Vision
A world in which all children enjoy their rights and achieve their full potential.

Together with children, we create sustainable solutions that protect and advance their rights and well-being.

Core Values
› Compassion and respect for all children and cultures
› Commitment to delivering the highest quality standards of integrity and accountability
› Collaboration and knowledge-sharing
› Advocates for child rights and the interests of all children
› Optimism
› Connecting people

Mission
Strategic Priorities

Strategic Priority 1:
Global Advocacy and Child-Friendly Accountability
› Advance Sustainable Development Goal target 16.2 and related targets through global, regional and national advocacy and engagement.
› Support children in holding their governments and local authorities accountable to their commitments in SDG target 16.2.

Strategic Priority 2:
Improve Our Capacity for Child Protection in Emergencies (CPiE) and Disaster Risk Reduction (DRR)
› Prioritize key CPiE interventions in all humanitarian response.
› Mainstream DRR into regular programming and community development.
› Build on successful youth-led DRR.

Strategic Priority 3:
Strengthen Membership Engagement and Growth
› Recruit new members to expand the Alliance’s global reach and expertise.