

Christian Children's Fund

Diversifying Income Sources

Summary:

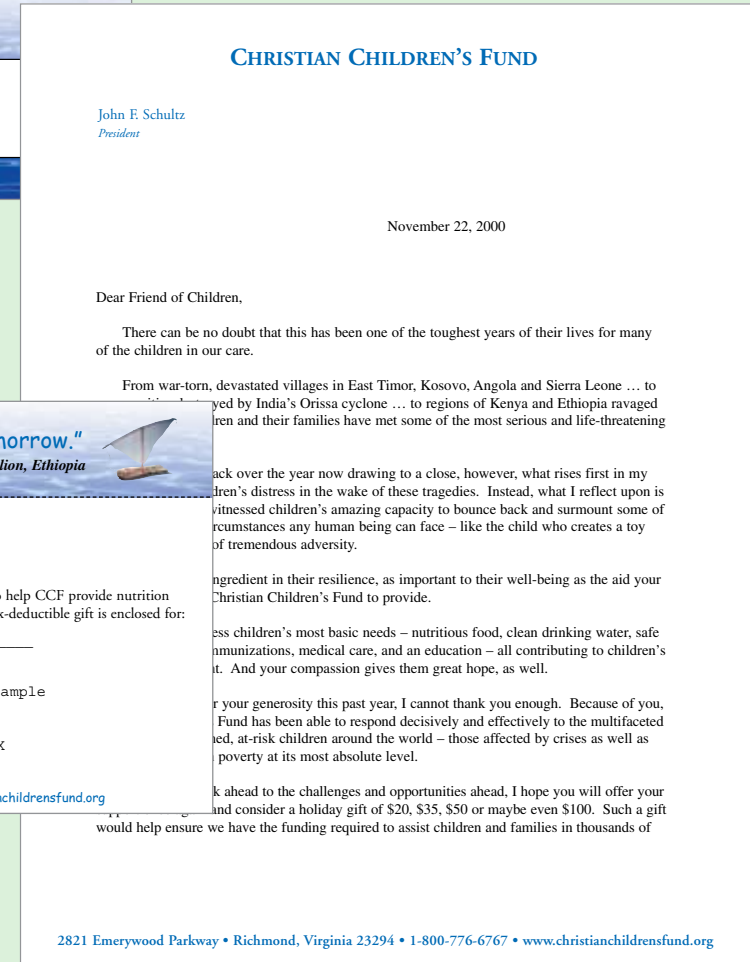
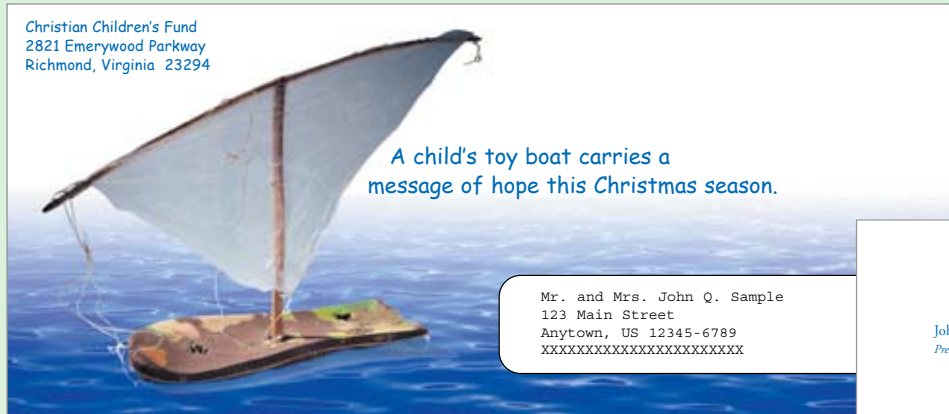
Beginning in 1991, the Christian Children's Fund (CCF) turned to CMS for help diversifying its sources of fundraising income.

CCF uses direct response television to acquire prospects who are then converted into Child Sponsors when they agree to pledge a specific sponsorship amount each month.

But to significantly grow the fundraising program we needed to diversify revenue-generation streams.

The real breakthrough came with our strategies to convert Child Sponsors into Contributing Sponsors — sponsors who give above the \$250 cumulative sponsorship payments they pledge each year — and to convert non-respondents (to the sponsorship program) into donors.

Thus, we helped CCF launch a new program that does not exclusively produce monthly donors, but that generates millions of dollars, increases the lifetime value of Child Sponsors, and converts previously discarded leads into active contributors.



"Today all of us have one common dream ... to be the person of tomorrow."
 — Milton, Ethiopia

Special Holiday Reply: A Gift of Hope for Children in Need

I want to reach out and give needy children the gift of hope this holiday season. To help CCF provide nutrition assistance, medical care and education benefits to the neediest girls and boys, my tax-deductible gift is enclosed for:

\$AMT1 \$AMT2 \$AMT3 Other: \$ _____

XXXXXXXX XX XXXXXXXX

Mr. and Mrs. John Q. Sample
 123 Main Street
 Anytown, US 12345-6789
 XXXXXXXXXXXXXXXXXXXXXXXXXX

To charge your gift, please see reverse. Please make your check payable to Christian Children's Fund and return with this reply form in the envelope enclosed. For more information on any of our programs, visit our website at www.christianchildrensfund.org.

Christian Children's Fund
 2821 Emerywood Parkway • Richmond, VA 23294 • 1-800-776-6767 • www.christianchildrensfund.org

Record of Giving

Gifts of Hope for Children in Need

For example, in Siem Reap, Cambodia, an outbreak of dysentery spread with frightening speed. The cause of this tragedy was no mystery... drinking water unfit for human consumption and too polluted even for the animals. Several people died and scores more became sick - among them many of the village children.



Christian Children's Fund in Action 2000

Providing Basic Dignity and Safety

Safe water and sanitation are among the basic steps to combating childhood disease and malnutrition - the cornerstones of basic health and human dignity that we in the developed world often take for granted.

Similarly, in Ecuador CCF constructed water outlets, purifiers and latrines to assist children who lacked access to drinkable water and sanitary facilities. As a result, they no longer suffered from parasitic, respiratory and skin diseases, diarrhea and undernourishment.

Christian Children's Fund is working to provide clean water and hygienic facilities to thousands of children and their families in projects all over the world. But our efforts must continue. Worldwide more than two million children are reported to be dying every year due to diarrheal disease, and more are left undernourished and



Freedom from Hunger

While CCF has made great strides in addressing the nutritional needs of children, millions of children again faced moderate to severe malnutrition this year.

For example, in Brazil and Honduras, drought and primitive farming methods have caused extreme poverty and rampant malnutrition. So Christian Children's Fund has launched a Harvest Pack program. Kits are furnished containing a variety of seeds that will yield crops that combat malnutrition. For example, tomatoes provide 20% of the vitamin A children need every day.

The help children escape the terrible consequences of vitamin A deficiency, which impairs a child's resistance to disease and contributes to nearly a quarter of all deaths among children under five.

CCF is also supplying



"Today all of us have one common dream..."



Healing the Deepest Wounds

2000 was a year of widespread violence and chaos, and for too many children saw the worst of it. They were the epitomes of bloody warfare and unspeakable horror. Many witnessed more than anyone could be expected to bear... and have all but forgotten what it's like to be children.

In Sierra Leone, ten years of violence have left the nation's children severely traumatized. Almost 40% have lost a parent in the last three years, and more than 60% have seen rape and torture. In East Timor, thousands of children wandered the streets, shell-shocked by the horrors they had seen. They had no toys or activities and no school to attend. They had no homes, often no family, and no community to turn to. In war-ravaged Kosovo, and in the refugee camps of neighboring Albania, thousands of children have been traumatized by what they experienced in the recent, brutal "ethnic cleansing" carried out against their families.



Giving Children the Gift of Health

This year Christian Children's Fund combated a modern-day plague sweeping through Latin America. Chagas' disease, an often fatal parasitic ailment carried by the vinchuca bug, is causing terrible suffering for millions of poverty-stricken children.

Bolivia is being especially hard hit - fully half the population is at risk.

and the spraying of insecticide, CCF is making homes safer for children and their families.

And in Sierra Leone, the brutal rebel crisis has led to the collapse of the health infrastructure. CCF has facilitated an immunization campaign there to administer vaccines for protection against tuberculosis, measles, diphtheria, whooping cough and polio for children under five and tetanus toxoid for women of childbearing age.

Christian Children's Fund has also been helping reactive basic health boxes. Over one quarter of a million will benefit from this program.

Gifts of Hope for Children in Need



The Gift That Lasts Forever

For children who struggle daily to survive poverty and hardship, the ability to dream - to imagine a better life - is essential for their well-being. So this year, CCF started creating special places in our projects to nurture this need. Filled with children's books and other educational aids like globes, "Dream Corners" are carefully prepared spaces where children can go during quiet time at school to read and to envision a better life. Children are able to borrow the books and to share the joy of reading and dreaming with their families.

Here's the testimony of one parent about the difference a "Dream Corner" makes:

"My son's name is Jorge. I am very happy because he feels very motivated with the sales (stories) that are in the books. Reading at home helps children to begin to learn and also motivate them to attend school. This has helped us, because when we attended school we never saw tale books, but our children have this opportunity. Reading stories helps us to be close to our children."

- Hilda, Honduras (mother of a CCF child)

In addition to the "Dream Corners" in Honduras, CCF soon will have created dozens more in



Results:

- ✓ This program generated more than \$4 million in gross income.
- ✓ A highly effective in upgrading sponsors' giving above their monthly child sponsorship income.
- ✓ Addressed both the income and efficiency of mailings to active, lapsed, and cancelled Child Sponsors, Contributing Sponsors, and donors who are not sponsors.

"Our health condition and quality of life has improved, our children are growing up healthier, stronger and happier."

- Blanca, Ecuador (mother of a CCF child)

"Without CCF, there would be no learning for needy children like me."

- Alice, Kenya (CCF sponsored child)

"Sponsorship gives malnourished children life."

- Kallida, Kenya (mother of a CCF child)

"I thank the Lord for participating in CCF's programs."

- Amanda, Brazil (CCF sponsored child)

"Sponsors opened the small world of the children in my village in West Timor through their love and letters."

- Kristina, West Timor (CCF sponsored child)

CCF Is the Nation's Most Respected Child Sponsorship Organization

Common Hope recognizes Christian Children's Fund as one of the nation's top charities based on program impact and fundraising efficiency. CCF consistently receives independent watchdog publications for the disclosure of donor program responses.

The Charities 2000 survey of 17,000 donors of United States organizations ranked Christian Children's Fund as highly charitable, transparent and outstanding fundraising efficiency.

Christian Children's Fund is ranked as a leading, top 100 social service and philanthropic organization.

High accountability of donors and sponsors is readily maintained, and names of donors and sponsors are never revealed, sold or traded.

Donors, financial and program responsibility checks are in place to monitor and measure the efficiency of funds. From child placement to the final medical check-up, Christian Children's Fund monitors, controls and administers programs to make sure that each much-needed dollar reaches each child.

Every effort is made to minimize overhead, and Christian Children's Fund is committed to being the most cost-effective organization. Working with donors to maximize their impact is a top priority. Christian Children's Fund uses a cost-effective, efficient system that saves over a million dollars annually on services to children in kind year 2000.

CHRISTIAN CHILDREN'S FUND
2821 Emerywood Parkway • Richmond, Virginia 23294
1-800-776-6767 • www.christianchildrensfund.org

Component	Specs
Outer Envelope	#10, SRW, 4/C
Letter	8.5 x 11, 1 sheet/2 page, non-personalized
Insert	11 x 17, 2 sheet/4 page, 4/C
Reply	8.5 x 3.5, 2/1, 50# white stock, personalize
Reply Envelope	#9, 1/0, 20# white stock