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## **Media Kit**

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## **Christian Children's Fund of Canada: A Snapshot.**

Christian Children's Fund of Canada (CCFC) is one of the country's most experienced and respected international development organizations focusing on the needs of the world's children.

Since 1960, CCFC has been creating a future of hope for children by linking them, their families and their communities to caring Canadians through a forward-looking program of child sponsorship. Today, CCFC touches the lives of over 250,000 boys and girls -- and millions more who live around them -- in Asia, Latin America, Africa and the Caribbean.

### **CCFC At a Glance**

- founded 1960
- completely autonomous Canadian organization
- over 80% of expenditures used directly in our programs
- programs in 11 countries impacting 250,000 children and their families
- inspired by Christ's example of love
- serves children and communities regardless of race or religious beliefs

### **From one man's vision to a global partnership.**

The roots of CCFC reach back to the late 1930s, when American medical missionary Dr. J. Calvitt Clarke began working with Chinese war orphans. Moved by their suffering, he created the China Children's Fund in 1938.

The organization expanded its work into Europe in the aftermath of the Second World War and became Christian Children's Fund (CCF). By the 1960s CCF had a global reach. Growing Canadian support led to the creation of Christian Children's Fund of Canada in 1960.

Fully independent, CCFC has its own board of directors and its own programs.

### **Children - and more.**

Christian Children's Fund of Canada is focused on the needs of children for basic necessities like food, water, clothing, shelter, education and health care.

But CCFC seeks to meet these needs through an innovative program of child sponsorship that has an impact not only on the lives of sponsored children, but also their families and their communities. Sponsorship funds provide village wells, clinics, schools, and training programs that lead to self-sufficiency. In this way, the generosity of Canadian donors gives hope for the future not only to sponsored children but also to all those who live around them. It's a child-centred approach to development for the whole community.

### **A future of hope-through self-sufficiency.**

The aim of Christian Children's Fund of Canada is to create a future of hope for children -- and that means eventual self-sufficiency for them and their families. Sponsorship is simply a bridge to independence.

As a result, many CCFC programs are designed to enable, encourage and train people to use their own gifts and abilities to meet their own needs. An important aspect of this approach is small-scale economic development -- assisting in the creation of viable small businesses in communities where sponsored children live. We call this Micro-Enterprise Development.

### **The strength of partners "on the ground."**

One of the greatest strengths of Christian Children's Fund of Canada is its reliance on established local organizations "on the ground" in the countries where CCFC works.

These non-governmental organizations (NGO) know the people, the area and the culture around them and therefore play a key role in building and implementing programs. Our most valued asset: integrity.

Christian Children's Fund of Canada brings to its work a strong record of over 40 years of integrity and accountability. Each year over 80 percent of CCFC expenditures are used directly in our programs. And to make sure program funds are well-spent, our staff visits each project regularly, monitoring progress and results.

As CCFC brings together the efforts of its global partners and the generous support of Canadian donors, integrity is its most valued asset -- the foundation for building a future of hope for children around the world.

## **Contact List.**

### **Executive Staff**

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### **Global Operations Managers**

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### **Corporate Managers**

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## **About the Communications Department.**

Christian Children's Fund of Canada operates a comprehensive communications department.

Information on the work of CCFC is available from the department in a variety of forms:

- stories from the frontlines
- still images (prints, slides and electronic files)
- video imagery (VHS for viewing; Betacam format for broadcast use)
- video productions (VHS for viewing; Betacam format for broadcast use)
- detailed reports and background documents
- annual reports
- knowledgeable staff for interviews

In addition, CCFC operates a website that contains in-depth information on its global activities. The site can be found at:

**[www.ccfcanada.ca](http://www.ccfcanada.ca)**

Christian Children's Fund of Canada also issues news releases through Canada NewsWire and by e-mail, fax and mail on a regular basis. To be added to our media list, or for any questions related to communications, please contact:

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