



CORPORATE ENGAGEMENT TOOLKIT



PREPARED 5/2018

» Objective *[Why use this toolkit?]*

This document will help ensure that all print, digital, and environmental corporate partner pieces are aligned visually and on-brand. It will also equip communicators to convey World Vision's identity, work, and benefits to corporate partners using a clear and consistent message. **Access the full World Vision brand guidelines at worldvisionbrand.org.**

» Use *[Who should be using this toolkit?]*

This document should be used by all internal design teams and external marketing partners.

CONTENTS

Language

<i>Tone and voice</i>	2
<i>Core elements</i>	2
<i>General messaging guidelines</i>	3–7
<i>Messaging by program/business solution</i>	8–11
<i>Messaging by product</i>	12–14
<i>Corporate social responsibility (CSR) statistics and sources</i>	14–15
<i>Testimonials</i>	16

Visuals

<i>Brand site and Proud Supporter logo</i>	17
<i>Graphic elements</i>	18–20
<i>Photography</i>	21–32

Sample executions

<i>Generic executions</i>	33
---------------------------------	----

- » Tone and voice
- » Core elements

Introduction

World Vision's corporate donors are key partners in fulfilling our mission to serve and equip children in need to reach their God-given potential. Tailoring messaging to their specific business interests and needs ensures World Vision is presented in the most compelling way possible: as an organization that can help a company of any size by providing business solutions to meet corporate needs and corporate social responsibility goals.

tone and voice

- **Tone should be engaging, affirming, and forward-looking.** Communicate World Vision's relevance and competence and emphasize the strategic benefits, business solutions, and opportunities we offer. Effective materials will clearly and succinctly present the distinctives that separate World Vision from other potential charity partners, and convey a call to action that is both compelling and appropriate to corporate goals.
- **When referring to a partnership venture, list the corporate partner first, using third-person narrative.** For example, "Microsoft and World Vision Stand Up for Haiti."
- **Craft motivational copy as an invitation to partnership.** Say, for example, "Join us in the fight against poverty" or "Together, we can eradicate hunger in Mali," rather than "You can make a difference by donating today."
- **Frame affirmational copy to include the donor/partner.** Use inclusive language like "together," "alongside," "partnership," and "shared," along with the collective "we" and "our" wherever possible. Say, for example, "Thanks to your partnership, together we ..." rather than "Your gift made it possible for us to ..."

core elements

Include the following elements in corporate partner communications, as appropriate:

- Relevant World Vision distinctives and differentiators (see pages 4–7). For example:
 - With top-of-class supply chain management, logistics infrastructure, and last-mile delivery, World Vision is a preferred partner for produce-to-give and repurposed inventory initiatives.*
- General WVUS overview, descriptor statement/inclusion statement, or other reference to our Christian identity, as appropriate (see page 3). For example:
 - We are a Christian humanitarian organization working in nearly 100 countries to help build brighter futures for vulnerable children.*
- Specific value propositions/benefits for the corporate partner. For example:
 - We work with hundreds of businesses each year to create partnership solutions that align with company goals and missions in unique, impactful ways.*
- Call to action. For example:
 - For more information, contact your World Vision representative or visit worldvision.org/corp.*

GENERAL MESSAGING GUIDELINES

WVUS descriptor + inclusion statement

The WVUS descriptor and inclusion statements must appear on all external communications pieces. They must appear, at minimum, in fine print, but may also be used in body copy.

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. World Vision serves [or “We serve,” if appropriate for the context] all people, regardless of religion, race, ethnicity, or gender.

It is appropriate to assure corporate donors that although we are a Christian ministry motivated by our faith, we serve without ulterior motive.

Serving all people in need, of any faith or none | We value all nations equally and respect the status of all people. We do not discriminate on the basis of religion, race, ethnicity, or gender.

Primary invitation

Let's partner to end extreme poverty. Together, we can grow your business and help people in need.

Headline options

- Invest. Impact. Transform.
- Benefit your business. Influence your world.
- Good for your business. Good for the world.
- Connecting your company's passion to the world's greatest needs
- Business solutions for a better world
- Increase sales, strengthen brand awareness, and enhance brand loyalty
- Engage your employees and make an immediate, tangible difference together

Elevator pitches

25 words We believe that together, we can eliminate extreme poverty by 2030 by connecting the right resources to the world's most vulnerable, hardest-to-reach communities.

50 words World Vision is a trusted partner to thousands of American and U.S.-based multinational companies. With integrity, experience, and technical expertise, we can connect your company to powerful opportunities for collaboration that meet your objectives, empower communities where you do business, strengthen your brand, and increase customer and employee loyalty and engagement.

100 words The generous contributions of our corporate partners enable World Vision to make a powerful impact in communities here at home and around the world.

With a wide range of turnkey and tailored partnership opportunities, programs and infrastructure in nearly 100 countries, and proven, trusted expertise, we help hundreds of companies each year make meaningful investments in the communities and causes that align with their corporate mission, values, and goals.

Let our experienced staff help you identify ways your company can engage in our work to achieve your business or corporate social responsibility objectives.

Call to action

For more information, contact your World Vision representative or visit [worldvision.org/corp](https://www.worldvision.org/corp).

Distinctives and differentiators

This section outlines the characteristics and unique features and benefits that set World Vision apart from other humanitarian nonprofits. It includes sample copy for explaining to corporations how choosing World Vision as their nonprofit partner will maximize their investment and impact.

Why World Vision?

- Global scale
- Proof of impact (Global Power Claims)
- Track record and proven model
- Reputable and collaborative brand
- Causes that resonate
- Powerful and passionate constituents
- Tailored and turnkey business solutions

Global scale

- Established presence in nearly 100 countries, including some of the world's hardest-to-reach places

Sample copy: *With a presence in nearly 100 countries and a proven, comprehensive development model, World Vision has a global reach and program breadth that enable your company to invest in regions and areas of focus that are important to you and your constituents.*

Proof of impact (FY18 Global Power Claims)

- Claim #1** Over the last five years, 89% of the severely malnourished children we treated made a full recovery.
- Claim #2** Every 60 seconds, a family gets water ... a hungry child is fed ... a family receives the tools to overcome poverty.
—*The component elements of this claim may also be used separately (for example, “Every 60 seconds, a family receives the tools to overcome poverty”).*
- Claim #3** World Vision is reaching one new person every 10 seconds and three more schools every day with clean water.
- Claim #4** Together we've impacted the lives of over 200 million vulnerable children by tackling the root causes of poverty.
- Claim #5** Because of our community-focused solutions, for every child you help, four more children benefit, too.

Track record and proven model

- Proven, community-based approach for sustainable results
- Committed staff, most of whom work in their home country or region, bringing critical knowledge of and sensitivity to local needs and culture
- More than 65 years of experience in international development

World Vision's comprehensive development model, boots on the ground, and world-class last-mile logistics management mean your corporate social responsibility investment will make a significant, quantifiable, long-term impact for those in greatest need.

We partner closely with local leaders to address the root causes of poverty and create effective, sustainable solutions together, remaining in communities an average of 15 years or until our presence is no longer needed to drive development. Approximately 95 percent of our staff are based in their home countries or regions, giving them critical knowledge of and sensitivity to the cultures in which they work and making World Vision an ideal implementation partner for companies that want to contribute to lasting change in the communities they support.

World Vision's track record of success and continual drive to serve more people in need offers your company the assurance that your partnership will achieve tangible, sustainable results for children and communities. We have:

- *More than 65 years of experience working in international development**
- *More than 55 years of experience responding to international emergencies***
- *More than 35 years of experience working with community partners in the U.S. to improve the well-being of vulnerable children and youth at home****

Footnotes:

*World Vision was founded on September 22, 1950. Sponsorship began in 1953; our "relief and development" division was founded in 1973.

**World Vision's emergency relief work began in 1962 in response to the Iran earthquake in September of that year.

***Since 1981, World Vision has served children and families living in poverty in the U.S.

Reputable and collaborative brand

- Powerful local, regional, national, and multinational partnerships
- Established relationships with community leaders, corporate partners, faith-based organizations, and government agencies
- Approximately 1 million supporters in the U.S. and more than 4 million total worldwide
- Among the largest and most trusted recipients of food and cash grants from the U.S. government (in FY17, the largest implementing partner of the World Food Program and the 8th largest implementing partner of USAID)

World Vision is a respected global leader among humanitarian organizations and a trusted long-term partner of hundreds of corporations and other organizations, including the World Food Program and USAID.

Our integrated development model enables our corporate partners' investments to continue to transform lives for generations by empowering families and equipping entire communities to be self-sustaining.

Causes that resonate

- Increasing access to clean water is #1 cause of extreme concern for U.S. and global consumers
- Eradicating extreme poverty and hunger is #3 cause of extreme concern for U.S. and global consumers
- Reducing child mortality is #6 cause of extreme concern for U.S. and global consumers

Source: Nielsen Global Survey of Corporate Social Responsibility and Sustainability, 2015

Powerful and passionate constituents

- Approximately 1 million individual supporters in the U.S. across a wide range of engagement platforms
- A 2017 analysis of our constituents found that:
 - 48% are loyal Generation X donors and consumers
 - 37% are rebellious yet passionate Baby Boomers
 - All are 2.5 times more influential than the average nonprofit constituent
 - 60% have children still in the home

Source: 2017 Catalyst Psychographic Analysis of World Vision—U.S. Donor, Volunteer, and Social Supporters

» General messaging guidelines

Tailored and turnkey business solutions

Whatever your priorities, World Vision can help you create a strategic partnership plan that reflects your corporate values, commitment, business strategy, and desire to make an impact for children and families in need. Discover our tailored and turnkey business solutions:

- Align your corporate philanthropic dollars to the regions and causes your company cares about most through **strategic giving**
- Enhance your brand and build customer affinity through **cause marketing**
- Partner with a global aid leader to effectively channel your **disaster relief giving**
- Increase retention and employee morale through **employee engagement**
- Help American families in need through **U.S. site sponsorship**
- Lower supply chain costs, reduce waste, and help families around the world through **product donation**

» Messaging by program/
business solution

MESSAGING BY PROGRAM/BUSINESS SOLUTION

Strategic giving

Learn more about our work and let us help tailor a strategic plan that aligns your donations with programs reflecting your corporate values, philanthropic commitment, business strategy, and desire to make an impact for children and families in need.

Country focus

With approximately 1,600 active area development programs in dozens of countries around the world, chances are World Vision is already working in your area of interest.

Mission focus

Measurably improving child well-being is at the center of our approach to addressing the root causes of poverty. Corporations can support our life-changing work by supporting our programming in one or more of our areas of focus:

- Mother and child health
- Economic empowerment
- Clean water
- Education
- Emergency relief
- Child protection
- Poverty in America

» Messaging by program/
business solution

Cause marketing

Enhance your brand, maximize your business, and build customer affinity, while helping children in need here in the U.S. and abroad.

Developing a cause marketing campaign with World Vision is not only a strategic business decision; it is also a socially responsible one. You are demonstrating to your customers and employees that you are dedicated to helping children and families around the world by helping whole communities to lift themselves out of poverty, providing emergency relief support, or equipping schools and nonprofit partners in under-resourced regions of the United States.

The World Vision Corporate Engagement team collaborates with corporate partners to develop a customized cause marketing program that meets your business objectives. If your company wants to invest in a charitable cause with a wide reach, lasting impact, and high visibility, we can help.

Cause marketing campaigns can include:

- Charitable sales promotions (you pledge a percentage of sales, proceeds, or a predetermined sum to benefit World Vision programs based on the sale of your product or service)
- Making a donation in lieu of employee or client gifts, awards, etc.
- Promoting a challenge or match donation to employees and/or customers
- Hosting a donation drive
- Providing change collection devices or “round up” promotions
- Equipping your employees to directly ask consumers for a donation

World Vision evaluates companies with a firm reputation and strong brand image who would like to make a contribution that is significant and clearly defined to the consumer. Let our experts help you create a cause marketing campaign today.

Disaster relief giving

Activate your business, employees, and customers to help disaster survivors.

World Vision is a global leader in emergency relief with decades of experience and an established resource network that is ready to respond to virtually any disaster or humanitarian emergency, anywhere in the world.

Drawing upon our global rapid response team, local and global partners, and the capacity of our more than 600 international disaster experts, our extensive network of national and local operations is able to immediately respond and effectively scale our responses to suit the needs of affected communities. In 2017 alone, World Vision responded to 170 disasters around the world, assisting 13.8 million people.

Support community preparedness programs, emergency response, and long-term recovery work where your company may have a presence by partnering with World Vision to support emergency relief.

Employee engagement

Increase employee participation and strengthen teams through activities and programs that support the causes you and your staff care about.

Team-building with kits

Enhance your next team gathering or workplace giving campaign with a World Vision kit build event. Help those in need while building camaraderie and providing a rewarding and inspirational hands-on experience for employee groups of all sizes.

Host a community walk/run for water

Host World Vision's Global 6K for Water and involve your employees, your customers, and their family and friends. You'll unite your office with a great team-building activity, enjoy a fun and healthy way to engage your employees, and help change the lives of women and children by freeing them from a life spent collecting dirty water. Every step you take is one they won't have to! Sign up to be a host site or sponsor at worldvision6k.org.

Volunteer at a World Vision location in the U.S.

Thousands of volunteers donate time each year to sort and prepare product donations for distribution around the world, helping to keep our operating costs low and enabling us to get critically needed supplies into the hands of families in need. Volunteer as an individual, or register a group for your company's next volunteer event.

Workplace giving campaign tools

Make your company's next workplace giving campaign motivating, meaningful, and memorable by hosting team-based activities in your location. Let World Vision enhance your company's employee giving campaign season by bringing your staff together, encouraging and inspiring them through kit-building activities, virtual reality experiences, lunch-and-learn presentations, volunteer opportunities, and more.

» Messaging by program/
business solution

Matching gifts

Engage your employees, inspire loyalty, and bolster a company culture of giving back by starting a matching gift program. Hundreds of companies across the country already match their employees' contributions to World Vision. Learn how it works and choose to double the impact of donations your employees may already be making.

Product drives

Hosting a product drive at your company brings your employees together for a good cause, shows your organization's commitment to giving back, and can even turn a team-building event into a life-changing opportunity. Collect supplies for children and families and discover how a few weeks of giving can make a world of difference. World Vision will distribute your items to children and families in need in your local community, or around the world.

U.S. site sponsorship

Throughout the country, your company can get involved and support World Vision's work distributing essential supplies and resources to millions of children and adults in need each year.

By sponsoring a World Vision U.S. Programs facility in full or in part, your corporate philanthropic dollars are stretched, multiplying the effect of every dollar by leveraging the product donations we receive from other corporate donors and our national network of nonprofit partners.

Through site sponsorship, your company will be helping to put critical resources into the hands of millions of children and adults in the U.S., as well as supporting educators and approximately 2,000 local and national partner agencies throughout the country.

Product donation

With best-in-class logistics infrastructure and last-mile delivery in dozens of countries, let us help you connect your overstocks and repurposed products with people who can benefit from them.

For 20+ years, we've been partnering with hundreds of corporations and manufacturers to efficiently distribute in-kind donations of first-quality products to those in need. Our product distribution strategies are carefully crafted to serve local populations without disrupting their economies or existing donor product sales in the region. We take careful measures to ensure that the products provided by our donors reach the children and families who need them most—and that all giving risks are mitigated.

Donating product, freight, or services not only helps children and communities; it's a smart business solution.

MESSAGING BY PRODUCT

Where Most Needed Fund

Join with World Vision as we respond quickly to urgent needs and help the world's most vulnerable children and families. Whether it's providing emergency assistance to those impacted by disasters or conflict, or leveraging support from other partners, you can be confident that your donations to the Where Most Needed Fund will be put to use where they can do the most good.

Mother and child health

Note: Support with Global Power Claim #1 on page 4.

In areas plagued by extreme poverty, pregnant women and children under 5 are the most vulnerable to death from preventable causes, simply because they lack basic health information, care, and access to quality facilities. When you partner with World Vision to address these important global health issues, you'll support efforts to:

- Educate mothers about maternal and infant nutrition needs, safe birth practices, and proper postnatal care
- Train community health workers and volunteers in the recognition, treatment, and prevention of diseases affecting mothers and children
- Deliver vital resources like vitamin supplements, medicine, and medical supplies
- Equip local community leaders to address cultural values that impact the safety of pregnancy and childbirth
- Ensure babies and children receive proper immunizations
- Provide therapeutic feeding for malnourished children and supplements for nursing mothers

Economic empowerment

Note: Support with Global Power Claim #2 on page 4 ("Every 60 seconds, a family receives the tools to overcome poverty").

As part of the effort to end extreme poverty by 2030, you can join with World Vision to equip more hardworking men and women with the tools, thinking, and organization needed for radical economic transformation—helping them move from extreme poverty to prosperity. With your investment in economic empowerment, together we'll provide families with:

- Savings groups where people learn together to save, lend, and borrow with mutual accountability
- Training to organize in groups for better buying and selling power
- Systematic improvement of agricultural practices and use of equipment, tools, and technology for increased productivity
- Loans through VisionFund International, World Vision's wholly owned microfinance subsidiary, to support business improvements
- Ecosystem care such as on-farm soil, water, and tree management, plus off-farm forest and watershed management
- Training on understanding, preparing for, and becoming resilient to market and environmental crises

Clean water

Note: Support with Global Power Claim #2 on page 4 (“Every 60 seconds, a family gets water”).

Every day, more than 800 children under 5 die from diarrhea caused by contaminated water, poor sanitation, and unsafe hygiene practices. When you join with World Vision, you can help end the global water crisis in our lifetime—helping to bring clean water and improved sanitation and hygiene to the most vulnerable populations in the hardest-to-reach places. We’re the leading nongovernmental provider of clean water in the developing world, reaching one new person every 10 seconds and three more schools every day with clean water—and we’re committed to reaching everyone, everywhere we work by 2030. Our efforts include:

- Developing and repairing wells and other water points
- Teaching local people how to keep water flowing
- Overseeing the building of latrines and hand-washing facilities
- Promoting hygiene behavior change

Education

More than 265 million children in low- to middle-income countries cannot read, write, or do basic mathematics, even though half of them have attended school for at least four years—in many cases because they are taught in a language they do not understand. Tens of millions more are not in school at all due to crisis or extreme poverty, putting them at greater risk of exploitation. When you invest with World Vision to help close this global education gap, you will help communities step into prosperity as they raise themselves out of poverty—in turn helping to foster a future customer base or workforce that can benefit your business.

Together, we can address barriers that keep children out of school and improve quality of education—helping to end cyclical poverty by:

- Training teachers and supporting the development of locally adapted, age-appropriate curriculum
- Ensuring girls and children with disabilities have equal and safe access to education
- Working with communities and local governments to improve the quality of education
- Expanding early learning opportunities, providing after-school clubs and support networks, and improving literacy rates through our Unlock Literacy program
- Providing programs that support education in the midst of humanitarian crises

Emergency relief

World Vision is a global leader in emergency relief, with decades of experience and an established resource network that is ready to respond to virtually any disaster or humanitarian emergency, anywhere in the world. In 2017 alone, World Vision responded to 170 disasters, assisting 13.8 million people.

When you partner with World Vision in responding to these urgent needs, your efforts will help save lives, reduce suffering, and equip families to rebuild. You’ll also help communities improve resilience by preparing for future disasters, reducing the need for future aid.

Learn how you can support community preparedness programs, emergency response, and long-term recovery work where your company may have a presence through a partnership with World Vision.

- » Messaging by product
- » CSR stats and sources

Child protection

Protect the world's most vulnerable children—those affected by abuse, war, child labor, trafficking, and other atrocities. Join with World Vision as we help foster environments that enable them to grow up healthy and reach their full potential. Our programs work to ensure that their physical, emotional, psychological, and spiritual needs are met within caring families and communities, focusing on activities that:

- Empower girls and boys to protect themselves and one another through training that develops life skills and resilience, youth leadership, and child participation
- Strengthen families and caregivers to be the first line of protection and care for children—growing social support networks, linking them to economic and social assistance, and equipping them with positive parenting skills
- Catalyze communities, through local and faith leaders, to change behaviors and end harmful practices
- Influence governments to ensure protection of girls and boys by educating local leaders and formal stakeholders, empowering communities to hold governments accountable, and building evidence to drive policy change

Poverty in America

Together, we can respond to the needs of the one in five children in the U.S. who are living below our country's poverty line. Through World Vision's domestic partnership network, you can positively impact some of our nation's most distressed and underserved communities, where poverty is prevalent and opportunities are limited. And when disaster strikes here at home, you can help your employees reach out to their neighbors in need through a giving campaign or matched gift opportunity. Our work includes:

- Strengthening local families, teachers, and partner organizations through top-quality donated products such as building materials, classroom supplies, meal kits, and other essentials
- Hosting volunteer opportunities for organizations to help in sorting, stocking, and distributing donated product

CORPORATE SOCIAL RESPONSIBILITY (CSR) STATISTICS AND SOURCES

- Brands with a purpose set on improving our quality of life outperform the stock market by 120% (Interbrand's Best Global Brands 2017 study)
 - Since 2004 the share prices of the top 25 companies on the Meaningful Brand Index (MBI) have increased faster than companies who are not seen as being meaningful by consumers.*
- 92% of consumers say they have a more positive image of a company when the company supports a social or environmental issue (2017 Cone Communications CSR Study)
- 50% of global consumers are belief-driven buyers, willing to buy a brand, switch from it, or boycott it based on a brand's stance on a controversial or social issue (2017 Edelman Earned Brand study)
- 94% of CEOs say that their company is "increasingly held responsible not only for our own actions, but also for the actions of others in our value chain" (Corporate Philanthropy CEO Conference 2010)

- 74% of employees say their job is more fulfilling when they make a positive impact. (Cone Communications Employee Engagement Study)
- 93% of employees want to work for a company that cares about them as an individual. (Cone Communications Employee Engagement Study)
- 51% won't work for a company that doesn't have strong social and environmental commitments. (Cone Communications Employee Engagement Study)
- Nearly 3 in 10 employees who don't give through their workplace giving program say they are not giving because the causes they care about aren't offered as a choice. (America's Charities Snapshot 2017)
- 75% of millennials would take a pay cut to work for a socially responsible company. (2016 Cone Communications Millennial Employee Engagement Study)
- 61% of recent graduates are likely to factor a company's commitment to sustainability into their decision if choosing between two jobs with the same location, responsibilities, pay, and benefits. (2011 Deloitte Volunteer IMPACT Survey)
- Trust in business (52 percent) dropped in 18 countries in 2017. Yet three out of four respondents agree a company can take actions to both increase profits and improve economic and social conditions in the community where it operates. (2017 Edelman Trust Barometer report)

Cone Communications 2017 CSR Study

- 87% will purchase a product because a company advocated for an issue they cared about and 76% will refuse to purchase a company's products or services after learning it supports an issue contrary to their beliefs.
- 84% expect companies to support women's rights.
- 79% expect businesses to continue improving their CSR efforts.
- 70% of Americans believe companies have an obligation to take action to improve issues whether or not the issues are relevant to their everyday business.
- 78% want companies to address important social justice issues.
- 65% say that when a company takes a stand on a social or environmental issue, they will research whether it's being authentic (76% of millennials will research, more than 10 percentage points higher than the average).
- 63% of Americans are hopeful businesses will take the lead to drive social and environmental change moving forward, in the absence of government regulation.

State of the American Workplace, Gallup 2017

- Only 33% of employees are engaged and inspired at work, while 16% are actively disengaged and 51% are not engaged.

TESTIMONIALS

“We always donate to our local communities, but being involved on a global scale is something very special.”

—Dawn Eising, Indianapolis Board Chair, Subway

Source: *World Vision Corporate Engagement 2016 Year in Review*

“We chose World Vision as a partner because of our players' high loyalty to this organization and its high rating at CharityWatch.”

—Maria Neumiarzhytskaia, Public Relations Manager, ZiMAD

Source: *World Vision Corporate Engagement 2016 Year in Review*

“We at Kohler have consistently been impressed by World Vision's distribution methods and their professionalism as they work alongside communities in need. We rely on them to help us as we look to support the most underserved areas of the U.S.”

—Jim Gretina, Director of Field Sales, Kohler

Source: *World Vision Corporate Engagement 2014 Year in Review*

“In our first year of partnership with World Vision, we were thrilled to engage our Thirty-One family to bless thousands of women across the U.S. with essential hygiene items, but more importantly, with hope, encouragement, and a boost of self-confidence.”

—Cindy Monroe, Founder, President, and CEO, Thirty-One Gifts

Source: *World Vision Corporate Engagement 2014 Year in Review and*
www.worldvision.org/corporate/our-corporate-partners/

“The credibility that World Vision brings, as well as its reach and history of working in underdeveloped communities—brings a great advantage to us. When you bring the power of World Vision together with the power of Microsoft, we can do great things.”

—James Bernard, Former Global Director, Strategic Partnerships, Microsoft in Education

Source: www.worldvision.org/corporate/our-corporate-partners/

“We have had a uniquely strong relationship with World Vision for more than three decades, and we are proud of that history. Going forward, I think we would like to engage World Vision more as a strategic partner, in addition to supporting your effective operational activities that save lives and protect vulnerable people.”

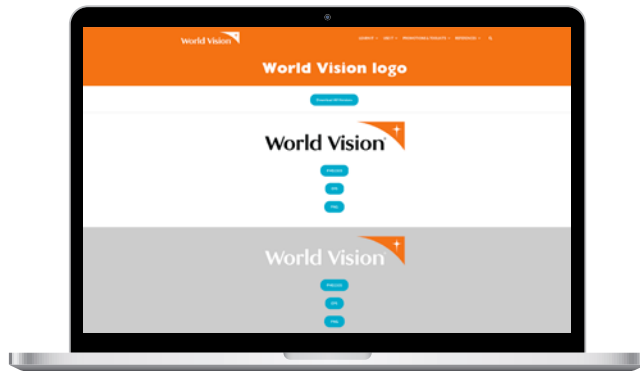
—Dr. Raj Shah, USAID administrator (2009-2015)

Used in: *For Every Child* booklet, March 2012; *Every Last One* campaign case statement, November 2015

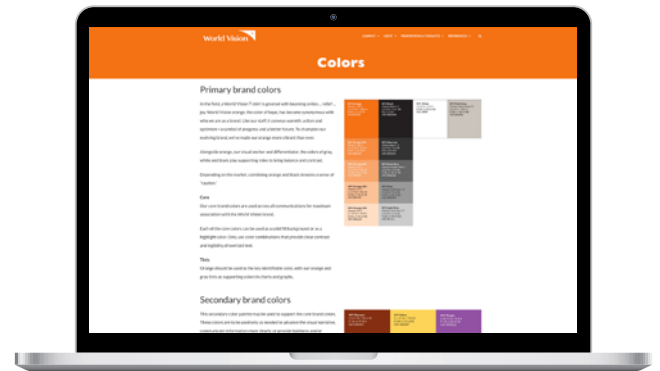
» Brand site and Proud Supporter logo

World Vision brand site

For complete World Vision brand guidelines—including logo, color, font, icon, and photography guidelines—visit worldvisionbrand.org. Password: ShineYourLight.



Brand site logo page



Brand site colors page

Proud Supporter logo

This version of our logo with the “Proud Supporter” designator added has been uniquely designed and approved for use in certain contexts. The words “Proud Supporter” may not be altered, replaced, or moved in relation to the logo.



World Vision logo with Proud Supporter designator

Color palette

The primary and secondary color palettes shown at worldvisionbrand.org (and below) are to be used in all Corporate Engagement creative executions. All color usage should serve to highlight and support content and imagery; it must not dominate or become more prominent than the imagery itself.

Orange PMS 1505 C*		Light Gray		Charcoal		Gray	
C 0	R 255	C 0	R 204	C 0	R 51	C 0	R 153
M 65	G 107	M 0	G 204	M 0	G 51	M 0	G 153
Y 95	B 0	Y 0	B 204	Y 0	B 51	Y 0	B 153
K 0	HEX #FF6B00	K 20	HEX #CCCCCC	K 80	HEX #333333	K 40	HEX #999999
C 30	R 132	C 1	R 253	C 49	R 144	C 90	R 0
M 88	G 46	M 17	G 210	M 79	G 84	M 40	G 102
Y 100	B 20	Y 74	B 95	Y 0	B 161	Y 59	B 97
K 34	HEX #842E14	K 0	HEX #FDD25F	K 0	HEX #9054A1	K 23	HEX #006661
Maroon	Yellow	Purple	Teal	Blue	Green		
C 75	R 0	C 68	R 70	M 11	G 172	M 1	G 187
Y 16	B 202	Y 55	B 149	Y 16	B 202	Y 55	B 149
K 0	HEX #00ACCA	K 0	HEX #46BB95	K 0	HEX #00ACCA	K 0	HEX #46BB95



Color layering technique

Color can be layered over an image to achieve dual results: creating a usable space for content, and enhancing or highlighting the vibrancy of the colors in the image. Use the two steps below to apply this design element. See *additional examples on page 33*.

STEP 1 Choose a portion of the image that does not block the subject. Create a box with white fill set at 80% transparency.

STEP 2 Using 80% black, fill at 100% and set transparency to 86% normal. Group layers together to prevent shifting.



« A good visual cue for subject focus can be achieved by layering orange over images and applying the appropriate text or icon to the layered color.

Keyline treatment

The keyline design element can be used not only to underline a title independently with color layering to create a visual cue (as described above), but also to highlight headlines and areas of interest within photos (see examples below) as well as to aid navigation in print and digital applications. Apply these various design options to create variety within visual executions.



« Keyline and color layering used to highlight title of relevant area of focus



« Keyline used to draw focus to specific content within an image

Headlines

Main headlines should be brief and specific. To maintain visual separation from other copy, they should be set in all caps and used sparingly. Variation between light and regular weight will provide emphasis when needed.

30pt type as base size (should be ~+10 from subhead size)

CAUSE-RELATED MARKETING

Gill Sans Std Regular

Gill Sans Std Light

Subheads

Base subheads should be formatted in sentence case (capitalization applied to first word and proper nouns only) and Gill Sans Std Bold (all caps) and Regular (sentence case).

16pt type as base size (±2)

WORLD VISION | Business solutions for a better world

Gill Sans Std Bold (all caps)

Gill Sans Std Regular (sentence case)

Body copy A

To ensure ease of reading, body copy must be formatted in a legible font size and with adequate leading (see below); use Gill Sans Std Light over white background and Gill Sans Std Regular over colored/textured background.

10pt type as base size (±2), 15pt leading (±2)

Gill Sans Std Light

World Vision is determined—with your help—to put a stop to these needless tragedies.

Gill Sans Std Regular

World Vision is a leader in global efforts to improve healthcare.

Body copy B

For long-form pieces such as editorials and reports, Lora is permissible.

10pt type as base size (±2), 15pt leading (±2)

Lora

Help those in greatest need while building camaraderie and providing a hands-on experience for employee groups of all sizes. We will ship supplies directly to your location and provide event resources.

Quotes and citations

For consistency and to maintain recognizable treatment for these two forms of content, apply the direction outlined below.

Quote/verse

“We always donate to our local communities, but being involved on a global scale is something very special.”

—Dawn Eising, Indianapolis Board Chair, Subway

Lora Italic and Regular, 9pt type (±1), 13pt leading (±1)

Citation/credit/source

WHO/UNICEF, *Progress on Drinking Water, Sanitation, and Hygiene, 2017*

Gill Sans Std Regular and Italic 8pt type (±1), 10pt leading (±1)

Icons for corporate products (areas of work)

Use the icons and title treatment below, independently or in combination, to visually identify our areas of work. These graphic elements may be used over images, in headers, or on their own as strategic graphic executions. Always copy the graphics directly from this document, as they are provided here in proper proportion to each other.

Icons	Title treatment (<i>as a design element—not in body copy</i>)
	WHERE MOST NEEDED
	MOTHER AND CHILD HEALTH
	ECONOMIC EMPOWERMENT
	CLEAN WATER
	EDUCATION
	EMERGENCY RELIEF
	CHILD PROTECTION
	POVERTY IN AMERICA

Corporate Engagement images

The images on pages 22–32 are appropriate for use in Corporate Engagement materials.

For additional images, select photos that represent the interests of corporate partners, such as:

- Representations of supply chain excellence, e.g., goods in a warehouse or being distributed, forklifts, people sorting product, people loading trucks, freight containers and ships, etc. Stock photography may be used if needed.
- Happy employees participating in a team-building activity (kit build, volunteering at a U.S. Programs site, etc.)
- The World Vision logo “in action” (on a truck, shirt, sign, etc.) in the field
- Diverse geographic regions, balancing African shots with regions that U.S. companies are interested in, whether because they have locations there, want to get involved in emergency relief, or have manufacturing plants in a certain region. Popular regions include Mexico/Latin America, Asia (India, Bangladesh, Indonesia, Thailand), and the U.S. Many companies prioritize investing in their local communities, so photos of World Vision’s work in the U.S. are of particular interest.
- Photos showing multiple children, families, and adults in context (keep photos that show only one adult or child to a minimum)
- Field photos that emphasize improvement and development, that show success over need, and/or that convey “communities lifting themselves out of poverty.” For example, smiling faces as a result of education, clean clothes, or good health.
- Photos that illustrate and depict the impact of building material GIK, such as tools, roofing or siding, appliances, sinks, windows and doors, etc., along with beneficiaries of such GIK (kids or families with a house in need of repairs, or with improved/safer housing)

Make sure that, as a whole, selected photographs in a given piece/set of materials show an even mix of boys and girls, children from different ethnic groups, and children of different ages. This helps communicate the diversity of our work and our commitment to children everywhere. Show the energy of children and young people. Take care not to represent them as passive victims.

Corporate Engagement images

Country focus (impact and WV staff in India, Asia, Latin America–Caribbean, Africa—see fourth bullet on page 21)



D310-0741-70.jpg



D055-0635-34.jpg



W165-0067-079.jpg



D310-0921-11.jpg



D035-0301-002.jpg



D030-0799-188.jpg



D256-0350-83.jpg



D155-0347-15-2.jpg



D035-0266-009.jpg



D310-0846-24.JPG

Corporate Engagement images

Country focus (impact and WV staff in India, Asia, Latin America–Caribbean, Africa—see fourth bullet on page 21)



D165-0788-14.JPG



D030-0406-164.jpg



D165-0520-28.jpg



D155-0216-009.jpg



D030-0630-17.jpg



W165-0186-042.jpg



D155-0352-119.jpg



D055-0672-14.jpg



D145-0101-229.jpg

Corporate Engagement images

Mission focus (our work in Mother and Child Health, Economic Empowerment, Water, Education, Child Protection)



D395-0769-92.jpg



W210-0026-023.JPG



D335-0078-109.jpg



D055-0756-68.jpg



D055-0609-27.jpg



W485-0059-002.jpg



D258-0142-89.jpg



D324-0379-60.jpg



D200-0720-125.jpg

Corporate Engagement images

Mission focus (our work in Mother and Child Health, Economic Empowerment, Water, Education, Child Protection)



W200-0066-010.jpg



D115-0597-15.jpg



D035-0122-083.jpg



W222-0041-002.jpg



D155-0206-214.jpg



D030-0799-056.jpg



D055-0654-109.jpg



D030-0785-214.jpg



D115-0580-035.jpg



D485-0800-129.jpg

Corporate Engagement images

Mission focus (our work in Mother and Child Health, Economic Empowerment, Water, Education, Child Protection)



D055-0834-006.JPG



D256-0319-99.jpg



D055-0884-178.jpg



D155-0295-7.jpg



D155-0273-28.jpg



D145-0166-027.jpg



D395-0800-128.jpg



W055-0075-037.JPG



D232-0299-10.jpg

Corporate Engagement images

Mission focus (our work in Mother and Child Health, Economic Empowerment, Water, Education, Child Protection)



D155-0355-140.jpg



D155-0342-3.jpg



D220-0237-42.jpg



D250-0217-05.jpg



D090-0228-237.jpg



W165-0008-075.JPG



D045-0036-12.jpg



D485-0849-181.jpg



D200-0737-2.jpg

Corporate Engagement images

Disaster relief giving (domestic and international)



D630-0003-443.jpg



D630-0003-262.jpg



D400-1604-175.JPG



D630-0004-192.jpg



D150-0156-04.jpg



D630-0003-203.jpg



D400-1601-83.JPG



D400-1600-223.JPG

Corporate Engagement images

Employee engagement (kit builds, warehouse volunteers, product distributions)



D400-1496-069.jpg



D400-1496-064.jpg



D400-1339-01.jpg



D400-1483-5.jpg



D400-1339-09.jpg



D400-1496-066.jpg



D400-0823-26.jpg



D400-1591-75.jpg



D400-1339-11.jpg



D400-1520-55.jpg

Corporate Engagement images

Employee engagement (kit builds, warehouse volunteers, product distributions)



D400-1591-118.jpg



D400-1572-031.jpg



D400-1286-021.JPG



D400-1415-011.jpg



Banner Photo for Build Supply Kits_edit_cmyk.tif



DSC_0572.jpg



D400-1282-036.jpg



D400-1248-65.jpg



D400-1606-155.JPG

Corporate Engagement images

U.S. Programs (Seattle/Tacoma, Dallas, Bronx, Chicago, Appalachia)



D400-1430-5.jpg



D400-0458-01_cmyk.tif



D400-1290-49.jpg



D400-1581-067.jpg



D400-1589-120.jpg



D400-1529-10.jpg



D400-1368-35.JPG



D400-1589-055.jpg



D400-1291-08.jpg



D400-1282-077.jpg

Corporate Engagement images

Product donation (GIK supply chain excellence)



D087-0481-02.jpg



W177-0033-002.jpg



D400-1282-006.jpg



D363-0054-108.jpg



D400-1586-55.jpg



W260-0117-029.JPG



D256-0353-85.jpg



D250-0217-11.jpg

Generic executions

CAUSE-RELATED MARKETING
WORLD VISION | BUSINESS SOLUTIONS FOR A BETTER WORLD

TOGETHER, WE CAN DO SOMETHING GREAT
A successful cause-related marketing campaign will:

- 1. Prepare customer loyalty
- 2. Strengthen employee engagement
- 3. Promote brand awareness
- 4. Expand marketing opportunities
- 5. Increase sales

World Vision can help your company achieve business and corporate social responsibility objectives with a cause-related marketing campaign that aligns with your value and business model. Campaigns can be activated around:

- Point of sale
- Buy one, give one
- Percentage give back
- Subscription add-on
- Your creative idea

Your World Vision representative can connect you to solutions for presenting your company's giving culture and improving your bottom line.

CORPORATE SOCIAL RESPONSIBILITY WORKS
Third party studies prove that businesses benefit when they align with a cause.

9/10 U.S. consumers want more of the products and services they use to SUPPORT CAUSES.

91% ARE LIKELY TO SWITCH BRANDS if one associated with a cause gives comparable price and quality.

World Vision

For more information, contact your World Vision representative or visit us online at worldvision.org/corp.

CAUSE-RELATED MARKETING
WORLD VISION | BUSINESS SOLUTIONS FOR A BETTER WORLD

» GIVE BACK

- Donate Products:** Create surplus inventory or exceed customer growth to lower supply chain costs, qualify for an initial tax deduction, and for valuable customer responsibility. All while creating important benefits for vulnerable people in need for supplies and food.
- Workplace Giving:** Build staff morale and increase retention through workplace giving programs and establish the increased generosity your team members prefer using an immediate problem solver for vulnerable children.
- Matching Gifts:** Foster a culture of social responsibility and multiply the impact of giving by matching employee charitable donations. Engage staff by demonstrating your company's support for their participation.
- Create Your Own Fundraiser:** Together we can help your business prioritize this fundraising opportunity. Our base level of success and draw to expand our reach offers your own goal. Your efforts will become tangible, measurable results.

» CORPORATE SOCIAL RESPONSIBILITY

- Emergency Relief:** Support community preparedness programs, emergency response, and long-term recovery work where your company may have a presence by partnering with a global leader in emergency relief.
- Strategic Partnerships:** Foster a partnership plan reflecting your corporate values and business strategy to meet specific business needs. Support a specific development project or create a large global campaign.

» TEAM BUILDING

- Volunteer:** If this is a viable option to your community by organizing a volunteer trip for employees to a World Vision Teacher Resource Center or one of our distributor warehouses to sort donated items and stock shelves.
- Assemble Supply Kits:** If help those in greatest need while building compassion and providing a hands-on experience for employee groups of all ages. We will ship supplies directly to their location and provide event resources.
- Team Up for a Cause:** Team World Vision and offer employees the opportunity to volunteer in your company's work where possible, support to address and families in need.
- Team Up for a Cause:** Team World Vision and offer employees the opportunity to volunteer in your company's work where possible, support to address and families in need.

Whichever your priorities—connecting with customers, engaging employees, giving back to your community, or coming to the aid of people affected by emergencies and poverty worldwide—World Vision offers a variety of streamlined options for partnership, both turnkey and tailored, that will make the most of your investment.

World Vision

For more information, contact your World Vision representative or visit us online at worldvision.org/corp.

CAUSE-RELATED MARKETING
WORLD VISION | BUSINESS SOLUTIONS FOR A BETTER WORLD

New innovative partnership with UNICEF

World Vision is committed to working with our partners to provide sustainable, long-term solutions to the most vulnerable children in the world. Our partnership with UNICEF is a prime example of this commitment, allowing us to improve our operational scale.

Through this partnership, World Vision is pleased to announce a new partnership with UNICEF to support the implementation of their community-based child protection programs in the developing world. Our partnership will help provide safe and effective services, allowing us to improve our operational scale.

For more information, contact your World Vision representative or visit us online at worldvision.org/corp.

World Vision

Sell sheet samples

BETTER BUSINESS, BETTER WORLD
Tackling global poverty through corporate and foundation partnerships

World Vision

BUSINESS THAT MAKES A WORLD OF DIFFERENCE
Together, we can develop effective solutions to meet your business needs while changing the world.

- » Strategic partnerships**
Provide direct financial support or form a joint equity partnership to enable efforts in a variety of sectors in countries where we work worldwide, including the United States.
- » Cause marketing and co-branding**
Bolster your social responsibility efforts with our recognized nonprofit brand, global infrastructure, well-developed networks, and marketing specialists.
- » Product and service donations**
Lower supply chain costs, grow visible corporate responsibility and qualify for tax deductions by donating surplus inventory or overstock.
- » Workplace giving and matching gifts**
Build employee morale and workforce pride through a giving campaign that makes philanthropy and social responsibility an integral part of your corporate culture.
- » Engagement opportunities for employees and customers**
Host a volunteer activity at your facility or at a local World Vision site. Make a difference for those in need and in the hearts of those who volunteer.
- » Disaster response**
Provide financial support for preparedness programs, disaster response, and long-term recovery in areas where your company may have a presence.

Email sample

WILL YOU JOIN US?

Contact your World Vision representative or visit us at worldvision.org/corp

Overview booklet—inside spread sample