE THEIR FIFTH BIRTHDAY

LEARN

ALL CHILDREN LEARN FROM A QUALITY BASIC **EDUCATION**

BE PROTECTED

VIOLENCE AGAINST CHILDREN IS **NO LONGER TOLERATED**

BREAKTHROUGH: a remarkable and sustainable shift from the current trend in the way the world treats children.

OUR AREAS OF WORK

We will draw on these areas of work to inspire breakthroughs for children:

- **Health and Nutrition:** We ensure sustained access to life-saving maternal, newborn and child health and nutrition services.
- **Education:** We secure a quality basic education for all children.
- **Child Protection:** We protect children from violence and advocate for others to do the same.
- **Child Poverty:** We help children and their families meet their basic needs and escape the intergenerational cycle of poverty.
- **Child Rights Governance:** We support children and civil society to demand rights for every child, and for governments to deliver on their promises.

THE STORY OF ONE OF THE MANY CHILDREN WE WORK WITH

Marie Darline is 15 years old and lives in a camp for those still displaced by the 2010 earthquake in Haiti.



“I have lived in this camp for 4 years. I don’t feel safe here because people don’t respect each other. There are many cases of abuse. We can’t walk out late, we’re afraid to because there are young men in the street who will grab us.

At Save the Children’s child rights club, they made me realise that every child has a right to go to school and to receive healthcare when they are sick. I think that child rights are important because I myself am a child. I’ve gained more confidence and I now teach other children about child rights. I tell them what steps to take to protect themselves from people that want harm them in the camp. When I’ve finished studying, I plan to become a doctor.”

We will continue to work with children like Marie Darline to turn their rights into a reality. We work with community partners training them on children’s rights, violence prevention and gender-based violence. We also create and support children and youth leader clubs to ensure that children can monitor security issues that arise in the camps they live in.

2016–2018 GLOBAL PRIORITIES

We know what we must do by 2030:
inspire breakthroughs for children.

We know who we need to help:
the world's most deprived and marginalised children.

How will we achieve our strategy?
We've identified nine global priorities that will help set us on course towards achieving our breakthroughs in the first three years of our strategy.

How is this different from our previous strategy?
This strategy will continue many important aspects of our previous strategy, such as our focus on increasing unrestricted funding and strengthening the way in which we operate. However, there are also exciting new elements, such as our focus on knowledge and our new global campaign.



GLOBAL PRIORITIES EXPLAINED...

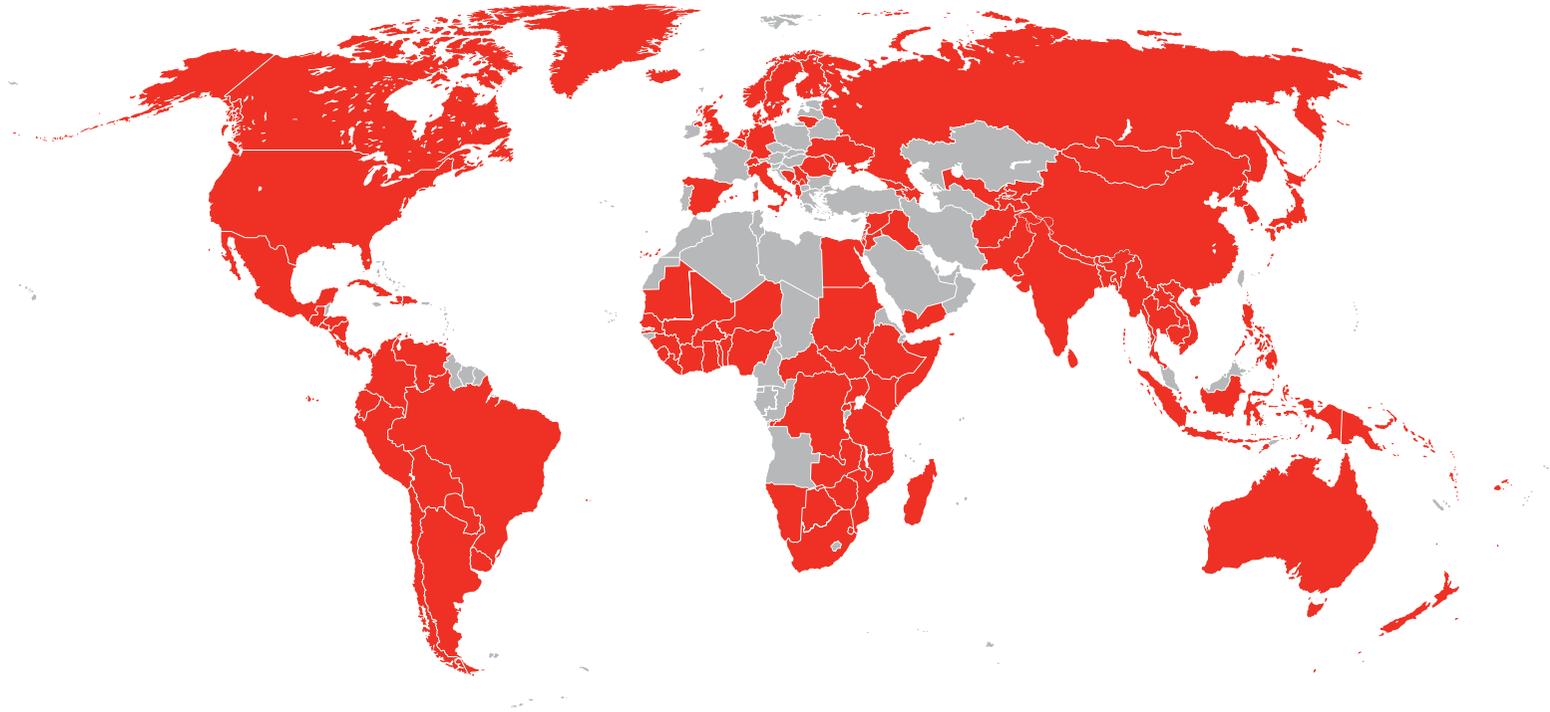


***Unrestricted funding:** money that is used where it is most needed. We are committed to meeting our donor promise, which means ensuring donations and gifts are given to the areas/regions specified by our supporters. However, in some cases this means we experience shortfalls in funding sudden important priorities, for example getting money to the field immediately when a disaster hits, or addressing child rights violations in geographies with little donor interest.

WHERE WE WILL WORK

Our priority for the next three years is to improve the quality of programs in the 120 countries in which we work.

We will continue to respond to humanitarian crises globally and adapt to changing circumstances in every environment as needed.



Afghanistan	Bolivia	China	Egypt	Guinea	Jordan	Madagascar	Nepal	Papua	Singapore	Tajikistan	Uzbekistan
Albania	Bosnia and	Colombia	El Salvador	Haiti	Kazakhstan	Malawi	Netherlands	New Guinea	Solomon Islands	Tanzania	Vanuatu
Algeria	Herzegovina	Costa Rica	Ethiopia	Honduras	Kenya	Mali	New Zealand	Paraguay	Somalia	Thailand	Venezuela
Argentina	Botswana	Côte d'Ivoire	Fiji	Hong Kong	Korea	Mauritania	Nicaragua	Peru	South Africa	Timor Leste	Vietnam
Armenia	Brazil	Cuba	Finland	Iceland	Kosovo	Mexico	Niger	Philippines	South Sudan	Togo	Yemen
Australia	Burkina Faso	Denmark	The Gambia	India	Kyrgyzstan	Moldova	Norway	Romania	Spain	Turkey	Zambia
Azerbaijan	Cambodia	Dominican	Georgia	Indonesia	Laos	Mongolia	occupied	Russia	Sri Lanka	Uganda	Zimbabwe
Bangladesh	Canada	Republic	Germany	Iraq	Latvia	Montenegro	Palestinian	Rwanda	Sudan	United Kingdom	
Belgium	Central African	DPRK	Ghana	Israel	Lebanon	Mozambique	territory	Senegal	Swaziland	Ukraine	
Benin	Republic	DRC	Greenland	Italy	Liberia	Myanmar	Pakistan	Serbia	Sweden	Uruguay	
Bhutan	Chile	Ecuador	Guatemala	Japan	Lithuania	Namibia	Panama	Sierra Leone	Switzerland	United States	



JONATHAN HANSSAVE THE CHILDREN

FUNDING OUR AMBITION

We believe our new global strategy *Ambition for Children 2030* will inspire breakthroughs for children. However we will not achieve the impact for children that we seek unless we invest in our work.

2014

21%

UNRESTRICTED GLOBAL INCOME

2018*

25%

* 2018 figures are what we expect to achieve

Diversifying the source of our income is critical to help us make strategic choices, and for our programs to be innovative and flexible. By doing this, we will be able to respond to children when they need us most.

As an example, unrestricted income helps us invest in:

- Reaching the most deprived and marginalised children, even when no donor funds are available. This is particularly important in a humanitarian crisis when we need to act quickly.
- Piloting innovative programs – the world that we operate in for children is changing. We will need to evolve our approach so that we leave no child behind.
- Mobilising the public to campaign for child rights, and ensuring that everyone recognises the right of every child to survive, learn and be protected.

Our global revenue is currently US\$2 billion per year. In order to begin to achieve our ambitions we expect to have income of US\$2.7 billion per year by 2018.



THANK YOU

A huge thank you to everyone who works for or with Save the Children – staff, donors, partners and friends.

Together, we will do whatever it takes to save children.

There are many ways you can support our work for children such as fundraising, campaigning or volunteering. Please visit our website for more information or follow us on social media.

savethechildren.net



Registered charity no. 1076822



FRONT COVER PICTURES: TOP: MICHAEL AMADITZ, MIDDLE: SAVE THE CHILDREN, BOTTOM: SUZANNA KLAWCKE; BACK COVER: SUSAN WAINERS; SAVE THE CHILDREN