

Every day. In times of crisis. For our future.



Investing in Childhood

THE CASE FOR YOUR MISSION SUPPORT



The Best Investment: Childhood

The best investment we can make is in childhood. It's an investment that yields remarkable results – not only in the lives of the world's children, especially those who are most vulnerable, but for the future we all share.

That's why, at Save the Children, we're on a mission to ensure every child in the United States and around the world has the best chance for success. We call it investing in childhood.

You play a vital role. Your support of Save the Children's mission is an investment in childhood – an extraordinary opportunity to transform children's lives now, changing the course of their future and ours.

ON THE COVER: Because of investors in childhood like you, vulnerable children are getting a healthy start, the opportunity to learn and protection from harm – transforming their lives and the future we share. Bangladesh.

THIS PAGE: Your mission support brings help and hope to children living in some of the world's most desperate places, including the refugee camps where Syria's girls and boys are spending their childhoods. Lebanon.

WHY SAVE THE CHILDREN?

We are the world's leading expert on children, committed to ensuring every child has the best chance for success:

- **Our Commitment to Children:** Together with partners like you, we invest in childhood – every day, in times of crisis and for our future.
- **Our Strategic Priorities:** We give children a healthy start, the opportunity to learn and protection from harm.
- **Our Global Organization:** We are a globally networked organization, with one vision, mission and values.
- **Our Recognized Leadership:** We are recognized for our thought leadership, quality programs and advocacy efforts for children.
- **Our Proven Model:** We achieve maximum impact for children with a proven model for success – our Theory of Change.
- **Our Remarkable Results:** In 2014, we helped more than 166 million children in 120 countries, including the United States.

THE IMPACT OF YOUR MISSION SUPPORT

Your mission support is an investment in childhood, transforming children's lives, whenever and wherever the need is greatest – every day, in times of crisis and for our future. Specifically, you help to:

- **Inspire Innovations:** You enable visionary efforts to design, implement, evaluate and expand breakthrough solutions that address children's unique and often complex challenges.
- **Respond Immediately to Crisis:** You bolster our ability to respond faster and reach more children in crisis, including the repositioning of critical emergency supplies that save lives.
- **Drive Results at Scale:** You support advocacy for policy change at the local, national and global levels that bring sustainable best practices to more children, driving results at scale.
- **Build Local Capacity:** You strengthen our operations, knowledge systems and expert staff capacity on the ground for optimal program delivery and measurable results.
- **Cultivate Brand Reputation:** You help deliver a compelling brand experience to attract and retain a broad base of supportive investors in childhood.
- **Invest in Breadth and Depth:** You fuel the breadth and depth of our work by supporting essential operating costs critical for achieving our mission.

We invite you to consider the powerful, immediate and long-term, impact of supporting our mission – an investment in childhood.



Children are the future. That's why the best investment we can make is in their lives. Together, we will invest in the potential, the promise of childhood – and thereby create a better future for all of us.

– Carolyn Miles
President & CEO, Save the Children

Together, with your vital mission support, we invest in childhood:

Every day.

We work to ensure children in need have what every child deserves – a healthy start, the opportunity to learn and protection from harm.

In times of crisis.

When children are at their most vulnerable, we do whatever it takes to save their lives, ensuring their childhoods continue.

For our future.

We champion key issues to ensure children's voices are heard and their needs addressed – so their futures are secured.

Our Shared Mission for Children

Save the Children invests in childhood – every day, in times of crisis and for our future. In the U.S. and around the world, we’re on a mission to ensure every child has the best chance for success. How? With your generous mission support, we will **reach the world’s most vulnerable children, inspire breakthrough solutions** to the challenges they face and **achieve immediate and lasting change** in their lives.

Together, our investment in childhood yields remarkable results.

In 2014, thanks to the tremendous support of investors like you, Save the Children helped more than 166 million children in 120 countries, achieving lasting, large-scale results. We gave children across the globe a healthy start in life, with a focus on newborn babies, for whom progress in reducing preventable deaths has stalled. We also gave more children the opportunity to learn, including championing the right of every U.S. child for a quality early education. And we helped protect the world’s children from the year’s unprecedented disasters and disease outbreaks.



Little Alina, age 3, is developing critical literacy skills, thanks to our shared commitment to quality early education for every U.S. child. United States.

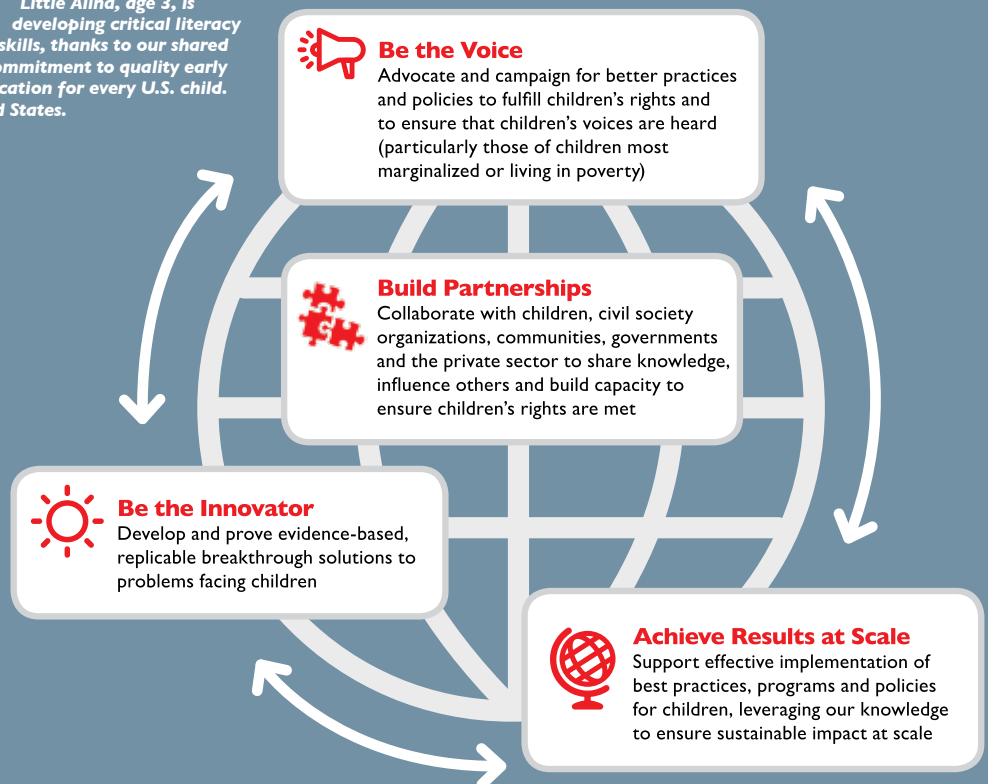
Moreover, Save the Children continues to contribute to the historic worldwide progress for children. According to the United Nations *Millennium Development Goals Report 2015*:

- **The global under-5 mortality rate declined by more than half, dropping from 90 to 45 deaths per 1,000 live births between 1990 and 2015.**
- **The world’s maternal mortality ratio dropped by 45 percent between 1990 and 2013.**
- **The proportion of undernourished people in developing regions has fallen by almost half since 1990.**
- **The number of out-of-school children of primary school age has fallen by almost half, to an estimated 57 million, down from 100 million in 2000.**
- **There are 1 billion fewer people living in extreme poverty than there were in 1990.**

Results like these require the strategic investment of significant resources, not only in bringing today’s solutions to more of world’s children in need, but in the innovative solutions required to address tomorrow’s challenges.

Our Theory of Change

Save the Children’s Theory of Change represents how your mission support leverages maximum impact for children.



Together, Supporting the Mission

We are at a crossroads. For the first time, it's possible to imagine breaking through the barriers facing the world's children in need, ensuring that every child not only survives, but thrives.

To achieve these ambitions, we need your help. Together, we must reach the most vulnerable children of all – those girls and boys who are most deprived, struggling to survive, without access to education or in desperate need of protection. Children whose needs are compounded by crisis, whether caught in the crossfire of conflict or displaced by natural disaster. Children who are disproportionately affected by the world's growing inequality, whether in remote, rural villages or urban slums. And girls who, in many places, are still not afforded the same opportunities as boys.

Therefore, Save the Children is strategically focused on achieving three critical breakthroughs. With your generous mission support, we will ensure:

- **No child under age 5 dies from preventable causes.**
- **All children learn from quality basic education.**
- **Violence against children is no longer tolerated.**

At no time in Save the Children's nearly 100-year history have we placed such emphasis on finding the new and innovative ways of working, new partnerships and new solutions required to achieve our mission for children. Your generous mission support is absolutely vital. Together, we can and will realize transformative change for children, setting a new course for our shared future.

Our Global Alignment

Our strategy for children closely aligns with the post-2015 global development agenda that will be guided by the Sustainable Development Goals (SDGs). Set for ratification by the United Nations in late 2015, the SDGs focus on the poorest and neediest around the world, aiming to achieve nothing less than the elimination of extreme poverty and hunger and the end of preventable maternal and child deaths within a generation.

CHILD HEALTH INNOVATIONS

Together with partners like you, Save the Children invests in the innovations required to ensure every child has the best chance for success – including a healthy start.

Save the Children's research findings from Pakistan and Bangladesh, along with a similar study by the World Health Organization (WHO) in Africa, on the innovative use of simplified, outpatient treatment for newborns with severe infections when hospitalization isn't accessible have influenced new, lifesaving protocols. The Government of Bangladesh has adopted this approach, and WHO is expected to release new global guidelines based on these findings, helping save potentially millions of babies' lives.

Also, Save the Children led the first large-scale, Africa-based study of newborn sepsis treatment by frontline health workers at health posts when facility-based care wasn't accessible. Based on these findings, the government of Ethiopia adopted a policy allowing frontline health workers to treat newborn sepsis, with Save the Children-supported implementation underway in several large regions.

In addition, Save the Children's research on community outpatient treatment of severe pneumonia with oral antibiotics influenced WHO's decision to revise global treatment guidelines.



Every childhood matters. That's why we do whatever it takes to ensure children not only survive, but thrive. Guatemala.



Thanks to the vision of supporters like you, our breakthrough Literacy Boost program opens opportunities for girls and boys around the world. Zimbabwe.

EDUCATION INNOVATIONS

Together with partners like you, Save the Children invests in the innovations required to ensure every child has the best chance for success – including the opportunity to learn.

Save the Children continues to build a rigorous evidence base for early childhood development, which we use to influence global and national policies and actions. Our success in Mozambique is one example. A two-year evaluation of our early childhood development program found that participating children significantly outperformed their peers in problem-solving skills, comparing objects and counting. They were more likely to enter primary school at the right age, as were their siblings, showing the program’s positive ripple effect. The Ministry of Education used our results to successfully secure World Bank funding for a national early childhood development preschool program based on our model.

Also, we are scaling up our successful Literacy Boost program, in partnership with a regional Ministry of Education in Ethiopia, from 15 to 2,000 schools.

In the U.S., Save the Children in partnership with Reach Out and Read, launched a major, rural literacy initiative with support from the Department of Education’s Innovative Approaches to Literacy Program. The Building Child-Centered Communities in Rural America Project will involve home, school and community resources in some of the nation’s most impoverished and isolated regions – a collaboration to nurture a “culture of literacy” and effect lasting change for children.

INVESTING IN INNOVATIONS

Stage 1: Development

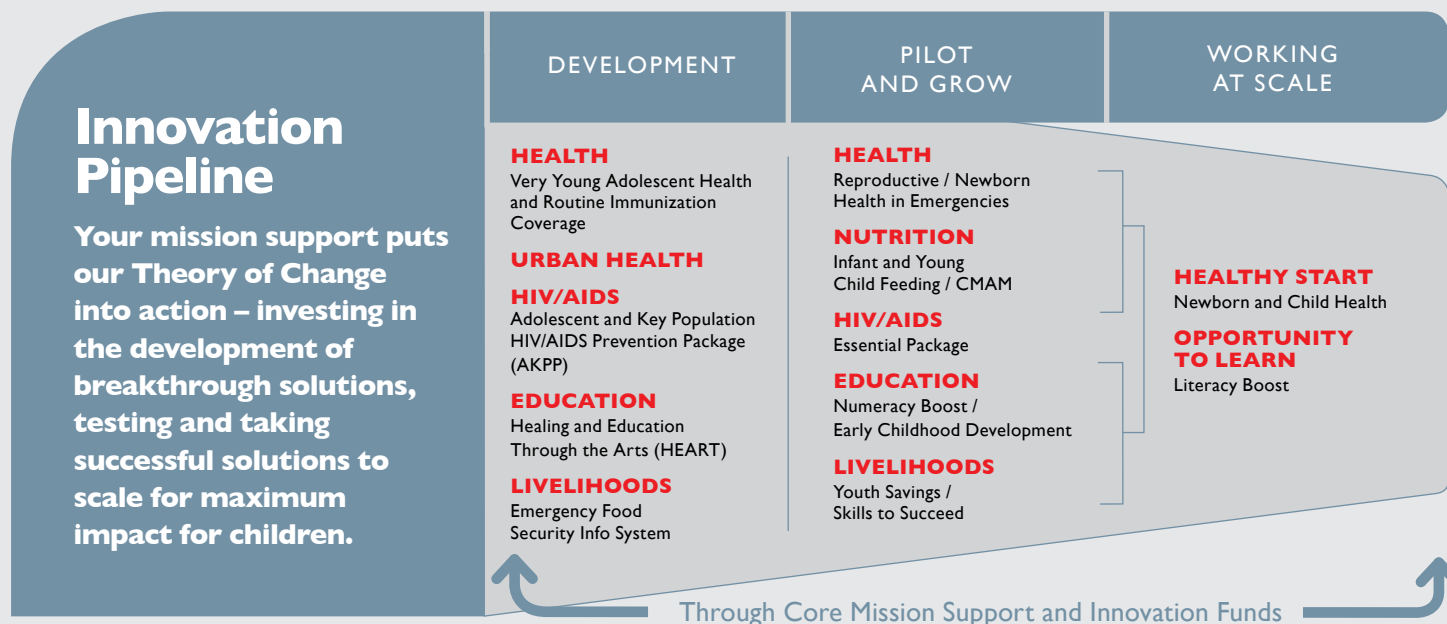
First, we define unmet needs or neglected problems facing children. Then, we propose solutions with the potential to achieve sustainable results. We develop research protocols, program guidance and locally customized toolkits.

Stage 2: Pilot and Grow

We pilot programs and document evidence of success. Then, we advocate for policy and program changes and determine if other stakeholders (such as other NGOs, governments, agencies and the private sector) have the capacity to scale programs in one or more settings.

Stage 3: Working at Scale

Finally, we disseminate best practice results to peer agencies and other stakeholders for children, enabling us to build robust partnerships with communities, governments and civil society to bring programs to national scale.



The Profound Impact of Your Support

You play a vital role in achieving change for children – with the profound impact of your mission support.

This is the investment opportunity of a lifetime – the most important one of all. An investment with the power and potential to drive breakthrough solutions and yield transformative results for children, changing the course of their future and ours.

Join us as a valued investment partner. Make an investment in childhood by supporting our mission now.

Thank you!

The world's children are our best hope for a bright future. Invest in childhood today. Pakistan.

Thank you!

Thanks for considering the most important investment of all – in childhood.



Save the Children invests in childhood – every day, in times of crisis and for our future.

In the United States and around the world, we are dedicated to ensuring every child has the best chance for success. Our pioneering programs give children a healthy start, the opportunity to learn and protection from harm. Our advocacy efforts provide a voice for children who cannot speak for themselves. As the leading expert on children, we inspire and achieve lasting impact for millions of the world's most vulnerable girls and boys.

By transforming children's lives now, we change the course of their future and ours.