

ChildFund Alliance Unique Selling Proposition

Member Survey, 2018

BARNFONDEN

1) If a child sponsor asks you about the Unique Selling Proposition (USP)¹ of your organization, what do you say?

Our approach is to follow the child from the womb until its old enough to be self-sufficient. This is a long term and holistic perspective that we have in all our programs, and it gives us the possibility to create a sustainable development together with children and their families. As a child sponsor, you can follow a child and have personal contact through letters and updates from the community. You can also visit your sponsored child.

The child is always our main focus and thanks to our sponsors we can change the future for millions children around the world.

As an organization we are transparent. You can easily see how we work with the families, authorities, local partners and whole communities for a sustainable development that has an impact now and for generations to come.

2) What do you tell a sponsor who asks you why she/he should choose ChildFund as sponsorship organization instead of Plan, World Vision etc.?

What differ us from other many other organizations is that we have a long term and holistic perspective. It defines everything we do. We stay in our program areas for generations and that gives us the possibility to create sustainable change together with the people that we work for. Barnfonden is a fairly small organization. This makes us personal and it is easy for sponsors to come in contact with us. At the same time our membership in ChildFund Alliance gives us an opportunity to be part of something larger and reach out globally through local partners world wide.

3) If you talk to an executive of a major corporation, how do you very briefly introduce your organization?

Barnfonden is the only organization of its kind in the Skåne area of South Sweden. We are based in Malmö and part of the global network, ChildFund Alliance. We focus on empowerment within the areas of health, education, livelihood and child protection. Our approach is to follow the child from the womb until its old enough to be self-sufficient. The long term and holistic perspective we have in all our programs, gives us the possibility to create a sustainable

¹ A unique selling proposition (USP, also seen as unique selling point) is a factor that differentiates a product from its competitors, such as the lowest cost, the highest quality or the first-ever product of its kind. A USP could be thought of as “what you have that competitors don't.”

development together with the children and their families.

When you are a partner with Barnfonden you work together with us to reach our global SDG Goals. We believe it is important to inspire others and communicate that we work together - then we can make a difference. We will help you how to communicate and how to get a bigger understanding of the importance of us working together for us all to reach our global goals. When you support us, you do not need your CSR department – we will make your social work happen.



4) If the representative of a major institutional donor (state agency) asks you about the USP of your organization, what do you say?

Barnfonden has the child in focus and we know the specificities of the challenges children face in their different life stages. Thanks to our long-term development programs and predictable income through sponsorships, we have the possibility to establish fruitful relationships with important local stakeholders. We know that we have to work holistically in order to reach our goals, and we combine efforts within health, education, sustainable livelihoods and child protection in order to ensure that every child can achieve his or her full potential.

5) If a media representative asks you what your organization is about, what would you say?

Barnfonden is a non-governmental, humanitarian child rights organization founded in 1991 and based in Malmö, Sweden. Barnfonden works in all regions of the world. It is a non-partisan and non-religious member organization of the global ChildFund Alliance. As an autonomous institution with links to a broader network, Barnfonden has the best of both worlds: independence of action coupled with the benefits of belonging to a broad, powerful network.

We are close to our donors, we care and are transparent. We want our donors to be a part of our daily work and our most important values are trust and closeness. Being a donor of Barnfonden, means that you focus on children's rights, because Barnfonden puts the Child in focus in everything we do. (our logo shows that).

6) How can we as an Alliance attract new/other organizations being attracted to us the way we are design now with different brands / logos, wanting to be a part of Child Fund Alliance? Instead of Plan, World Vision etc.?

Barnfonden is fairly unknown among the general population in Sweden and ChildFund Alliance is even more unknown as an organization. First priority for us is to make our brand – both Barnfonden's and CFA's stronger and more know, nationally and worldwide. Despite the challenges that comes with having various

brands within the Alliance, we believe it is also a strength that can attract many potential future organizations; when they join us they can be part of something larger and still keep their visual identity, their local strengths and their marketing value.

- 7) If we (the Alliance members) would be the same, in logos, names – how would it attract new/other organizations wanting to be a part of Child Fund Alliance? Instead of Plan, World Vision etc.?**

I would say that we are more independent and can shape our program methodologies and strategies. Joining the ChildFund family would not force you to completely abandon your own Theory of Change of systems for monitoring and evaluation since we embrace this diversity as a means of learning from each other.

- 8) How important is it for you own local market, with your sponsors, and corporate partners, that Child fund Alliance allows separate brands verses the Alliance being one brand? (Child Fund/Country)**

It's important and we base this on a survey made for both sponsors and potential sponsors. Barnfonden has a little knowledge compared with many similar organizations in Sweden. External brand experts have recommended us continuously not to change our brand but instead focus on strengthening it. We have recently changed our visual profile and we believe it is a benefit to have a Swedish name. One important reason is the fact that we do not have any programs in Sweden, and the name Barnfonden gives us a natural connection to Swedish children.

CHILDFUND DEUTSCHLAND

- 1) If a child sponsor asks you about the Unique Selling Proposition (USP) of your organization, what do you say?**

We have no satisfying answer. So we should try hard to find it!

- 2) What do you tell a sponsor who asks you why she/he should choose ChildFund as sponsorship organization instead of Plan, World Vision etc.?**

We are referring to our size: On the international level we are one of the big NGOs with decades of experience and an excellent infrastructure. In our own country we are a mid-size organization with a very close and familiar relationship to our sponsors.

- 3) If you talk to an executive of a major corporation, how do you very briefly introduce your organization?**

We introduce ourselves in a similar way as we described under 2). We are underlining that we are the perfect partner for medium sized corporations because we are medium sized, too. Further, being a member of a global force – the ChildFund Alliance – , we are able to identify and implement a project which fits well to the business line of the respective company.

4) If the representative of a major institutional donor (state agency) asks you about the USP of your organization, what do you say?

Antje Becker: Please see 1)

Werner Küpper: We introduce ourselves as a Child Rights and Child Protection Organisation which provides support in accessing Education, Nutrition and Health care for children of the age of 0-18 and youth, their families and communities. Our programmes have a special focus on elimination of Gender based Violence at community level as well as violence at school. Our programmes look at 3 different age groups (infants, children and youth), and for each of these age groups we focus on their specific needs. One major objective of all our efforts is the promotion of self confident children who become young adults who will drive a positive change inside their community.

Our Theory of change believes in the complementarity of the growing child, its supportive family and community who only together will reach the set goal.

When it comes to implementation of the programme our USP is certainly the long-term-presence inside the communities, our good relationship to the families as well the District and National Government level and the implementation infrastructure as well as the experienced background of an international child development organisation's network.

5) If a media representative asks you what your organization is about, what would you say?

Again, we are referring with priority to our size: On the international level we are one of the big NGOs with decades of experience and an excellent infrastructure. In our own country we are a mid-size organization with a flat structure and a very close/familiar relationship to our donors.

6) How can we as an Alliance attract new/other organizations being attracted to us the way we are design now with different brands / logos, wanting to be a part of Child Fund Alliance? Instead of Plan, World Vision etc.?

Maybe it is attractive to join the ChildFund Alliance just for this reason, offering the option to be a member of our Alliance without giving up the own identity.

7) If we (the Alliance members) would be the same, in logos, names – how would it attract new/other organizations wanting to be a part of Child Fund Alliance? Instead of Plan, World Vision etc.?

The general impression would be broader and deeper, since the visibility of the Alliance and its members would be much greater – leading to better impact.

How important is it for you own local market, with your sponsors, and corporate partners, that Child fund Alliance allows separate brands verses the Alliance being one brand? (Child Fund/Country)

Our donors, sponsors and partners do not understand why ChildFund Deutschland changed its name while some other members of the ChildFund Alliance do not do this and stick to different names.

CHILDFUND JAPAN

1) If a child sponsor asks you about the Unique Selling Proposition (USP) of your organization, what do you say?

- a. Staff and stakeholders protect the child rights and implement child-centred projects.
- b. Sponsors can feel a tangible result of project through child growth and communicate with children.
- c. Supporters can donate items such as used books, postal stamps and postal cards. Donated items will be exchanged into cash.
- d. Tax deduction is available.

2) What do you tell a sponsor who asks you why she/he should choose ChildFund as sponsorship organization instead of Plan, World Vision etc.?

- a. Mutual communication between sponsor and child is highly respected. For instance, any inquiry from sponsor to child is answered by child herself/himself, not by systematically formatted document.
- b. Individual Progress Report of child includes many information.
- c. Sponsor can receive a card from child once a year, at least.
- d. Project focuses on child's internal growth through value formation.

3) If you talk to an executive of a major corporation, how do you very briefly introduce your organization?

- a. The organisation has long history and achievements, starting to help 90,000 war orphans, paying back the gifted grace after the WW2 through international cooperation, and supporting 30,000 children in Asia for 43 years.
- b. The Organisation has a global network as ChildFund Alliance.
- c. The Organisation works under the global trend such as SDGs.

4) If the representative of a major institutional donor (state agency) asks you about the USP of your organization, what do you say?

- a. The organisation promotes the child safeguarding.
- b. Programmes and projects are aligned with SDGs and the institutional donor's strategy.
- c. The organisation has long history and achievements.
- d. HQ and Country Offices have highly qualified staff.

5) If a media representative asks you what your organization is about, what would you say?

- a. The organisation has long history and achievements, starting to help 90,000 war orphans, paying back the gifted grace after the WW2 through international cooperation, and supporting 30,000 children in Asia for 43 years.
- b. The Organisation has a global network as ChildFund Alliance.
- c. The Organisation works under the global trend such as SDGs.

- d. The Organisation is supported by some celebrities.
- 6) **How can we as an Alliance attract new/other organizations being attracted to us the way we are design now with different brands / logos, wanting to be a part of Child Fund Alliance? Instead of Plan, World Vision etc.?**
- a. No attraction. Just confusion.
- 7) **If we (the Alliance members) would be the same, in logos, names – how would it attract new/other organizations wanting to be a part of Child Fund Alliance? Instead of Plan, World Vision etc.?**
- a. It depends upon name value of “ChildFund”.
- 8) **How important is it for you own local market, with your sponsors, and corporate partners, that Child fund Alliance allows separate brands verses the Alliance being one brand? (Child Fund/Country)**
- a. Now it is not so important since ChildFund and its Alliance are not well known in our local market.

However, separate brands within the Alliance network have a risk in branding. Different brands come to a lack of “unity” of the global network. Many people think that separate brands mean separate organisations and one brand means one body.

CHILDFUND NEW ZEALAND

- 1) **If a child sponsor asks you about the Unique Selling Proposition (USP) of your organization, what do you say?**

ChildFund New Zealand’s USP is “**For children. For good.**” This is supported by six unique points of difference:

Children above all - Children are the reason ChildFund exists. We enhance children’s lives by enabling their families and communities to support them into the future.

It takes a team - We work closely with our supporters, local partners, families and the community to create better lives for children.

Deeper, lasting change - ChildFund New Zealand works in a few developing countries, providing a deep level of support in selected communities that need it most, over several years.

We work to a plan – With each community we co-design a sequenced roadmap for change in our dedicated communities, which ensures that everyone knows the plan and helps to make it happen.

A hand up, not a handout - Our integrated approach to impact gives each community we work in the resources, skills, experience and support they need to make positive change.

Independence is the end goal - We work alongside communities, helping local families to achieve independence. Once they have, we stay in touch and, we’re there if they need help.

2) What do you tell a sponsor who asks you why she/he should choose ChildFund as sponsorship organization instead of Plan, World Vision etc.?

We are huge fans of the many organisations that are working to better children's lives around the world. In fact, we often work together to achieve even greater impact for children. However, because of ChildFund New Zealand's "dedicated-programme area" approach, our work is focused on providing long-term solutions to specific issues in selected communities. By working with family members, community leaders and local partners, our programmes are sustainable in nature and are able to continue long into the future—even after our sponsorship programme has ended.

3) If you talk to an executive of a major corporation, how do you very briefly introduce your organization?

ChildFund has been helping children living in poverty for more than 80 years. We are focused on helping children and youth thrive by implementing projects that improve living conditions for communities around the world. We have a strong track record of success, as witnessed by the thousands of children (and, by extension, their families) who have been part of our community development programmes, globally.

4) If the representative of a major institutional donor (state agency) asks you about the USP of your organization, what do you say?

We are committed to creating sustainable solutions to community-identified issues. We do this by working alongside families, community, regional and national leaders and local non-governmental organisations to develop proposals and secure funding for implement short-term projects that have long-term impact. We approach our work with selected communities as partnerships, working alongside these partners for 20-25 years to achieve a roadmap of development outcomes. An additional strength of our organisation is our membership in an international network of subject matter experts and specialists, the ChildFund Alliance.

5) If a media representative asks you what your organization is about, what would you say?

ChildFund New Zealand is a trusted organization that has been helping the world's most deprived, excluded and vulnerable children for more than 80 years. We work alongside local partners to deliver projects in some of the world's most complex environments. These projects include water and sanitation, health and nutrition, education, job training, and child protection – and when combined, provide sustainable solutions for communities and more importantly, positive impact for children for today and generations to come.

6) How can we as an Alliance attract new/other organizations being attracted to us the way we are design now with different brands / logos, wanting to be a part of ChildFund Alliance? Instead of Plan, World Vision etc.?

I don't think we can: perhaps our struggle to grow (as an Alliance in terms of membership) has been complicated in that there is currently nothing solid to the Alliance i.e. our brand, our standards, our participation, our commitments are not locked in. It is as if we do not have the confidence or belief in ourselves, and our ambivalence to our brand amplifies this.

Conversely, by being consistent in our own brand and being clear what both our brand and Alliance stand for: if the rules of membership are clear, and adhered to, our brand and Alliance will strengthen and we will attract relevant and interested prospective members. If we maintain different brands we

can still attract new organizations, but the merits of membership (and our tightness) are diluted. (See response below for Q7)

7) If we (the Alliance members) would be the same, in logos, names – how would it attract new/other organizations wanting to be a part of ChildFund Alliance? Instead of Plan, World Vision etc.?

As above with Q6: if we do not subscribe to a common brand and seek to attract new members but do not regulate a common brand, we are further diluting our global brand. We continually aspire (and talk about) behaving as one, and working together, but this does not translate into our behaviours. As a prospective new member, why would I agree to being part of an Alliance that does not know who it is?

8) How important is it for you own local market, with your sponsors, and corporate partners, that ChildFund Alliance allows separate brands verses the Alliance being one brand? (ChildFund/Country)

We know from the commercial sector that larger, consistent global brands dominate their category. (We also see this in our own sector with brands such as World Vision.) As a small member of the Alliance it is important that we can demonstrate that we are part of a larger picture, and working with organizations and other members with the same universal brand assist these conversations.

There are two critical audiences omitted from this question – who also see the value of ‘being as one’ globally: our staff and the local partners and communities we work with.

CCFC

1) If a child sponsor asks you about the Unique Selling Proposition (USP) of your organization, what do you say?

Christian Children’s Fund of Canada (CCFC) is currently conducting market research on potential options for our unique value proposition (UVP). This research will be completed in September 2018.

The potential UVPs speak to CCFC’s point of differentiation related to child participation and the fact that we work alongside children to achieve lasting positive change.)

The following key message supports what we believe:

We believe the path out of poverty begins when children are healthy, educated and safe, girls and boys have equal rights and opportunities, and communities are thriving. To achieve this will take a global community — including young trailblazers around the world — breaking gender, class and other barriers to change.

Our global community works alongside children to ensure:

Children are educated

We believe all children should have a chance to go to school.

Children are healthy, in thriving communities

We believe thriving communities raise healthy change-makers.

Children are protected

We believe children must be safe and able to challenge social injustices.

Children and youth participate for change

We believe children's voices should be at the centre of change.

Equality for girls

We believe girls should have the same rights and opportunities as boys.

2) What do you tell a sponsor who asks you why she/he should choose ChildFund as sponsorship organization instead of Plan, World Vision etc.?

Christian Children's Fund of Canada is unique in that we work *alongside* children to create lasting positive change. We believe in challenging the status quo to end poverty. Young people, communities, supporters and partners in Africa, Asia and the Americas work together so every child can be heard, included and empowered. Our goal: healthy children; education for all; equality between girls and boys; and safe, thriving communities that support a new generation of change-makers. We are a member of ChildFund Alliance.

3) If you talk to an executive of a major corporation, how do you very briefly introduce your organization?

We speak from the lived experiences of children and are passionately committed to amplifying their voices; meeting their basic needs and ensure that they have opportunities to realize their full potential.

Christian Children's Fund of Canada is a child-centered international development organization with nearly 60 years of proven experience. We work alongside children, communities, supporters and other partners in Africa, Asia and the Americas. Our goal: healthy children; education for all; equality between girls and boys; and safe, thriving communities that support a new generation of change-makers. We are a member of ChildFund Alliance.

4) If the representative of a major institutional donor (state agency) asks you about the USP of your organization, what do you say?

(Same as for question 1, we are in the process of finalizing our UVP in relation to CCFC's point of differentiation of child participation and working alongside children to achieve lasting positive change.)

We envision a global community where children and youth play an active role in tackling deep-rooted barriers to change and are empowered to raise their voices to realize their basic needs and rights, including gender equality and freedom from violence.

Christian Children's Fund of Canada has a proven track record of child-centered community development in Africa, Asia and the Americas, managing for results in complex environments. Besides tested and proven competencies in multi-location projects, we bring technical expertise in child protection and participation; context-specific, basic services like education, health and nutrition and clean water.

This is possible because we can leverage Canadian and global entities to represent on behalf of the most marginalized children and youth. And, as a member of ChildFund

Alliance, we have a combined expertise of a network of partners working in more than 60 countries worldwide.

5) If a media representative asks you what your organization is about, what would you say?

We are child centered community development organization committed to amplify the voices of children. Inspired by Christian ethos of service and compassion, work with people all faith and none.

Christian Children’s Fund of Canada (CCFC) believes the path out of poverty begins when children are healthy, educated and safe, girls and boys have equal rights and opportunities, and communities are thriving. To achieve this will take a global community — including young trailblazers around the world — breaking gender, class and other barriers to change.

Our global community works alongside children to ensure:

Children are educated

We believe all children should have a chance to go to school.

Children are healthy, in thriving communities

We believe thriving communities raise healthy change-makers.

Children are protected

We believe children must be safe and able to challenge social injustices.

Children and youth participate for change

We believe children’s voices should be at the centre of change.

Equality for girls

We believe girls should have the same rights and opportunities as boys.

For nearly 60 years, CCFC has worked with children, communities, supporters and other partners — changing lives through improved health, education and clean water. CCFC works in 12 countries across Africa, Asia and the Americas, to support more than 700,000 children, youth and community members.

6) How can we as an Alliance attract new/other organizations being attracted to us the way we are design now with different brands / logos, wanting to be a part of Child Fund Alliance? Instead of Plan, World Vision etc.?

A key advantage of ChildFund Alliance (CFA) is that it is a network of independent organizations engaged in child-centered international development. Similar to the global aviation Star Alliance brand, CFA organizations maintain their autonomy in core business, principles, culture and approaches, while maximizing our collective global image and footprint and capitalizing on the larger, well-known and respected Alliance brand, working with children. The 28 member airlines of Star Alliance share co-locations at airports, infrastructure, communication and other initiatives and services to improve travel experiences. They have a reputation for reliability coupled with innovation. When people think of working alongside children and youth to create positive lasting change, they should think of ChildFund Alliance, the way people look at booking flights with Star Alliance.

Members are vetted, they are credible, they are held to a standard and are trusted. Meanwhile, agencies don't have to go through a lengthy and expensive brand process or engage in a brand that does not have as much currency in their local context.

7) If we (the Alliance members) would be the same, in logos, names – how would it attract new/other organizations wanting to be a part of Child Fund Alliance? Instead of Plan, World Vision etc.?

Having the same brand may attract some organizations but discourage others who don't want to lose their identity/uniqueness but would still like to benefit from the larger network.

The larger organizations and alliances tend to prefer the global alliance standard. It provides confidence and a louder voice on the global stage. The smaller ones, however, may not see it that way and view issues through a more focused lens. A PLAN, CARE or WVI will immediately recognize a CFA brand and the advantages of it. The public and smaller entities, however, may not view it the same way. Donors may see such an arrangement as requiring huge overheads.

With one brand for all, there is also the risk of widespread negative reaction and crisis management required as the result of an issue coming to light from one member/entity such as the Haiti scandal for Oxfam.

8) How important is it for you own local market, with your sponsors, and corporate partners, that Child fund Alliance allows separate brands verses the Alliance being one brand? (Child Fund/Country)

In the Canadian context, we benefit from being branded a Canadian entity and yet having a global umbrella in which to engage larger fora and organizations. Best of both worlds.

UN ENFANT PAR LA MAIN

1) If a child sponsor asks you about the Unique Selling Proposition (USP) of your organization, what do you say?

Close to children
Mutual Commitment
Transparency
Donations dedicated to a child and her/his community

2) What do you tell a sponsor who asks you why she/he should choose ChildFund as sponsorship organization instead of Plan, World Vision etc.?

Proximity to our donors and sponsors
Interesting offer: Monthly costs of sponsorship lower than others NGO
High quality ambassadors, strong branding,
We work on different areas and continents

3) If you talk to an executive of a major corporation, how do you very briefly introduce your organization?

Un Enfant par la Main works with ChildFund Alliance and local partners in the areas of child protection, health, education, access to water, nutrition and income-

generation activities. We work with communities to reduce poverty and improve the living conditions of children and their families. Communities and families are involved in the identification of needs and development of intervention strategies and action plans.

Un Enfant par la Main operates primarily through sponsorship, which allows long-term support and creates links between the sponsor, the child and his or her village. We also provide funding for specific projects that benefit entire communities.

4) If the representative of a major institutional donor (state agency) asks you about the USP of your organization, what do you say?

Un Enfant par la Main works with ChildFund Alliance and local partners in the areas of child protection, health, education, access to water, nutrition and income-generation activities. We work with communities to reduce poverty and improve the living conditions of children and their families.

Un Enfant par la Main operates through sponsorship, donations and grants, which allows sustainable support.

5) If a media representative asks you what your organization is about, what would you say?

Un Enfant par la Main works with ChildFund Alliance and local partners in the areas of child protection, health, education, access to water, nutrition and income-generation activities. We work with communities to reduce poverty and improve the living conditions of children and their families. Communities and families are involved in the identification of needs and development of intervention strategies and action plans.

Un Enfant par la Main operates primarily through sponsorship, which allows long-term support and creates links between the sponsor, the child and his or her village. We also provide funding for specific projects that benefit entire communities.

We are supported by Marie-Sophie Lacarrau, journalist on French TV.

6) How can we as an Alliance attract new/other organizations being attracted to us the way we are design now with different brands / logos, wanting to be a part of Child Fund Alliance? Instead of Plan, World Vision etc.?

Child Fund is a non-confessional alliance.

One voice for children: Every NGO keeps its independence, sharing experience in different countries and knowhow concerning fundraising activities.

Strong visibility of our actions to government institutions.

EULO is a great opportunity for European NGOs.

7) If we (the Alliance members) would be the same, in logos, names – how would it attract new/other organizations wanting to be a part of Child Fund Alliance? Instead of Plan, World Vision etc.?

This could be interesting for NGOs without a strong brand

8) How important is it for you own local market, with your sponsors, and corporate partners, that Child fund Alliance allows separate brands verses the Alliance being one brand? (Child Fund/Country)

Several surveys show that it is very important sponsors, donors and partners to keep our brand.