



Ch**Id**Fund

Because we need each other.

Roadmap to Scale, Impact, and Sustainability

India Strategic Plan for 2022-26



Foreword

I am delighted to share with you the latest Country Strategic Plan 2022-2026. The new plan is comprehensive, agile and futuristic in approach and a guiding star for us in the years to come.

As we move forward, we aspire to reach 10 million children, youth and families annually through our programs. The plan aims to elaborate our new strategy to scale the impact while presenting our journey and evolution. The new strategy will bring in significant shifts – grow capabilities to scale impact, collaborative approach to implementation with government and other partners, bring in strong evidence-based culture, approach, and systems to trigger investments and decisions, bring in significant amount of technology leverage to drive higher efficiencies and accelerating impact amongst several other shifts.

In the coming years, we also aim to partner and engage more often with ecosystem level players to facilitate, accelerate and synergise the impact on the lives of the children. Through our unique programs, we aim to provide more comprehensive support to children until they become adults through holistic interventions integrating health, nutrition, gender, education, climate change, humanitarian relief, livelihoods, and child protection.

In achieving the goal, we need your support more than ever in working towards making children able, confident and responsible adults.

Rajesh Ranjan Singh
Board Member
ChildFund India

Heralding Change for Children

Our Journey

ChildFund is a child development organization representing the voice of children experiencing deprivation and vulnerability in India regardless of their race, creed and gender, **since 1951**.

1951

Arrives in India
From supporting 30 children at the Alwaye Settlement School to 300+ children by 1972

1966-1971

Establishes 1st office in Bengaluru. Shifted our focus from individual to community development

1984
Registered as an Indian NGO

1991

Impacts 3,30,000 lives with 156 projects across 12 states

2008

Commences the longest-running government association

2010

Impacts 1 million children & their families

2014

Shifts to focused approaches to cater to the ever-evolving needs of children

2018

Launches world's first domestically funded Development Impact Bond; forays into innovative financing models

2022

Aids 15.5 million people as a part of COVID-19 response efforts.
Along with 4 million regular beneficiaries.

Our Vision

'An India where children lead a dignified life and achieve their full potential'.

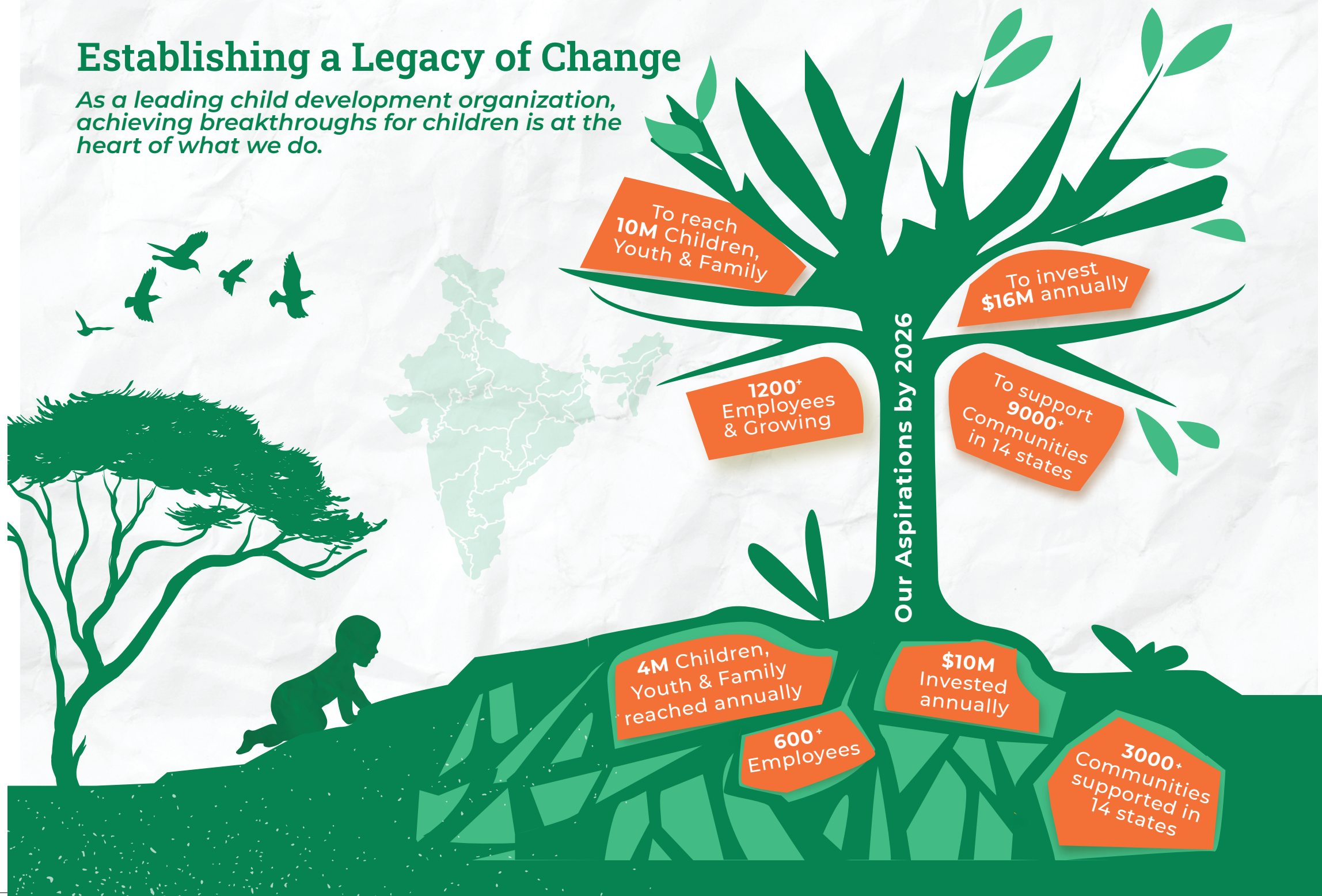
Our Mission

To help deprived, excluded and vulnerable children living in poverty, have the capacity to become young adults, parents and leaders who bring lasting and positive change to their communities.

We promote societies whose individuals and institutes participate in valuing, protecting and advancing the worth and rights of children.

Establishing a Legacy of Change

As a leading child development organization, achieving breakthroughs for children is at the heart of what we do.



Roadmap to Scale

Sustain and moderately grow core program, revenue, and effectiveness

Direction 1: Scale Child-Centered Programs

This will address persistent and emerging issues in child development, advancing current delivery model while developing novel delivery methods, and measuring our impact on children across all methods.

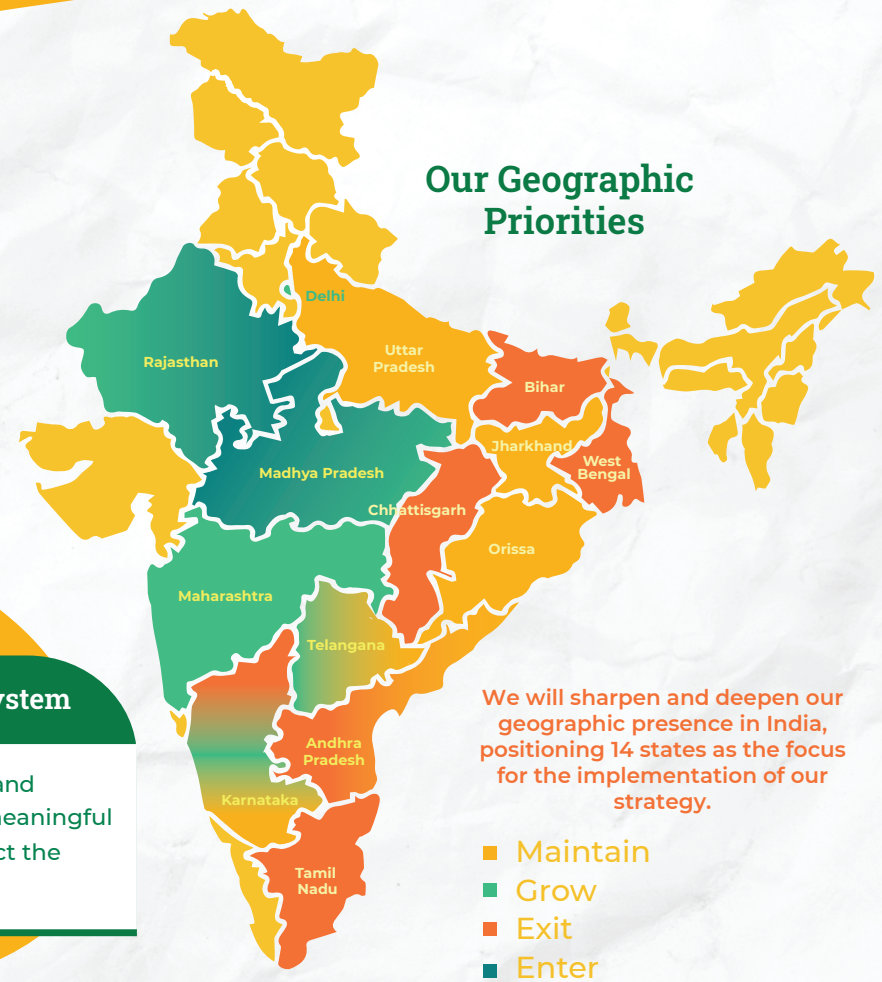
Direction 2: Influence Child-Development Ecosystem

We will evolve our role to become a powerful influencer and partner, working closely with various actors to create meaningful change to policy, practices and perspectives that impact the rights and well-being of children.

Direction 3: Grow Capabilities to Scale Impact

We will intentionally develop key capabilities necessary to impact 100 million children & family members experiencing deprivation and vulnerability, annually, investing in growing diversified revenue; our culture, competencies, and inclusion; and digital capabilities.

Our Geographic Priorities



We will sharpen and deepen our geographic presence in India, positioning 14 states as the focus for the implementation of our strategy.

Mindset Shift to Scale

Spheres of Control, Influence, and Interest

Sphere of Interest

Expand with several stakeholders in realizing the Child's full potential.

Sphere of Influence

Collaborate with other stakeholders to adopt our models to achieve the first level of scale via adoption, replication, and financing.

Sphere of Control

Operates with deep grass roots base, Child focused capital through grants and program models.

We believe that the approach to scale and sustainability will help the organization move across all 3 realms and bridge the gap between the spheres of control and interest.

Given our strategic choices, our depth of expertise, current strengths, capabilities, and uniqueness, we need to shift our thinking from being just a mere 'implementer' to being an orchestrator – a mindset shift that will help achieve our audacious goal.

It will be important for ChildFund to consider the Spheres of Control, Influence and Interest as our guiding framework to make this strategic choice about our role in achieving our vision and audacious goal of scale.



Our Action Approach

*Partnership as a Catalyst,
Finance in Center, Technology as Lever*

Our new strategy brings in significant shifts - local implementation to demonstration at scale, collaborative approach to implementation, bring in a strong evidence-based culture, approach and systems in order to trigger investments and decisions, bring in a significant amount of technology leverage to drive higher efficiencies and accelerating impact amongst several other shifts.



Orchestration

Promote and campaign for better practices and policies to fulfill children's rights and to ensure their voices are heard, particularly the most marginalized or those living in poverty.



Build Strategic Partnerships

Collaborate with children, civil society organizations, communities, governments and other stakeholders to share knowledge, influence others and build capacity to ensure that children's rights are met.



Field Demonstration

Develop and demonstrate evidence-based, replicable and breakthrough solutions to problems facing children to achieve credibility & adoption.



Scale Ventures

Support active implementation of best practices, programs and policies for children, leveraging our knowledge to ensure sustainable impact at scale.

Our changing world calls on us to adapt and improvise on to this strong core model in order to scale our impact. We are committed to contribute towards an integrated and intensive approach, with aligned financing models that work at scale.

Adapt and Adopt: The Driving Force of Change

Through our unique programs, we provide comprehensive support to children from birth until they become contributing adults through holistic interventions integrating health, nutrition, gender, education, climate change, humanitarian relief, livelihoods, and child protection.

Key Shifts in the New Strategy

- Leverage Technology
- Collaborative approach to implementation
- Strategic communication
- Demonstration of adoption at scale
- Evidence for reporting to trigger investments & decisions
- Strategic selection of locations & communities
- Invest to building stronger networks & alliances



Towards achieving Sustainable Development Goals (SDGs)

Our programs contribute significantly to India's commitment towards achieving SDGs and building global partnership for developmental work.



Changing World for Children

ChildFund is Cultivating a Diverse, Equitable and Inclusive Environment Where:

- Everyone connected with us is free and safe to be who they are, so that we all succeed and thrive. Focus more on getting the 'right people in right place' to ensure high performing teams.
- Our donors and external partners aspire to experience a deep sense of pride and belonging in our shared commitment to excellence and social responsibility.
- Further strengthen our policies, practices, and culture with specific focus on the Diversity, Inclusion, and Equity (DEI) and culture of accountability and performance from among the sector and beyond to achieve our resolve of becoming a DEI focused and recognized organization in the country.
- The people of the communities where we work experience concrete evidence of our commitment to these principles in our practices as we work together.

Improving Organizational Culture

- Fit for purpose business systems and operating models.
- Agile and stable structure to meet organizational demands.
- Culture of values in a happy and connected organization.

Strengthening the Bridge of Support

- Drive a cost effective growth model.
- Build innovative business and fundraising models.
- To secure adequate funding and support for programs in line with CSP targets.
- To build long-term partnerships for leveraging technical, financial and strategic value and resources.

A Glimpse of Some of Our Partners

Moody's ANALYTICS								Kinderhilfswerk ChildFund Deutschland
give INDIA	HSBC						CHAMBAL FERTILISERS AND CHEMICALS LIMITED	TATA TRUSTS
THOMSON REUTERS	CATERPILLAR FOUNDATION CATERPILLAR	project HOPE				barnfonden Member of ChildFund	ChildFund Alliance	hans THE FOUNDATION
f	NCPCR	IPE GLOBAL Expanding Horizons. Enriching Lives	reckitt			Microsoft	STATE STREET	acciona
GRAMEN CAPITAL INDIA LIMITED	JUBILANT BHARTIA FOUNDATION	AirAsia	BPL	technicolor	Bhaya Petroleum emerging lives	European Union	citi	HCL HCL FOUNDATION
BMZ Federal Ministry for Economic Cooperation and Development	JSL JINDAL STAINLESS	AXIS BANK	Fullerton India	ONGC	OakNorth India	Mindtree Welcome to possible	USAID FROM THE AMERICAN PEOPLE	NACO



Because we need each other.

*While completing 70 years in India,
we are proud of being the most reliable,
diligent, and impactful development actor.*

Program Office

Plot No. 1, 1st Floor, Deen Dayal Upadhaya Marg,
Adjacent to DPCC Building, New Delhi – 110002
Tel No: +91 11 61516500



office@childfundindia.org

Central Office

Post Box No. 5054
22, Museum Road, Bangalore - 560001,
Karnataka, India
Tel No: 91-80-2558 7157, 4910 4700