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# THIS WEBINAR TOPICS

01

INTRODUCTION

15 MIN.



02

REQUIREMENTS  
2024

30 MIN.



03

WDCAP  
TRAINING

30 MIN.



04

CHILDCONNECT  
UPDATE

15 MIN.

# 01 | WHY THIS WEBINAR?

## Introduction

- Milestone in continuous improvement of child sponsorship program
- “The future of child sponsorship”
- Reflection on ‘criticism on child sponsorship’

# 01 | CRITICAL REFLECTIONS ON CHILD SPONSORSHIP

## Feedback we hear around us...

- Child sponsorship is 'neocolonialistic'
- Child sponsorship supports the attitude of 'white saviourism'
- Child sponsorship is expensive
- Child sponsorship is unethical
- Child sponsorship does not address the dignity of children in a good way
- Child sponsorship does not address root causes of poverty

# 01 | CRITICAL REFLECTIONS ON CHILD SPONSORSHIP

**We do not agree, but....**

... this is an emerging trend

... we reflected on possibilities for improvement on our side

**In 2024 and onwards...**

→ (First steps of) changing our ways of communication (*topic for this webinar*)

→ *Personal connection*

→ *Equality*

→ *Efficiency*

→ Reflecting on and (if needed) strengthening of sponsorship concept in the programs

# 02

# REPORTING REQUIREMENTS

**AS PER JANUARY 1ST, 2024 – Changes in NL**

**As per November 2023 in NL:**

- **Sponsor mail will be fully digitized**

**@ Partner organizations:**

- **Print all incoming greeting letters (worklist WDCAP)**
- **Budget printers**



# 02

# REPORTING REQUIREMENTS

AS PER JANUARY 1ST, 2024

## Until 2023

- 2x per year: letter or drawing from the child
- 1x per year: progress report
- 1x per year: a new portrait photo of the child
- 2x per year: activity report and impact story

## 2024 and onwards

- Child only writes when he/she receives a letter from the sponsor (max. 2x per year)
- 4x per year a short report
- 1x per year a new photo of the child (portrait or activity)
- 2x per year: activity report and impact story

# 02 | GREETING LETTERS & RESPONSE LETTERS

## Greeting letter

- Child only writes a greeting letter **in response** of the sponsor
  - No obligation to write when sponsor doesn't send letters
  - React on the questions
  - Maximum of **two letters** per year
  - Send this letter within **1 month** after receiving the letter from the sponsor

## Two formats

- Drawing + section to answer the sponsor (children under 10)
- Open letter: section to answer the sponsor and section for your own message (all ages)

**Greeting letter formats** will be made and shared with you. You may also use your own format (under certain conditions)





# 02 | GREETING LETTERS & RESPONSE LETTERS

## Response letter after financial gift

- Birthday fund – celebration / gift: *reporting via quarterly report*
- Family gift – food package for family: *reporting via response letter*
- Other financial gift – for class/school of child: *reporting via response letter*

## Format

- Picture of child/family/class with gift
- Explanation of the gift and what you organised
- Message to sponsor
  
- Send this letter within **1 month** after receiving the financial gift from the sponsor
- **Response letter format** will be made and shared with you



# 02 | QUARTERLY REPORTS

## Topics 2024:

- Christmas celebration and distribution of Gift of Love
- Interview social worker
- Start of school year, activities and distribution of materials
- Celebration of birthdays

3 questions (75 words)

Picture and caption



Fill in the questionnaire in WDCAP, on partner level (not individual)

When ChildConnect is live, we aim to make these reports on school level

# 02 ANNUAL PHOTO

A portrait picture is no longer the norm

## Option 1: portrait picture

- Child looks into the camera
- Photographer should be on the same height as the child (so the child doesn't have to look up)
- Happy pose, smiling face



## Option 2: activity picture of child

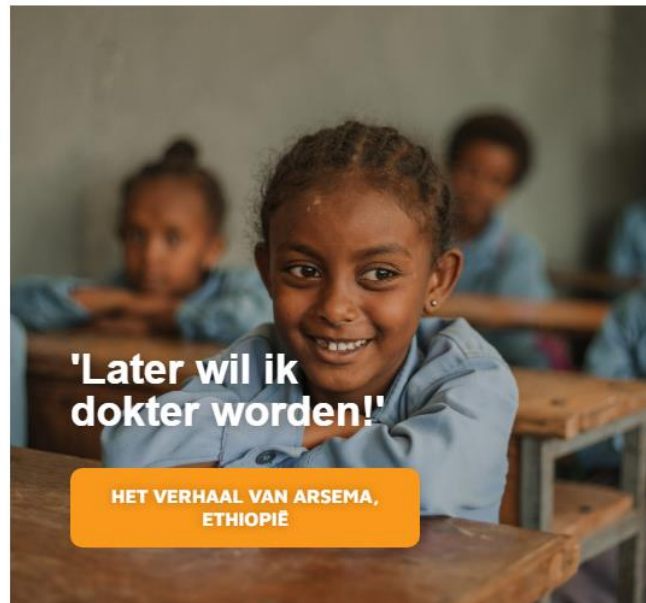
- Make a picture of a child while playing, doing an activity et cetera
- Child must be visible, but doesn't have to look into the camera



# 02 | ACTIVITY REPORTS & IMPACT STORIES

- We review the questions to make sure that you don't give input twice
- Impact stories: share good stories with quality pictures. We prefer 1 good story over 2 or 4 medium stories
- Extra pictures: share quality pictures, or email them to [e.levering@woordendaad.nl](mailto:e.levering@woordendaad.nl)

→ Guidelines to be sent



# 04 | CHILDCONNECT UPDATE

## ACTIVITIES & CHALLENGES 2023

- Major changes in team of the company who develops the app – 6 months delay
- Switch to another approach.  
Now: workout all processes first, assessment of process on the basis of wireframes. Less involvement of pilot partners.
- Change of the layout of the app
- Based on the process we've asked for your input via a short survey or contacted you directly for input.

## ACTIVITIES 2024

- Further development of ChildConnect app (mainly for social workers) and ChildConnect web (office workers).
- Development of CC app & web is targetted for early May 2023.
- Test with pilot partners first (probably June/July 2024).
- Implementation other partner organizations: As from September 2024