



Big Goals: Our World



Making
Our Vision
REAL

Our World: The world in which we serve



World Vision works in a world in which there is a growing gap between rich and poor. Christianity in many ways has relocated to the South, and the ideology of the free market is largely unchallenged. Major global drivers include globalisation, environmental limits, and the need for meaning and identity, amongst many other profound trends.

Global Drivers

Holy Spirit of God

- God is working redemptively in history, is sustaining the world and will establish the kingdom of God.
- The Church is God's called partner in history.
- There is an adversary working against the will of God.

People have changed

- People understand more about why their world is as it is and are less passive, yet feel they have little effect on the economic, political, and social factors that affect daily life.
- More than half of a global sample believe the next generation will live in a less safe world.
- Increasing tendency to no longer see children as incomplete adults, but as contributors to social well being.
- Increasing material well being leads to changes in values and lifestyle, not all of which are positive.

Globalisation: Global economy, technology, and communications

- Unchallenged ideology of the free market with uneven benefits.
- Growing anti-globalization efforts, especially in Europe and the developing world.
- Emergence of knowledge economies and globalization of knowledge workers.
- Education, technology and communication are the determinants of who participates and who does not.
- Increasing tension between free trade and protectionism and concern on the role of the WTO (World Trade Organisation).
- Transnational corporations, unaccountable to governments, are a major influence.
- Increased enabling of global terrorism and transnational crime.
- Global youth culture emerging.

Power of identity and the need for meaning

- Globalisation draws people together; ethnic and religious identity root people locally.
- Increasing power and hostility of fundamentalisms – Christian, Islamic, Buddhist, Hindu.
- Resurgence in interest in spiritual things; people are looking for something spiritual that works.
- Belief in the inevitability of human progress is waning.

Competing visions for best human future

- The international community believes in a future that is peaceful, materially prosperous and democratic.
- The popular culture believes in a future with lots of good things, few worries and little responsibility.
- The free market advocates believe in a future created by self-interest and limited greed.
- Islamic fundamentalists believe in a future that is theocratic, puritanical and medieval.
- The Church believes the best human future is derived from its understanding of the Kingdom of God, yet struggles to articulate this in a consistent, clear and compelling way.

Changing demographics

- World's population growth rate is decreasing, yet population is growing, mostly in the South.
- Europe is no longer reproducing at a rate to sustain itself; Japan, Europe and North America are greying, resulting in economic challenges and a politics of the elderly.
- There is a high level of concern for security in old age in Europe, Russia, South America, Japan and S. Korea.
- Africa, the Middle East and a few countries in Latin America will experience "youth bulges."

Environmental limitations

- Contemporary environmental problems persist and in many instances are getting worse.
- Falling water tables, shrinking cropland per person and collapsing fisheries combine into a threat to the world's demand for food.
- The food supply of 500 million people today is being produced through an unsustainable use of water.
- The largest future water deficits will be in India and China, the world's most populous countries.

Global Trends

Growing gap between rich and poor

- Disparity between rich and poor is widening within countries and among nations.
- Inability to participate in a global and information-based economy may mean permanent marginalization.
- The poor live in the US\$39 trillion non-formal economy, which is lawless, unsafe, and based on the survival of the strongest, and which represents almost one-quarter of the world's GDP (gross domestic production).

The changing shape of the Christian church

- The number of committed Christians is far greater in the South than the North.
- Increasing influence and reach of Pentecostal/charismatic expressions of the Christian faith.
- The Southern church is socially conservative, takes the Bible literally, and takes the supernatural seriously.
- The church in the South is the church of the poor; 23% of the world's absolute poor are Christians.

Increasing conflict and internal violence

- Internal conflicts stemming from religious, ethnic, economic or political disputes will remain or increase.
- Most conflict is now driven by greed, led by warlords, focused on civilians and brutalizes women.
- Three billion people will be living in water-stressed environments by 2015.

Movement of peoples

- There are 37 million refugees and internally displaced people.
- 150 million migrant people remit \$75 billion annually to their home countries.
- The single largest migration in history is from the countryside to the cities.

Toward three centres of economic power

- The European Union and Asia, particularly China and India, will join the USA as economic world powers.
- The hegemony of the World Bank and the International Monetary Fund will be increasingly questioned.

Shifting patterns of governance

- The United States is the sole global power, increasingly prefers unilateral action, is projecting its view of a better human future and has a declining image in the Muslim and non-Western world.
- The role of the United Nations and multilateral institutions is increasingly ambiguous.
- States have less control over flows of information, diseases, migrants, arms, crime and financial transactions.
- The nation state is struggling with diminishing confidence of its people in government, externally imposed conditionalities and increasing numbers of regional and bilateral relationships.
- In failed states, warlords, linked to a black market of commodities and arms, exercise local power.

The emergence and importance of women

- The education and involvement of women is widely linked with positive social change.
- Mainstreaming of a movement to empower women is beginning and needs continuing support.
- Increases in primary school attendance and literacy among women, but they are still less than boys.
- The girl child receives less education, food and healthcare and is subject to harmful traditional practices.

The health divide and the HIV/AIDS pandemic

- The developing world suffers from 90% of the disease burden and has 10% of the world's health resources.
- Thirty new and highly infectious diseases emerged in the last 20 years, including Ebola, AIDS, and SARS (severe acute respiratory syndrome).
- Twenty known diseases are now drug resistant, including tuberculosis and malaria, and old diseases such as cholera, plague and dengue fever are re-emerging after years of decline.
- HIV/AIDS is eliminating human capital faster than it is being formed in Africa.
- The centre of the HIV/AIDS pandemic is moving to four of the world's most populous countries: Russia, Nigeria, India and China.

Audiences

Children

- Child mortality, family size, and primary school enrolment have improved since 1960.
- Increasing demands for participation by youth; public policy judged by their impact on children.
- 28,000 children die daily from preventable causes. 100 million children live on the streets and 800,000 are child soldiers. 250 million children are involved in some form of labour and thus not in school
- 625 million children are subject to child abuse.
- AIDS will create 20 million orphans by 2020.

The Poor

- The developing world improved as much in the last 30 years as the industrialized world did in the 19th C.
- Since 1970, infant mortality has dropped 42%, under five mortality by 45%. Since 1980, adult literacy has been halved to 25%.
- While access to water has increased since 1970, almost 1 billion people do not have access to clean water.
- 75% of the poor in “less developed countries” live in rural areas, yet urbanization of poverty is increasing.
- Over 1.2 billion live on less than 1US\$ a day.
- Women are 70% of the world’s poor and two-thirds of the world’s illiterate.
- One of six people does not have access to healthcare.
- 2.2 billion people lack basic freedoms; over 3 billion people are denied the freedom to teach ideas.
- 150 million people have died from HIV/AIDS, tuberculosis and malaria since 1945.
- End of Multi-Fibre Trade Agreement will reward China and India, and harm Bangladesh, Southeast Asia, Latin America and Africa.

Individual donors

- Increasing donor expectations for impact, transparency and personalized service.
- Increasing donor support in the developing world.
- The Internet is a formidable marketing channel creating expectations for interactive communications.
- Increasing importance of relational marketing, with face-to-face marketing leading to larger numbers of volunteers.
- Increasing numbers of high net worth donors wanting larger, high impact projects, high involvement and customized service.
- Increasing numbers of people, who desire a relational link to a child or a cause, but who are not responding to the traditional sponsorship offer.

Public donors

- Continuing donor decentralization of funding decisions.
- Increasing linkage of development assistance to good governance and economic liberalization.
- Increasing interest in “sector-wide” programs combining direct service delivery with good governance, institutional capacity building and policy reform.
- Increasing demands for partnerships and consortia for aid delivery.
- Decreasing funding for Northern NGOs (non-governmental organisations). Northern NGOs begin to play role of global intermediaries.
- Increasing links between aid, national security and diplomacy leading to politicization of aid.
- Increasing competition from private sector contractors in the form of public/private partnerships.

The NGO world

- Increasing numbers and effectiveness of Southern NGOs and local community-based organizations.
- Increasing scrutiny and criticism from NGO watchdog groups and donors; more regulatory demands.
- Increasing pressure to move from service delivery to enhancing civil society.
- Increasing demands for impact and accountability from donors, the poor and governments.
- Increasing expectations for links between humanitarian work and advocacy and public policy reform.

Mission Statement

Transformational Development

- Increasing global cohesion of development agendas as expressed by MDGs (millennium development goals), PRSPs (poverty reduction strategy papers), Global Fund, etc., accompanied by increasing challenges to these agendas from the South
- Increasingly program sustainability is linked to public policy reform, less corruption and good governance.
- Increasingly significant impact of global forces such as macro economic collapse, HIV/AIDS and terrorism.
- Increasingly economic development and information/communications technology are keys to sustainability.
- Increasingly spirituality is accepted as part of human development.

Emergency Relief

- The number of disasters reported increased rapidly in the 1990s, as did the number of victims. Half of the 37 million refugees and internally displaced people are children; 62% are Muslims.
- Increasing number of peacekeeping missions requires cooperation with the military in violent contexts.
- Movement toward rights-based humanitarianism changes traditional humanitarian principles and neutrality.
- Convergence between humanitarianism and security agendas leads to the politicization of humanitarian aid.
- Donor funding is driven by domestic politics and foreign policy agendas leading to unequal humanitarianism.
- European attitudes on GMOs (genetically modified organisms) force NGOs to handle food differently.

Promotion of justice

- International ODA levels continue to hover at 0.23%, far short of the UN target of 0.7%.
- Agricultural subsidies/trade policies sustain poverty in the LDCs (least developed countries) and a food aid industry; this may change.
- 2.2 billion people live in countries with some form of democracy and enjoy 87% of the world's GDP.
- The world's three richest individuals have a combined net worth greater than the GDP of the LDCs.

Church partnerships

- Globally, there are 2 billion Christians and 1.2 billion Muslims, with Muslims the fastest growing group.
- Increasing militancy on the part of fundamentalist religious groups against Christian organizations.
- Global transdenominational church movements decreasing in significance and impact, with the sole exception of a global prayer movement.
- Increasing commitment to social transformation; emphasis on tolerance creates hesitation to evangelism.

Public awareness

- Increasing visibility and awareness of World Vision at national and global levels
- Increasing numbers of donors from countries that are either becoming more secular or are representative of a major non-Christian faith.
- Militant religious groups see Christian NGOs as targets.
- Increasing media and regulatory scrutiny of the charitable sector; growing concern for self-regulation.
- Increasing expectations that NGOs adhere to industry codes of conduct.
- Continuing media fragmentation making it harder and more costly to get our message out.
- Increasing mainstreaming of corporate social responsibility creating new, yet demanding, opportunities.

Christian witness

- 1.6 billion people live in the least evangelized world stretching from North Africa, across the Middle East, the Caucasus, South and Southeast Asia and Eastern China.
- 380 million people in the least evangelized world live in a culture without a witnessing church.
- Over 900 million people, largely in the North, profess no faith at all.
- 80% of the world's poorest people live in the least evangelized part of the World.
- Traditional or folk religion is the second fastest growing religious grouping after Islam.
- The estimated cost of the structures of sin – money laundering, white-collar crime, financial fraud, etc. – is US\$9.3 trillion annually.

Regional Perspectives

Africa

- HIV/AIDS is the definitive obstacle to Africa's development, eliminating economically active adults.

- Poor agricultural production, drought and HIV/AIDS combine for sustained famine conditions.
- The “brain drain” from Africa to more developed countries outstrips capacity to re-supply
- Africa receives only 3% of the world’s foreign direct investment.
- Africa continues to be a net exporter of capital.
- Africa is the home of the fastest growing Christian community.
- Most African countries have conformed to IMF conditions and yet economic growth is not forthcoming.

Asia

- Continuing hostility and suspicion toward Christianity and Christian organizations.
- South and North Korea will be united within 10 years.
- China and India will become the economic drivers and regional military powers.
- Southeast Asia will be economically strong and encounter pressure for more political pluralism, democracy and respect for human rights.
- Increasing impact of HIV/AIDS in Southeast Asia, China and India.
- Population growth, water scarcity and the India/Pakistan rivalry are drivers in South Asia.

Latin America

- Economic stagnation is being experienced after globalization and regional and hemispheric trade agreements led to some economic growth.
- Economic growth is very uneven; 40% still live in poverty.
- Declining proportion of people employed in the formal sector.
- Some countries will experience a serious slow down in number of new jobseekers; others will continue to face high unemployment.
- Increasing social instability evidenced by increasing crime and violence: youth culture is turning ugly.
- Mexico and Brazil will demand a voice in hemispheric and global affairs
- Oil reserves are second only to the Middle East; Venezuela, Mexico and Brazil will be major oil suppliers.
- Democratization will become entrenched in some countries – Mexico, Brazil, Argentina and Chile -- and precarious in others. Popular belief in the effectiveness of the state is declining.
- Increasing pressure for migration to the North

Middle East/Eastern Europe

- Negative development trends in failed states in post-Communist countries.
- Continuing conflict in Middle East and Central Asia.
- Arab Israeli conflict is the key driver for political, security and humanitarian agendas in the region.
- The key security threat in Central Asia will be the competition between Russia, China, India, Iran and possibly Turkey for influence.
- Recovery of Orthodox churches from Communist persecution.
- Continuing earthquake risk across the region.
- Increasing numbers of young people and city dwellers in Islamic countries drive need for jobs, housing, public services and subsidies.
- The key development barrier for the Middle East and Central Asia is resistance to democratization and globalization.