

June 2010

# A Brief History of World Vision

Building a better world for children

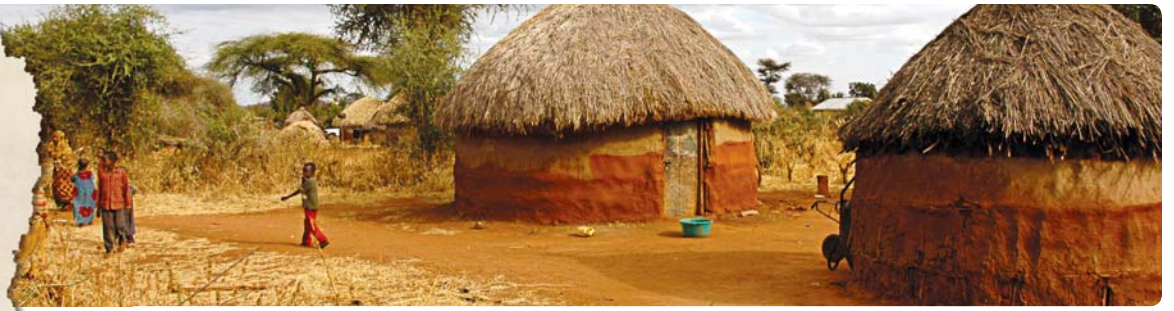
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AN OVERVIEW

WORLD VISION REPRESENTATIVE



**A BRIEF HISTORY  
OF WORLD VISION**



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*A higher standard.  
A higher purpose.*



[bbb.org/charity](http://bbb.org/charity)



## A BRIEF HISTORY OF WORLD VISION



*World Vision founder  
Bob Pierce meets with a group  
of Asian children, c. 1954.*



*Former World Vision President  
Stan Mooneyham visits with  
children in Asia.*

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. World Vision serves all people, regardless of religion, race, ethnicity, or gender.

For 60 years, World Vision has served as a bridge between those with great needs and those with the means and will to help meet those needs, changing lives on both sides. The progression of our work over six decades, spotlighting the World Vision presidents who led the way, is presented below.

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### The 1950s

In 1950, Dr. Bob Pierce began World Vision to help children orphaned in the Korean War. To provide long-term, ongoing care for children in crisis, World Vision developed its first child sponsorship program in Korea in 1953. As children began to flourish through sponsorship in Korea, the program expanded into other Asian countries and eventually into Latin America, Africa, Eastern Europe and the Middle East.

Today, monthly contributions from sponsors enable World Vision to provide impoverished children and their communities with access to clean water, nutritious food, education, healthcare and economic opportunities.

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### The 1960s

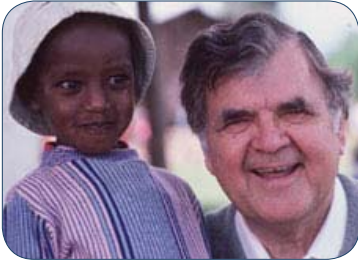
World Vision began its global relief efforts in the 1960s, delivering food, clothing and medical supplies to people suffering from disaster. World Vision began soliciting clothing and other surplus products from corporations to help meet the immediate needs of children and families in emergency situations. These gift-in-kind donations now account for roughly 30 percent of World Vision's income.

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### The 1970s

Throughout the 1960s and 1970s, donations continued to grow, and World Vision was able to reach thousands more children. At this time, World Vision realized the growing need to work with entire communities to help children and families break free from poverty. World Vision began incorporating vocational and agricultural training for families into its sponsorship efforts, and parents began learning to farm and earn money through small enterprises.

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World Vision President Ted Engstrom, in 1986, visits Ethiopia.



World Vision President Bob Seiple, in 1989, holds a child in an Asia refugee camp.

These efforts to affect self-sustainable change evolved into World Vision's current community development work. Long-term development has proven central to bringing lasting hope. After meeting immediate survival needs, World Vision works with communities to help them find lasting solutions and move toward self-reliance.

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## The 1980s

A major benchmark of our growth occurred in the early 1980s when famine struck Ethiopia. The media coverage of the famine created unprecedented awareness of human need, and people throughout the world offered financial resources to the relief efforts. World Vision provided millions of dollars worth of food and medical assistance, saving thousands of lives from the slow, agonizing death of starvation.

Once the immediate crisis subsided, World Vision began long-term efforts to help Ethiopians rebuild their lives. Today, the region that was once parched and full of death thrives with nutritious crops, fresh water and hope for the future.

Also in the 1980s, World Vision began drilling wells in communities, causing infant mortality rates to drop. World Vision often uses clean water as an entry point into communities, following with other activities that create change. Once the pump is installed, World Vision trains community volunteers to become health promoters, who, in turn, teach their neighbors how to use fresh water for better health. World Vision offers classes to villagers in healthcare, gardening, irrigation and income generation. Villages evolve from poverty-stricken, illness-plagued communities to thriving, self-supporting, healthy ones.

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## The 1990s

In 1990, World Vision began addressing the urgent needs of children in Uganda who had been orphaned by AIDS. Recognizing the magnitude of the AIDS pandemic and its serious impact on decades of development efforts, World Vision began expanding its AIDS programming into other hard-hit African countries.

In Romania, World Vision worked with the long-neglected orphan population and provided training to healthcare workers. In Somalia, World Vision joined United Nations peacekeepers to help millions affected by the civil war.

World Vision launched the 30 Hour Famine early in the decade to help young people experience the effects of poverty firsthand and raise funds to make a difference for hungry children around the world. In the U.S. alone, 485,000 youth now raise more than \$11 million every year through the Famine.

## A BRIEF HISTORY OF WORLD VISION

World Vision also began actively promoting justice for children and the poor in the early 1990s, calling for an international ban on land mines, an end to child exploitation and equal opportunities for female children.

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## 2000 and beyond

In the year 2000, World Vision launched the Hope Initiative to call people to respond to what had become the greatest humanitarian crisis of our time: HIV and AIDS. By 2006, nearly 399,000 orphans and vulnerable children had been sponsored in AIDS-affected communities. World Vision is helping turn the tide against HIV and AIDS worldwide by caring for orphans and vulnerable children, preventing the spread of HIV with education based on biblical principles, and advocating for effective programs that transform communities and save lives.

Following the September 11 terrorist attacks, World Vision assisted New Yorkers not covered by other aid programs. Later, it established emergency food programs for more than 1 million Afghans.

In 2002, World Vision, along with partnering nongovernmental organizations, received one of the largest emergency relief grants in history to provide food and related assistance to tens of millions of Africans affected by the decade's worst famine in Southern Africa.

World Vision has continued to be a voice for the poor by helping to stop the flow of conflict diamonds fueling civil wars in Africa, deterring sex tourists who prey on innocent children abroad and calling for an end to the use of child soldiers in northern Uganda.

When massive tsunamis devastated South Asia in December 2004, World Vision's 3,700 local staff began responding immediately with life-saving aid. Generous donor gifts are enabling World Vision to help families rebuild their lives over the long term with new homes, schools, clean water, healthcare and economic opportunities.



*In January 2010, Rich Stearns, World Vision US President, meets with relief staff at a World Vision warehouse containing 600 metric tons of food and supplies from USAID for distribution to earthquake victims in Port au Prince, Haiti.*

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## Thank you

World Vision is grateful for your support of our work and interest in knowing more about our history. We look forward to future opportunities to partner with you in our efforts to build a better world for children.



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*World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. Motivated by our faith in Jesus Christ, we serve alongside the poor and oppressed as a demonstration of God's unconditional love for all people. World Vision serves all people, regardless of religion, race, ethnicity, or gender.*