



Secretariat Work Plan

Fiscal Year 2022

ChildFund Alliance

Vision

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

Mission

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

Who We Are

ChildFund Alliance is a global network of 12 child-focused development organizations working to create opportunities for children, their families and communities. We help nearly 23 million children and their families in 70 countries to overcome poverty and the underlying conditions that prevent children from achieving their full potential. We work to end violence against children; provide our expertise in emergencies and disasters to ease the harmful impact on children and their communities; and engage children and youth to create lasting change and elevate their voices in decisions that affect their lives.

Secretariat Staff

Headquarters: New York

Secretary General, Meg Gardinier
CPIE & DRR Advisor, Faith Nimineh
Strategic Communications Advisor, Lisa MacSpadden
UN Representative, Lori Perkovich
Advocacy Policy Advisor (vacant)
Senior Administrator & Accounting Assistant (vacant)

European Union Office: Brussels

Director, Catherine Lalonde
EU Partnership Advisor, Simona Ranalli
Global Partnerships Advisory Consultant, Carole Stephan

Introduction

This work plan sets out ChildFund Alliance's planned programming and activities for Fiscal Year 2022. True to our mission, we carry out our work within the framework of the Convention on the Rights of the Child and in support of the Sustainable Development Goals in Transforming Our World: The 2030 Agenda for Sustainable Development.

We hold ourselves accountable to global standards of the highest levels of quality and integrity in programming, finances, fundraising and governance. Our goal is to strengthen the impact of our members and leverage our collective resources, commitment, innovation, and expertise to position ChildFund as a powerful force to transform children's lives.

Our shared experience of the COVID-19 pandemic over the past 15 months has reinforced the importance of unity in the face of adversity. This unity, which has guided our strategic planning process, will help ensure that our work in the coming fiscal year is relevant for our new global reality.

Overview

In November 2019, the Board and CEO Forum reaffirmed the Alliance's long-standing commitment to Ending Violence against Children (EVAC). Further, leadership clarified we would create impact through joint campaigns that draw on the core strengths of working together as an Alliance.

The Secretariat's FY22 Work Plan, therefore, reasserts our pledge to EVAC and aims to draw on our past successes in joint advocacy, child participation, and child protection. In particular, we seek to build on investments made in the last strategy period (FY16-21) to enhance our collective advocacy related to SDG 16.2 and integrate our child protection and child participation work.

Over the past two years, ChildFund leaders explored more than 15 options as a focal point for unified efforts to create measurable change for children as part of a four-year strategic plan. For FY21 we agreed to focus on a set of key priorities in response to the global COVID-19 pandemic, while simultaneously developing a four-year plan for years 2022 through 2025. Our objective for the next four years is to contribute to a safer future for children through the achievement of specific EVAC-related policy changes. We envision this will be accomplished through two, two-year campaign efforts.

After a great deal of exploration and research, Alliance members agreed that our first two-year campaign of the FY22-25 plan will be Online Safety. The second will be developed based on learning and experience from this initial campaign. Our work for the new fiscal year will be aimed at ensuring that children benefit from the opportunities offered by technology, while mitigating the risks children encounter in an online world, whether from sexual exploitation or harassment or misinformation. These are risks that increased markedly for many children due to pandemic lockdowns.

The Secretariat's FY22 Work Plan focuses on bringing the Online Safety EVAC campaign to life, fostering new partnerships to support our campaign, securing the financial health of ChildFund Alliance members, and strengthening the collective brand of the Alliance. All of these elements are essential to realizing our goal that children achieve their full potential and live their lives free from all forms of violence. Desired campaign outcomes include policy change, funding/branding growth, and programmatic improvement. While policy change is a high priority, we also want to build upon existing programmatic evidence and experience.

Secretary General's Role

In FY22, the Secretary General (SG) will provide strategic leadership for the new Alliance Strategic Plan and facilitate the development and implementation of the first EVAC campaign on Online Safety. Maintaining a future lens, the SG will keep informed of potential themes for a second campaign and subsequently build relationships with professionals prominent in the field to broaden EVAC campaign options.

The SG will provide leadership for the advocacy agenda of the Alliance by working with members to define strategy and ensure that it builds upon the work and experience of ChildFund programs in the field. In FY22, the SG will continue to represent the Alliance at high-level meetings at the global level on our EVAC work, with a focus on our new Online Safety campaign. The SG will continue to provide strong leadership to Joining Forces, represent ChildFund Alliance on the CEO Convening Committee, and facilitate all ongoing communications with Alliance members participating in the Joining Forces partnership.

Committed to securing strong fundraising opportunities for all members, the SG will continue to engage with the EUO to advance the goals of the Multi-member Grant Strategy. Aware of the growing accountability and governance challenges in our sector, the SG will lead the development of an updated Child Safeguarding Policy and mobilize Alliance participation in Accountable Now.

Advocacy & UN Representation

Through our advocacy work, member organizations undertake strategic actions to influence public policy and to leverage their collective voice with and on behalf of children. The Alliance advocates for public policy changes at the local, national, regional and international levels to improve the lives of children, their families, and the communities where they live. Our advocacy is based on evidence from our work at the field level in the 70 countries in which we operate.

During FY22, our advocacy work will focus on leading research on strategic issues in the field of EVAC—specifically Online Safety, and overseeing the development of an advocacy monitoring and evaluation framework. Providing guidance to Country Directors on national policy goals related to the Online Safety campaign will also be a top priority.

The Alliance's Secretariat engages in direct advocacy, influencing member-states and agencies of the United Nations and the European Union to recognize and support children's rights, and to invest humanitarian and development aid in projects designed to

protect and empower children. Through all efforts, the Alliance harnesses the strength and creativity of children and young people to improve their lives and change the world.

Our UN Representative will work to foster new partnerships at the UN and UNICEF to support our On-line Safety EVAC campaign. She also will cultivate UN missions representing countries where the Alliance is engaged in EVAC (with a focus on child protection and Online Safety).

Key activities will be designed to advance the goals of our first EVAC campaign; engage in UN processes, global coalitions, and key partnerships to advance our new strategic priority; seek potential funding opportunities through global funds to promote on-line safety; and develop a flagship session at the UN to launch our Online Safety campaign.

CPIE & DRR

Millions of children currently live in countries affected by humanitarian crises and disasters. In 2018, Save the Children reported that nearly 50 million children were in need of protection in humanitarian settings. Children face an increased risk of all forms of violence and exploitation in times of crisis. These include trafficking, physical and sexual abuse, and landmines. Children can be separated from their families, trafficked, recruited, or used by armed forces during emergencies. Further, pandemics, such as COVID-19, present new threats to the well-being of children.

Under the new strategic plan, our CPIE & DRR Advisor will work to equip members to best respond to child protection issues in humanitarian crises, maintain our ongoing response to COVID-19, and prepare for a second strategic plan campaign (potentially on climate change). Targeted activities may include establishing and reinvigorating key protocols to define Alliance response to humanitarian crises; developing forums and other platforms by which we strengthen the Alliance's capacity to engage young people safely in Online Safety; and identify key learnings from our COVID response plan to inform our work on localization.

European Union Office

Our European Union team is essential to growing our efforts to ensure children enjoy their rights and achieve their full potential. In our strategic priority Financial Health through Joint Grant Acquisition, we build on and expand upon our successful cross-member grant acquisition efforts in the European Union. Through this work, we aim to join in cooperative efforts to create new, long-term partnerships with donors that share our determination to create a safe future for children.

Primary goals of the EUO team's work plan are to create and strengthen sustainable partnerships, raise and sustain grant acquisitions in the EU and beyond, and promote children's rights in EU external actions and programs. To achieve this, staff will monitor global trends and funding opportunities; coordinate multi-country proposals; prepare donor packages; and prepare internal and external donor mapping, among other activities.

Strategic Communications

To promote public awareness of ChildFund and the needs of children worldwide, our global Alliance must present a recognizable and trusted brand image. Building public awareness of our work and reach will ultimately enable ChildFund Alliance members to fulfil their primary mission of assisting children and families living in poverty, and protecting children from violence and exploitation.

During FY22, we will provide strategic guidance and support to Members and Alliance Committees on deliverables associated with the execution of ChildFund's Online Safety EVAC Campaign. Activities will focus on enhancing the Alliance's standing in the global arena through targeted messaging, an increased presence on the international stage, and strong promotional efforts. Developing an external version of the Alliance's strategic plan and the exploration of a second EVAC campaign topic also will be a key focus of our work in this arena, in addition to supporting ongoing COVID-19 recovery activities.



Secretary General

FY22 Work Plan

Key Goals:

Provide strategic leadership for the new FY22-25 Strategic Plan

Targeted Activities:

- Facilitate the development and implementation of an EVAC Campaign on Online Safety
- Stay abreast of potential themes for a second campaign; build relationships with professionals prominent in the field to broaden future campaign options
- Identify research to strengthen linkages between EVAC & future campaign themes
- Provide strategic guidance and support to the European Union Office (EUO), engage with the EUO Steering Group, and advance the goals of the Multi-member Grant Strategy



Secretary General

FY22 Work Plan

Key Goals:

Promote ChildFund Alliance's mission among global stakeholders

Targeted Activities:

- Represent the Alliance at high-level meetings at the United Nations, multi-lateral institutions, and other venues on ChildFund's EVAC related work, with a particular focus on Online Safety
- Maintain active engagement with Joining Forces, represent the Alliance on the CEO Convening Committee, and facilitate regular communications with all Alliance members participating in Joining Forces
- Seek opportunities to engage new Members in the Alliance



Secretary General

FY22 Work Plan

Key Goals:

Strengthen governance and accountability

Targeted Activities:

- Oversee the development of the updated Child Safeguarding Policy Guidelines
- Coordinate the participation of Alliance members in *Accountable Now*
- Provide oversight to the Alliance Secretariat annual reporting to *Accountable Now*



Advocacy & Policy

FY22 Work Plan

Key Goals:

Lead research on strategic issues in the field of EVAC and oversee the development of an advocacy monitoring and evaluation framework. Provide orientation to Country Directors on national policy goals related to the Online Safety campaign.

Targeted Activities:

- Lead policy research on Online Safety and monitor progress toward our policy goals
- Develop resources, including potential partners, to support advocacy efforts at all levels
- Identify opportunities and initiatives to advance the Alliance's EVAC campaigns
- Engage in processes to elevate ChildFund as an effective organization in the EVAC arena
- Develop, in consultation with Member offices, a framework to obtain timely information from the field to help inform ChildFund's collective advocacy work



UN Representation

FY22 Work Plan

Key Goals:

Foster new partnerships at the UN and UNICEF to support our On-line Safety EVAC campaign and cultivate UN missions representing countries where the Alliance is engaged in EVAC (*with a focus on child protection and Online Safety*).

Targeted Activities:

- Identify key global moments to advance the goals of our first EVAC campaign
- Represent and engage in UN processes, global coalitions, and key partnerships to advance our new strategic priority
- Organize a flagship session at the UN to launch our Online Safety campaign
- Seek potential funding opportunities through global funds to promote on-line safety



FY22 Work Plan

Key Goals:

Under the new strategic plan, our CPiE & DRR Advisor will work to equip members to best respond to child protection issues in humanitarian crises, maintain our ongoing response to COVID–19, and prepare for a second strategic plan campaign (*potentially on climate change*).

Targeted Activities:

- Establish and reinvigorate key protocols to define Alliance response to humanitarian crises
- Develop forums and other platforms by which we strengthen the Alliance’s capacity to engage young people safely in Online Safety, Climate Action & DRR
- Monitor and support the Alliance’s long-term response to COVID-19
- Identify key learnings from our COVID response plan to inform our work on localization
- Commission research on the relationship between EVAC and climate change, in coordination with the Advocacy and Policy Advisor.



FY22 Work Plan

Key Goals:

Primary goals of the EUO team are to create and strengthen sustainable partnerships, raise and sustain grant acquisitions in the EU and beyond, and promote children's rights in EU external actions and programs.

Targeted Activities:

- Monitor global trends and funding opportunities
- Monitor EU funds for external action and donor submissions
- Coordinate multi-country proposals and provide technical advice to COs in developing quality proposals and completing compliance checks
- Produce briefing papers on key issues; support participation of meetings with EU services; prepare donor package for the EU
- Contribute to the implementation of ChildFund Alliance global advocacy at the EU level
- Prepare internal and external donor mapping



Strategic Communications

FY22 Work Plan

Key Goals:

Provide strategic guidance and support to the Secretariat, Members, and Alliance Committees on deliverables associated with the execution of ChildFund's Online Safety Campaign. Enhance the Alliance's standing in the global arena through targeted messaging, an increased presence on the international stage, and strong promotional efforts. Play a key role in the exploration of a second campaign topic (*potentially on climate change*). Support ongoing COVID-19 activities.

Targeted Activities:

- Develop the external facing version of the Alliance's FY22-25 Strategic Plan
- Create and promote collateral during the implementation of the Online Safety Campaign in order to distinguish ChildFund's work in this important and increasingly relevant arena (*these may include press releases, member spotlights, and social media*).
- Provide strategic guidance during development of a 2nd campaign (*e.g., EVAC & climate change*)
- Contribute to the production of Committee materials (*e.g., ATF & APC policy briefs*)
- Develop the quarterly Free from Violence newsletter and draft public messaging