



Christian Children's Fund (CCF) of Ireland is an independent Irish organisation, working for the well-being and protection of children in developing countries. CCF Ireland is a member of ChildFund International (formerly Christian Children's Fund International), a worldwide organisation with member offices in Australia, Canada, Denmark, France, Germany, New Zealand, Sweden, South Korea, Taiwan and the USA.

Making an Impact ...

Summary of CCF Ireland's Strategic Plan 2004-2007

ChildFund International establishes worldwide standards for development programmes, fundraising and finance. Members of ChildFund International work with community based organisations in 45 of the poorest countries of the world to implement lasting and meaningful changes in the lives of impoverished children and families.

Guided by CCF Ireland's working philosophy, this three-year strategy challenges those of us who believe that each child has the right to have his or her basic needs met within an enabling environment, to actively facilitate the realisation of that right.

Christian Children's Fund of Ireland's Working Philosophy

Vision

A world where all children regardless of gender, race, religion or no religion can be happy and free to enjoy their childhood.

Mission

Christian Children's Fund of Ireland's mission is to work with children, their families and communities in developing countries, in an enabling environment where children's basic needs are met and their rights are promoted and respected.

Strategic Goals

To increase the impact of Christian Children's Fund of Ireland on the lives of children in developing countries

To maximise the effectiveness of resources in working towards the achievement of its mission

Christian Children's Fund of Ireland is committed

- to valuing all children equally, regardless of gender, race or religious belief
- to respecting the cultural diversity of the environments where the organisation works
- to maximise the use of resources in working towards the achievement of its mission
- to ongoing learning in order to increase its effectiveness
- to the highest standard of quality and integrity in everything it does



Stakeholders

Children are CCF Ireland's key stakeholders. Other stakeholders include members of ChildFund International; sponsors; institutional donors including Development Cooperation Ireland and other grant awarding bodies; CCF USA with whom CCF Ireland works closely, and CCF regional and country field offices.

PROGRAMME FOCUS

CCF Ireland supports programmes in 29 countries through child sponsorship (see map below) and specific programme grants.

The majority (65%) of children sponsored through CCF Ireland are catered for within CCF USA's programmes. CCF Ireland also supports a number of children within Everychild (33%) programmes and a small number of children (3%) who participate in a BORNEfonden (Denmark) programme.

In addition to promoting sponsorship funding, CCF Ireland works in partnership with CCF field offices, helping them to develop and monitor specific projects, prepare project proposals and access grant funding. To date, projects in sub-Saharan Africa have benefited from this partnership approach with CCF Ireland.



SPONSORED CHILDREN - AUGUST 2004

ORGANISATIONAL ANALYSIS

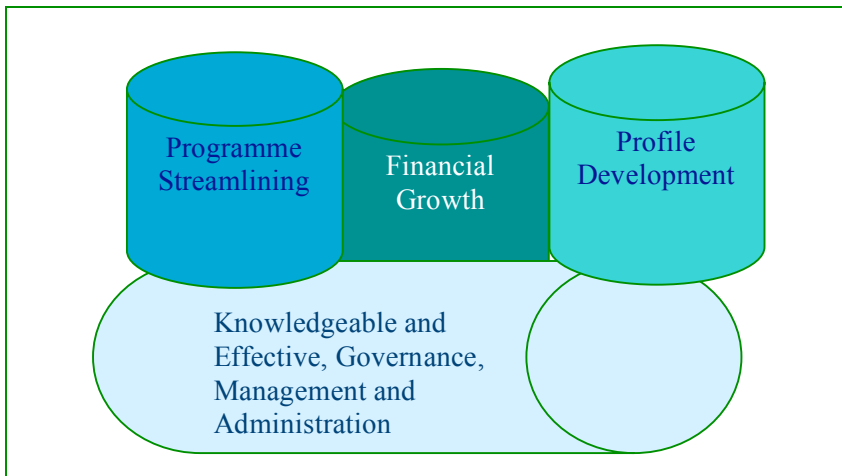
All participants in the strategic planning process were invited to outline the strengths and limitations of CCF Ireland and to highlight the opportunities and threats presented by the macro and micro environment. The findings were the basis on which the strategy was developed.

THE STRATEGY

The overall goal of this strategic plan is to give clear direction to CCF Ireland and strengthen its present operational structure, increasing its impact on the lives of children in developing countries.

Three interrelated and interdependent strategic pillars have been identified and are underpinned by a fourth strategic pillar.

Strategic Pillars



A critical success factor will be the continuous monitoring of the effectiveness of the strategy. Annual operational plans will be outlined; progress will be reviewed annually, lessons learned documented and methodology to achieve the objectives adapted accordingly.



PROGRAMME STREAMLINING

In order to maximise the effectiveness of CCF Ireland's resources (technical and financial) in supporting children overseas and to ensure proper monitoring of Irish funded activities, a decision was taken to streamline the programme focus.

Objective: Streamline the programme focus in order to:

- a) maximise the effectiveness of CCF Ireland resources in addressing the rights of children in developing countries
- b) facilitate more effective monitoring of impact of Irish generated funds

Strategy:

- Facilitate an analysis of present programme focus, (sponsorship and grant funded) and identify priority locations for the receipt of Irish generated funds.
- Promote an integrated approach to development with priority programmes
- Identify priority locations where CCF Ireland will target its support
- Engage in humanitarian aid and recovery programmes supporting CCF partners
- Support the development of a mainstream response to the HIV/AIDS crisis within priority programmes
- Develop a feasible programme monitoring system that takes into account the present monitoring systems being used by implementing partners

PROFILE DEVELOPMENT

The three- year strategy will focus on making CCF Ireland known as a highly regarded organisation that supports and promotes the rights of children overseas.

Objective: Develop public awareness of CCF Ireland as a reputable organisation which addresses the rights of vulnerable children in developing countries

Strategy:

- Strengthen internal capacity of CCF Ireland to promote the organisation
- Increase the profile of CCF Ireland as a key member of ChildFund International
- Increase the profile of CCF Ireland as a leader in child protection and development issues
- Maximise website potential for advocacy, information, sponsorship fundraising purposes

FINANCIAL GROWTH

CCF Ireland is still a growing organisation with limited funds. Additional financial resources will be required for future development and progress.

Objective: Expand the financial resources of CCF Ireland, increasing its contribution to the overseas programmes.

Strategy:

- Strengthen the internal capacity of CCF Ireland to fundraise
- Analyse the profile of present sponsors
- Develop a marketing strategy
- Increase human–resource base in a cost-effective manner
- Diversify funding sources

**KNOWLEDGEABLE AND EFFECTIVE
GOVERNANCE, MANAGEMENT AND
ADMINISTRATION**

Underpinning the above three strategic pillars is the need for a knowledgeable and effective governance, management and administration system.

Objective: Strengthen the direction, management and administrative capacity of the organisation to enable Christian Children’s Fund of Ireland to fulfil its mission in a cost effective, transparent and accountable manner.

Strategy:

- Identify and address capacity limitations within present governance, policy, management and administration systems
- Establish a feasible quality assurance process
- Promote a lessons learning environment
- Continuous review