



**CHILDREN**  
INCORPORATED

Education. Hope. Opportunity.

2010 Annual Report

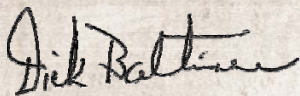
## A LETTER FROM THE CHAIRMAN

Dear Children, Incorporated Partners, Sponsors, and Friends,

We know that as a sponsor, you are as passionate as we are at Children, Incorporated about the thousands of children below the poverty level we strive to serve day after day; and for that we thank you. It is that very passion that allows us to continue both our commitment and our reach. After 47 years of connecting sponsors with children in need in countries around the globe, 23 including the United States, our dedication to the cause continues to grow. This growth is now more crucial than ever before. Not a day goes by that we don't hear about the increase in food and clothing costs, the lack of much needed health care, and the widening gap between those who have and those who have not. Children remain the most severely affected. That is why we at Children, Incorporated have already begun looking at the next 50 years with a singular determination: breaking the cycle of poverty for the children we support.

2010 brought about exciting developments for Children, Incorporated. After 46 years we refreshed our logo to more aptly communicate our global reach and the relationships between sponsor and child. After a year of introspection and hard work from board, staff and sponsors, we unanimously approved a comprehensive Strategic Plan which will frame those steps necessary to achieve that maximum impact. And after a national search we welcomed Marianne Vermeer as our third CEO and President to lead the charge. Refreshed look, dynamic leadership, renewed passion. All at a time when the children of the world need our support the most. We look forward to partnering with you to continue to make a difference.

On behalf of the children,



Dick Baltimore



## WHERE WE ARE

Argentina



Bolivia



Brazil



Chile



Colombia



Costa Rica



Dominican Republic



Ecuador



El Salvador



Ethiopia



Guatemala



Honduras



India



Kenya



Lebanon



Mexico



Nicaragua



Paraguay



Peru



Philippines



South Korea



Sri Lanka



United States



Uruguay



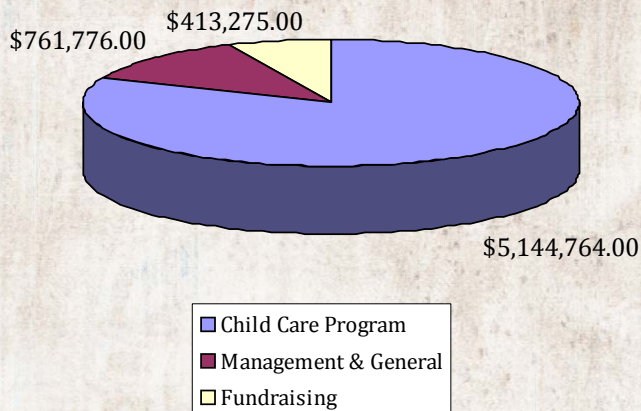
## MISSION

Children, Incorporated is a non-profit organization that provides resources for children in need in the United States and abroad, because we passionately believe that children everywhere deserve education, hope, and opportunity.

## VISION

Children, Incorporated envisions a world in which each child has the education, resources and opportunity to build a better life.

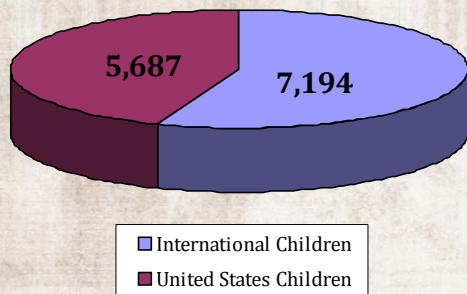
## FISCAL YEAR EXPENSES



Fiscal Year 2010 Expenses: \$6,319,815  
 Fiscal Year 2010 Revenue: \$5,959,516  
 Revenue less Expenses: -\$360,299

Children, Incorporated is recovering from a loss of resources in its investment portfolio as a result of market instability. Through a strategic planning process, the organization has taken the steps necessary to be better positioned for fiscal year 2011.

## SPONSORED CHILDREN



As of June 30, 2010, there are 14,838 children in the Children, Incorporated program.

12,881 children are currently sponsored and 1,957 children are awaiting a sponsor.

## WHAT IS CHANGING AT CHILDREN, INCORPORATED?

In 2010, Children, Incorporated conducted a strategic planning process to guide its development for 2011 and beyond. We want to make Children, Incorporated dynamic and responsive. Here are a few key highlights from that process:

Children, Incorporated intends to take a strategic approach to our programs to better serve the children. Here are a few examples:

- Implement a comprehensive assessment of existing programs and activities to measure and evaluate our programs' global impact
- Increase project accountability and effectiveness
- Implement a needs assessment process for the communities where our sponsored children live
- Develop an outcomes-based strategy to measure our effectiveness in helping children below the poverty level

As we work to improve the lives of children, we ask sponsors and supporters to partner with us in making it possible for us to meet our identified children's needs. Our intentions are to make sponsoring a child through Children, Incorporated a meaningful experience, aided by our desire to:

- Increase efforts to attract and retain sponsors
- Streamline and improve the sponsorship process
- Strengthen our communications with sponsors

These goals are supported by strategies for fundraising through corporate sponsorships, e-philanthropy, grants and foundation support, special campaigns and events, and our first-ever major gift campaign. The Board of Directors and the staff have developed plans for their growth and improvement as well, to support the initiatives outlined in the strategic plan. Watch for new developments!





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## 2010 PROGRAM INITIATIVES

- Creating a social service network in Curitiba and Lages, Brazil
- Building a nursery for orphaned children in Curitiba Brazil, serve 32 babies
- Opening a medical clinic in India at Girls Christian Institute
- Feeding programs at the San Mateo and Manila projects in the Philippines to provide 2 hot meals per day to 62 children
- Facilitating technical trainings in areas of business management, agriculture and marketing at the Farmer's Market in Costa Rica
- Providing clothing and school supplies for 125 children in Richmond, Virginia
- Creating a new Children, Incorporated project in Washington, DC
- Establishing three new programs in New Orleans – with six programs now there

## NEW FUNDS

Children, Incorporated has added new ways for donors to support children:

### Hope in Action Fund

Contributions to our Hope in Action Fund support grass-roots, community sustained programming in the areas of health, education and the development of livelihood. Recent examples of Hope in Action contributions making a difference in communities around the world include:

- Rebuilding a village in the Philippines after cyclone Ketsana damaged a community
- Supporting a week-long vision clinic for 1,038 inner city children in Richmond, Virginia.
- Providing food programs in Ethiopia, the Philippines, Argentina and Bolivia. More than 200 children are fed on a monthly basis.

The Hope in Action Fund nurtures the type of communities that empower people and improve the lives of children.

### Shared Hope Fund

We add new children to our programs each day, and attracting enough sponsors for all of them is one of our greatest challenges. The global need is so profound that some children wait months for a sponsor and do not receive the immediate assistance they so critically need. Contributions to the Shared Hope Fund help us provide for children awaiting sponsorship. Contributions of all amounts will be distributed to children in need of basic support: food, clothing and education costs.

