



In a world where there are many needs, how does World Vision decide where to start new projects?

World Vision aims to work in places where the need is greatest. Sometimes, an emergency compels the choice. After 2003's massive earthquake in Bam left around 75,000 people homeless, 30,000 injured and 41,000 dead, World Vision moved in quickly with tents, blankets and other relief supplies. Later World Vision funded the re-construction of a health clinic destroyed in the quake. Sometimes World Vision stays on after an emergency to help with re-building, and eventually funds long-term development work. World Vision's work in Rwanda is one example (see box on next page).

Where there has been no emergency, each regional office has a country strategy that prioritises which countries to work in. World Vision has four regional offices: Asia/Pacific, Middle East/Eastern Europe, Latin America/Caribbean, and Africa. Need is the most important consideration for designing a country strategy. The United Nations Human Development Index provides statistics that identify the poorest countries in the world. Besides need, other important factors are:



Students from Shah-e-Cheragh primary school wear their new backpacks full of school supplies donated by World Vision. After the 2003 earthquake in Bam destroyed about half the city, World Vision helped with re-building as well as emergency relief. Photo: Andrea Swinburne-Jones



A World Vision staff member checks emergency supplies of clothing and food for distribution in Sri Lanka after the Asian Tsunami Disaster 2004. World Vision was already working long-term in the five worst affected countries. International President Dean Hirsch has committed to staying as long as it takes to help people re-build their lives. (1) Photo: Jon Warren.

Government

Stable government is necessary for long-term development work. If civil war breaks out, projects will be hindered or even destroyed. Government permission is needed for World Vision to start work in a new country. Local government permission is also needed for World Vision to work in a particular area.

Local interest

World Vision works in partnership with local communities. Local community leaders must want to participate in a project. Sometimes they have heard about World Vision and make the first contact. They must also be willing to work with each other. World Vision's long term development programmes (Area Development Programmes) require the leaders of 40,000-100,000 people in 20-50 villages to work together.

A Suitable area

To work well together, the communities in an Area Development Programme need to be able to access each other fairly easily. Area Development Programmes are in rural areas that often have poor





A World Vision staff member discusses crop growing with a villager in Banswara Area Development Programme, India. Trained staff are essential for Area Development Programmes to be successful. Photo: Bernard Gomes.

roads and communications. If there is a geographical barrier, like a large mountain range dividing the area, access will be very difficult. It helps too if the people speak the same language and have some culture in common.

Local resources

For an Area Development Programme to work well, enough resources like land and water need to be available. There must also be enough local staff with the right skills. Sometimes staff are recruited from developed countries like New Zealand, but if too many are needed, travel and accommodation costs may make the project too expensive.

Funding

For World Vision to start work in a new country, at least three fund-raising support offices – such as World Vision New Zealand – must agree, so that no one office carries the cost alone. To raise funds, support offices need to interest donors in a project. For a support office to agree to fund a project, its marketing staff must feel there will be enough interested donors. Projects in places that are often in the news, or with historical or family connections to the support country, can be the easiest to fund.

Area Development Programmes are funded by child sponsorship. There needs to be enough children within the right age range ((under ten)in the area. The population needs to be stable. Child sponsors expect regular reports on the progress of their individual child. It is difficult to track children whose families often move.

Internationally, World Vision works in over 90 countries. But our resources are limited, and we cannot work everywhere. Another factor to consider is which other organisations doing similar work are working in an area.

Rwanda: from relief to development



Kiwi nurse Heather MacLeod hands out high energy biscuits at an unaccompanied children's centre in 1996. About 2 million refugees fled the 1994 genocide in Rwanda. Thousands of children no longer had parents and many more became separated from them. World Vision started the centres to care for children and to re-unite them with their parents. Photo: James Addis.



World Vision Rwanda provided vocation training for some of the many young people left to look after younger brothers and sisters after their parents died in the genocide. These young men are learning to make fuel efficient charcoal stoves so they can start their own small businesses. Photo: Susannah Burton.



This terraced hillside is an example of World Vision's long term rural development work in Rwanda. In 2004 World Vision New Zealand began funding a new Area Development Programme in the Kigali district, the Kanombe Area Development Programme. Child sponsorship began in September 2005. Photo: Susannah Burton.

(1) World Vision International press release, 31 December 2004. Topic sheet by Barbara Ruck for World Vision New Zealand. Dec 2004. infocentre@worldvision.org.nz