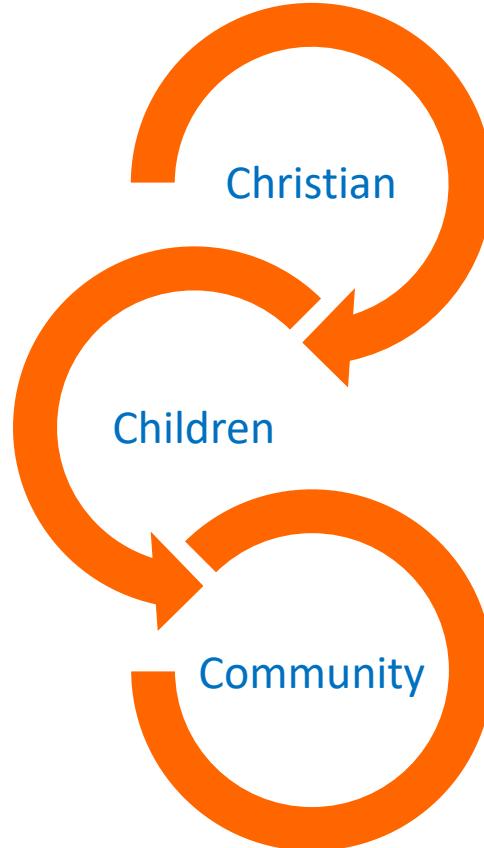


WORLD VISION HONG KONG

ACCA Business Competition Briefing



We are World Vision



World Vision is *an international Christian humanitarian organisation* working to create lasting change in the lives of children, families, and communities living in **poverty, regardless of their religion, race, ethnicity or gender.**

Through donations from the public, World Vision helps **communities** around the world to improve in areas such as **education, healthcare, water & sanitation, child protection and economic development**, so that these communities and the **children** and families living in them can thrive in sustainable ways and walk out of poverty.



Foundation of World Vision



While on a trip to China in 1947, a young American reporter, **Bob Pierce**, met an abandoned girl and gave the last 5 dollars in his pocket to help care for her. He sent the same amount each month after returning home so that the girl could be continuously looked after.

This encounter marked the turning point in Pierce's life. In **1950**, he founded World Vision, with the aim of **helping poverty-stricken children around the world**. That five dollars set the prototype of Child Sponsorship Programme, which began a few years later in response to the needs of hundreds of thousands of orphans at the end of the Korean War in 1953.

Today World Vision has become the largest **Christian international non-governmental organization** working in nearly **100** countries worldwide. For decades World Vision has responded to the most critical humanitarian crises in the world.

History of World Vision Hong Kong (WVHK)



1950

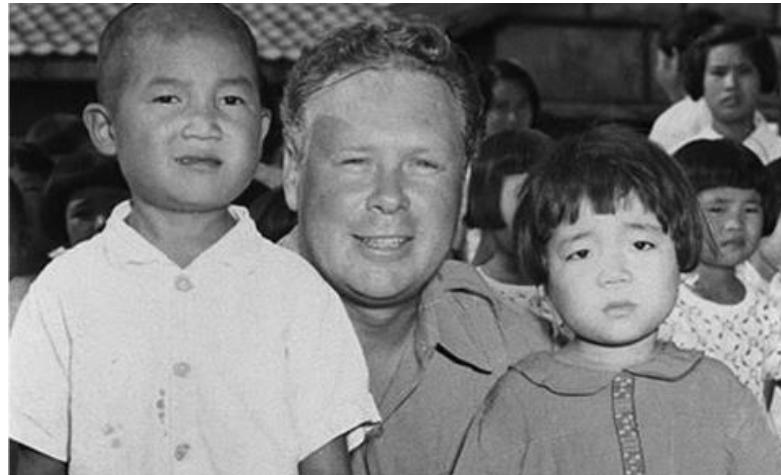
Established World Vision
by **Dr. Bob Pierce**

1962

Typhoon Wanda hit Hong Kong severely, World Vision distributed relief supplies and set up its field office in Hong Kong

1982

World Vision Hong Kong turned itself into **fundraising office**



Please click to view the video



Structure of World Vision

World Vision consists of numerous national offices around the world that **work together towards one vision: life in all its fullness for every child.**

World Vision International provides **global coordination** for more than 34,000 staff members in nearly 100 countries, and ensures that **global standards and policies** are pursued.

World Vision **support offices** fundraise to support World Vision programmes all over the world, that positively impacting the lives of over 200 million children. Our programmes are implemented locally by **field offices** that coordinate local agencies and community members, inspiring them to come alongside to transform vulnerable children's life.



Our Work - global



When disaster strikes, victims in poor areas often suffer heavy losses; they cannot afford the cost of rebuilding their homes and communities. World Vision **responds immediately** by providing basic necessities to ease the desperate situation for the affected and following with rehabilitation work.



By 2030, it is estimated that two-thirds of the world's poorest will be living in **fragile and conflict-affected places**. Children in these places are struggling to survive as they are trapped in extreme poverty. Through **Childhood Rescue**, we provide basic necessities of life, improve nutrition and livelihoods, and offer psychological and education support, enabling children and families in fragility to survive, recover and build a future.



To improve the lives of poverty stricken children, we must first improve their living conditions. World Vision pools together donations from **Child Sponsorship, VisionFund, Project Support, World Vision China Partners** and works alongside communities to **address the root causes of poverty** and support families to **become self-reliant in the long run**.

Our Work - local



We organize **large-scale advocacy activities** and promotes a variety of **educational activities** in schools, business corporations and churches to **raise public awareness about poverty** and gather more resources to help transform the lives of needy children and families.



We **collaborate with professional organizations and partners** to provide material support and care towards those in need in Hong Kong. We focus on four pillars of work, “Nutrition and Health”, “Experiential Learning and Learning Support”, “Mental Wellness” and “Living Environment”, in order to help grass-roots parents and their children become resilient, while allowing the children to develop both their bodies and minds to stay healthy.

WVHK Core Business

■ Fundraising

- Build positive brand image
- Voice out the needs of those poor and needy around the world
- Invite public to donate and fund for our work to help the poor

■ Public Education

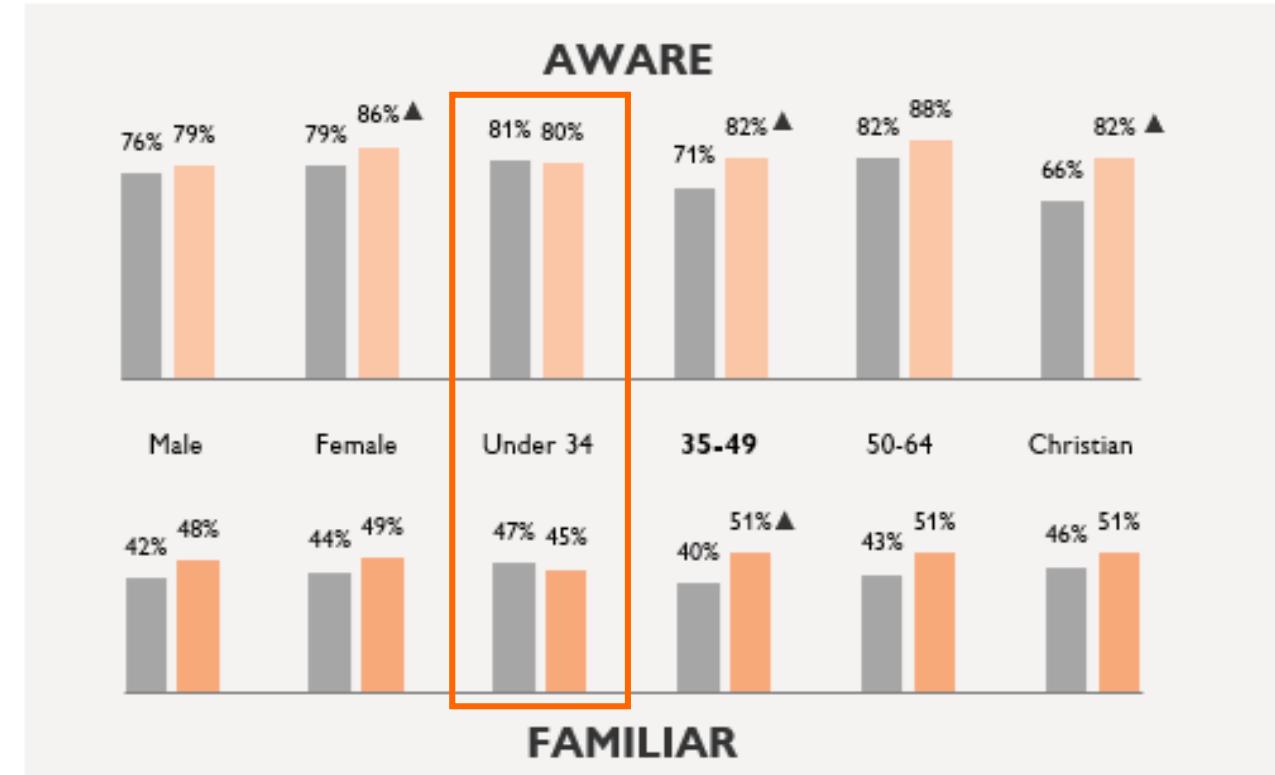
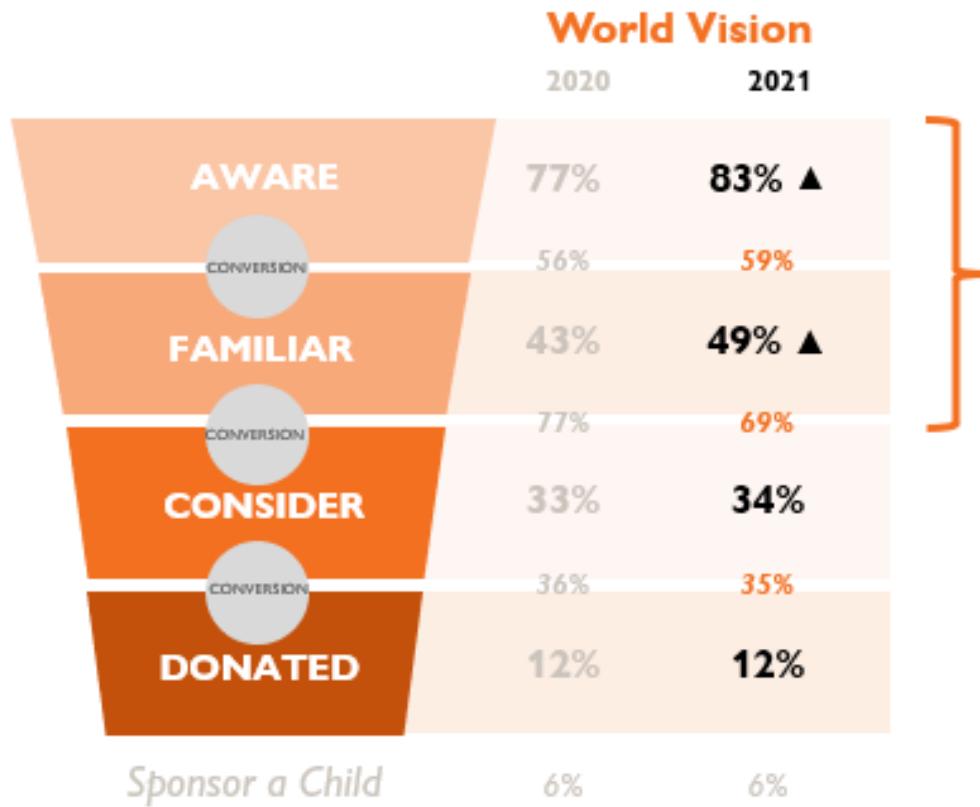
- Breed and nurture the next generation to become global citizens – with empathy and responsibility
- Be a sought-after organization for school and church partners to learn more about hunger and poverty, and when they respond to needs and appeal

WVHK Fundraising - key focus

- Expand our donor base by focusing effort to drive **familiarity** and **consideration**
 - *It is important to target to the younger generation*
- Build **relevance** with prospects and give them reasons to trust us to consider
- Retain current donors by showing **transparency** and **impactful**
 - *Prove the impact of the donation; make them feel connected with our mission*

Awareness and Familiarity of World Vision among Gen Z and Millennial (under 34) are relatively low

Marketing Funnel, World Vision, General Public
HK Brand Tracker 2020



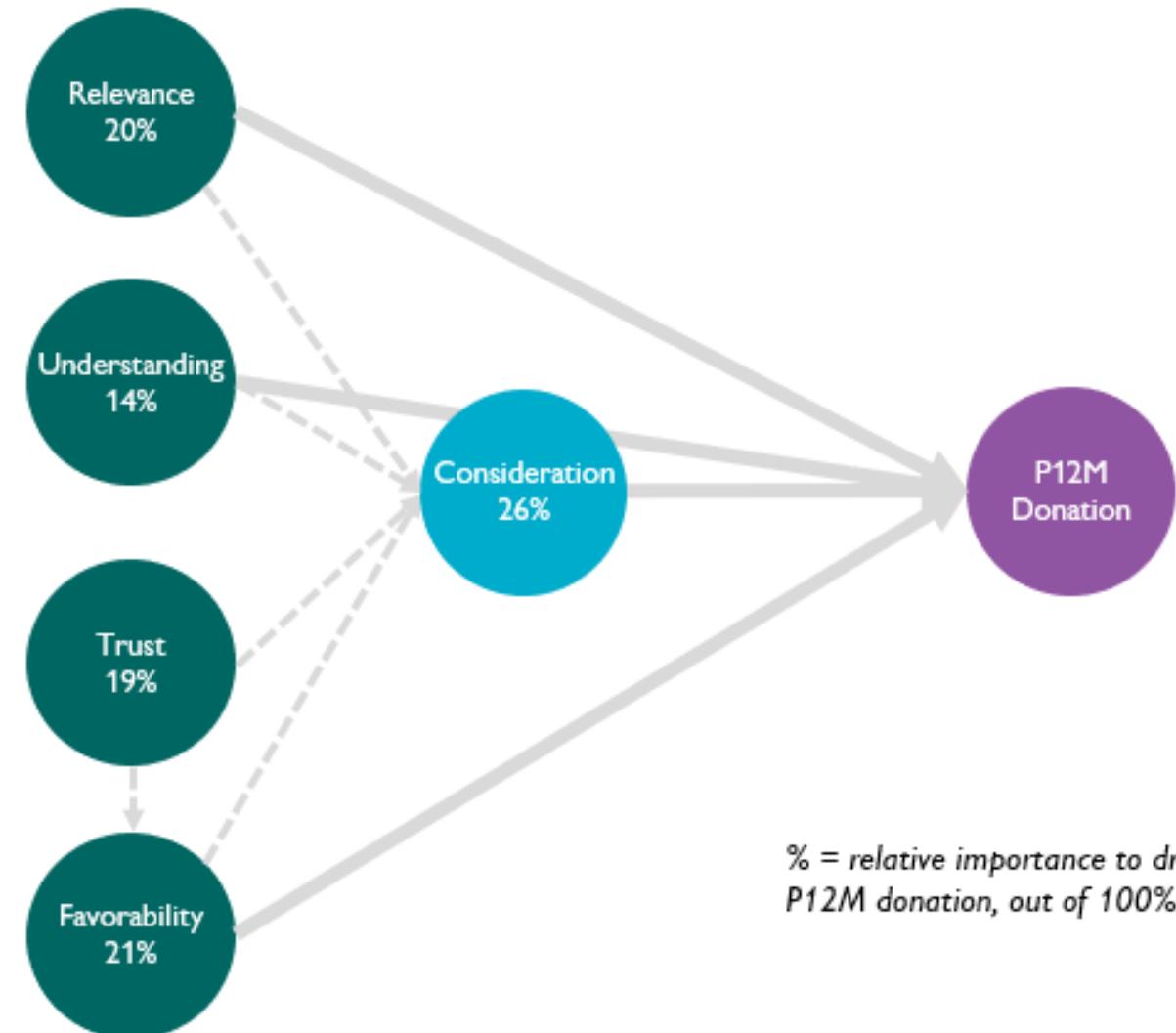
Base
Q
▲/▼

Total Respondents 808
A20, A30, B30, B10, B80
Indicates significantly higher/lower than 2020 @ 95% confidence level

So – what does this mean for our brand?

- 1) **Consideration is the strongest leading indicator of donation behavior.** If we can increase Consideration, growth in donations will follow.
- 2) **Understanding, Favorability, and Relevance** all play an important role in driving both Consideration and Donations directly
- 3) **Trust is important** to building a more favorable reputation, which is necessary for Consideration

Structural Equation Model

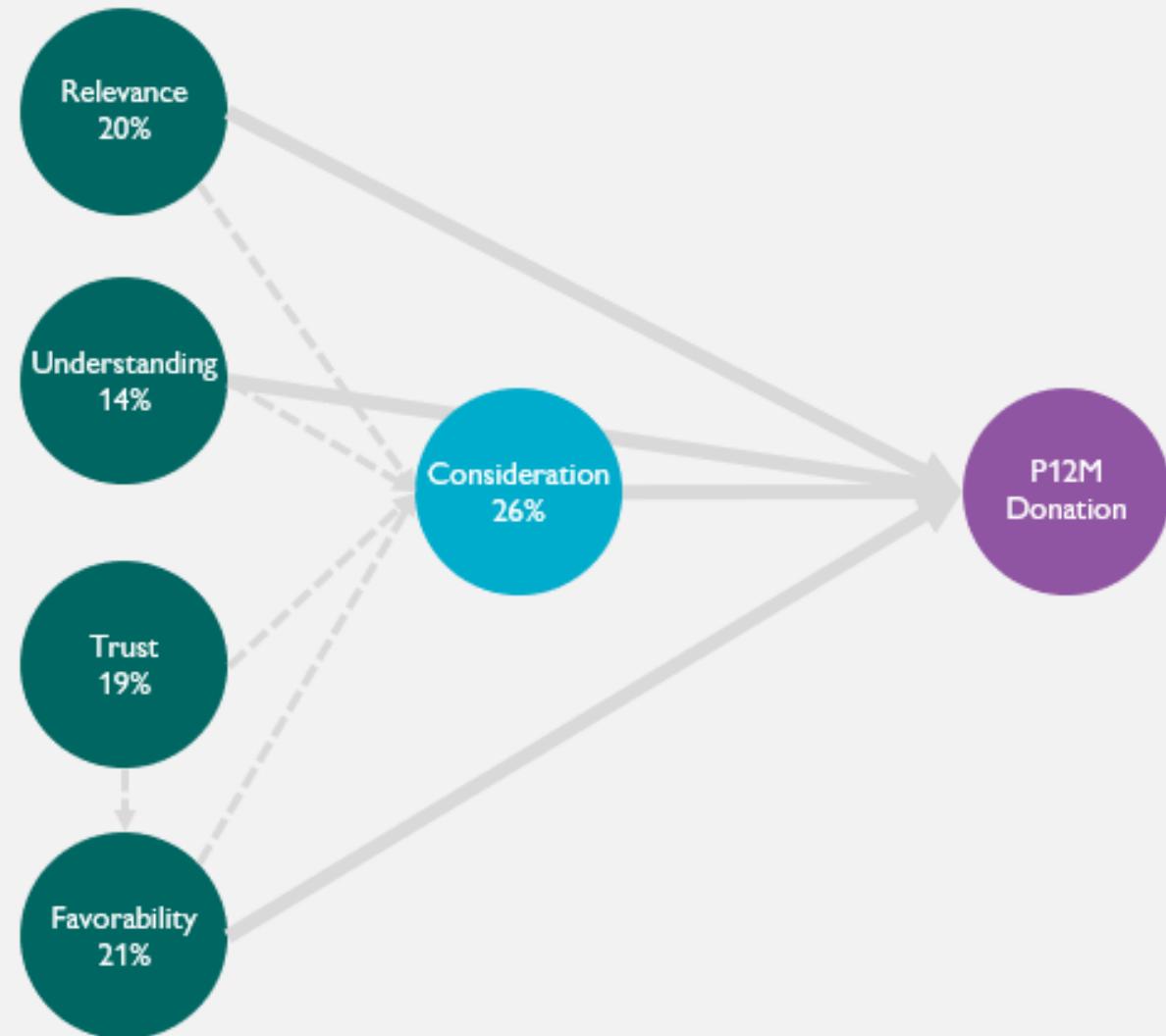
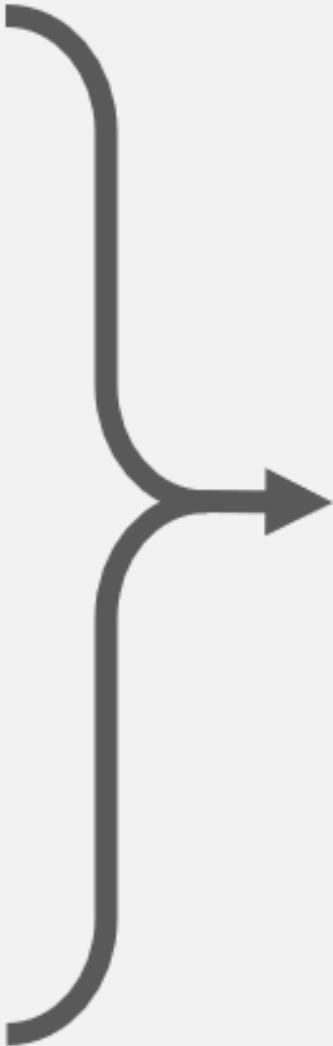


% = relative importance to driving P12M donation, out of 100%

To make this more actionable, we need to take a closer look at what specifically drives each component of the brand

**Thoughts, Beliefs,
Experiences**

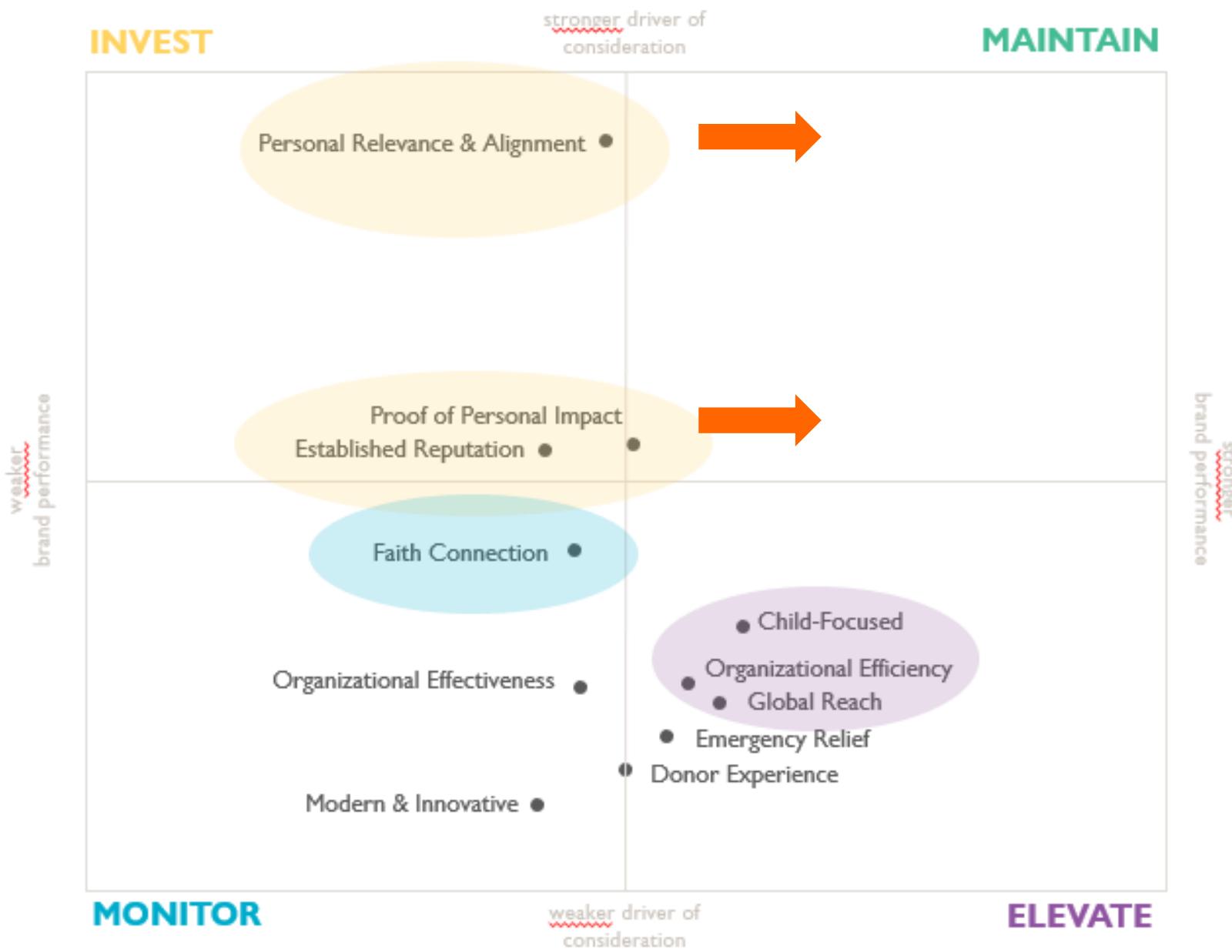
- Established Reputation
- Organizational Effectiveness
- Proof of Personal Impact
- Organizational Efficiency
- Personal Relevance & Alignment
- Faith Connection
- Child-Focused
- Global Reach
- Donor Experience
- Modern & Innovative
- Emergency Relief



We need to be more distinct and relevant

- Investing in Personal Relevance and proving the impact of their donations should remain the top priority
- Emphasizing our reputation could help support these efforts by building a foundation of trust and favorability.
- We need to be seen as more distinct on the things that make us who we are – i.e., our faith-based mission to improve the lives of children across the world – so it's important that we strike the right tone in talking about faith while emphasizing the impact we can help donors make in children's lives.

Total Respondents (808n)



Engaging New Audiences

■ Blockchain-based donation i.e. Cryptocurrency/NFTs

- Trend – over 12,000 crypto, doubling from 2021-2022
- Ethical – against money laundering
- Manage reputation risk –cryptomining's impact on environment, gambling and unethical association

■ Gen Z

- Awareness and familiarity concern
- Motivation & connection

■ VR, Metaverse

- Attraction & engagement

New Channels & New Tools

- Increasing relevance
- Increasing engagement with supporters

WVHK 1st attempt - NFT Arts for charity sales in 60th Anniversary

- Physical art pieces transformed into “non-fungible token” NFTs
- Fundraised for local ministry
- Only accept HK currency for transaction, no bitcoin or crypto
- Limited issue
- Green NFT - Not for resale
- Partner with Possible to sell in their platform

<https://possible.com/zh/creator/572343f22dbf11ed82d70ae5a4757d42>



WV Korea - Metaverse to enhance sponsor experience & improve sponsor satisfaction

- It provides realistic field experiences to sponsors by performing various missions against the backdrop of war-stricken areas, refugee camps, and World Vision Center.
- <https://gather.town/app/2abLOdVUODt98LPe/21giveaniceday>



1 airport

- ✓ Divide sponsors into several small groups
- ✓ Guide to map and mission, event

2 war-stricken areas & refugee camps

- ✓ Hunt for 5 different ER-kit on war-stricken areas
- ✓ Look around refugee camps

3 World Vision Center & Event zone

- ✓ Talk with field officer
- ✓ Writing a support message for refugee children
- ✓ Event with OX quiz and lucky draw

WV Canada - Used AR on the event at Toronto's Union Station for World Refugee Day

- Visitors could look “behind” negative news headlines using augmented reality and virtual reality technology to see the real and raw stories of courageous children.



Three young women watch a video on an iPad activated by augmented reality technology at an event at Toronto's Union Station for World Refugee Day. Photo: Marie Cook

Look forwards....

- Innovative
- Increase relevance and familiarity
- Drive consideration
- Call for action