

## **Our Promise — Going further**

Launched in November 2016, the *Our Promise* strategy represents our firm promise to the world's most vulnerable children: We will continue to transform lives in the world's hardest-to-reach places, empowering every girl and boy to reach their God-given potential. This drives to the very heart of our vision statement: 'Our vision for every child, life in all its fullness. Our prayer for every heart, the will to make it so.'

Our strategy calls us to focus relentlessly on eradicating poverty in all its forms – in line with the goals of the Sustainable Development Agenda. The COVID-19 pandemic has exposed the global inequalities that the most vulnerable children and their families suffer from the most. This is why our focus will and must remain on the biggest threats to children. We have good reason to be going further than we imagined in this next phase of *Our Promise*.

Prayerfully aware of the uncertainties before us, and led by our Christian faith, we will partner with the poor and oppressed to tackle the challenges of COVID-19 and its aftershocks to achieve hope, joy and justice for all children. World Vision was born in a crisis 70 years ago and is called for a time such as this. Together, we will change the course of history for vulnerable children.