

SPONSORSHIP NEWSLETTER

JUNE 2020

Dear Sponsorship managers,

We live in uncertain and dangerous times. Everyone of us is in a certain way affected by the COVID-19 pandemic. Especially now, we feel our dependence of God, Who is leading us. I am touched by the stories I hear from you, our partners. Stories of faith, resilience and hope. Amidst of this darkness, we are called to be servants in His Kingdom. That's our drive to continue the work we do, in all kinds of ways, no matter the circumstances.

With this newsletter, I want to share with you some of our plans for the coming months. Please read this newsletter very carefully, and as always: Feel free to reply to me with questions and suggestions.

God bless you all!

Jaco Ottevanger



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- Research on hope
- Updating WDCAP: ChildConnect
- Sponsorship administration
- Digitization
- New online platform
- Drop outs due to COVID-19

RESEARCH ON HOPE

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WHAT IS THE EFFECT OF HOPE ON OUR SPONSORED CHILDREN?

HOPE GIVES PERSPECTIVE AND CONFIDENCE

In the past years, several studies have researched the impact of hope among impoverished children. A recent article¹ showed that international sponsorship has a positive influence on children's level of happiness, self-efficacy and hope. Hope is crucial to have perspective and confidence in the future. Currently, funders as well as donors are increasingly interested in knowing the effectiveness of activities they fund.

RESEARCH ON THE IMPACT OF OUR SPONSORSHIP PROGRAM

Given the activities within the sponsorship program, we expect positive effects for our children as well. This is also reflected in the impact stories we collect. However, Woord en Daad is very interested in collecting more (quantitative) evidence to proof the effectiveness of the sponsorship program and to gain more insight in how we can further improve.

USEFUL FOR MULTIPLE PURPOSES

Such a study requires effort (a relatively big number of children need to be included), but has more persuasion power as well. This study can be used by all sponsorship partners in calls, communication and marketing.

In order to be able to execute such a study, Woord en Daad has found knowledge institutions to cooperate with and is, therefore, very keen on including sponsorship partners as well.

WHAT DOES A STUDY ON HOPE ENTAIL?

- A short child friendly digital survey for children that joined the sponsorship program just now, 4, 8, 12 or 16 years ago and/or that left the program 2 years ago.
- About 200-300 children per partner.

The exact set-up of the study will be decided later.

¹ See Glewwe, Ross, Wyndick, 2018



DO YOU WANT TO GET INVOLVED?

Are you interested in participating and contributing to knowledge about the effects of hope?

We are very much aware that COVID-19 demands a lot of you. Therefore, you could also indicate that you are interested in participating, however, would prefer to start later. Please, specify when you would be able to join.

Please let us know if you want to get involved before Wednesday July 15 by filling in [this short form](#).

UPDATING WDCAP: CHILDCONNECT

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For the last months Woord en Daad, together with some partners, has been working on an important project: ChildConnect. The output of this project will help you all improving the whole process from first contact with a child (or his or her caretaker) and the child being sponsored.

TOO MUCH PAPERWORK

We all care for the sponsored children and we target to get much more children sponsored. Although we have WDCAP, we all handle a lot of paper to cover the first part of the process: the gathering and registration of data of selected children for sponsoring and/or education. In 2019, we searched for a solution to update or replace WDCAP and to get rid of all paperwork, to prevent (data)errors and to substantially reduce the time between first contact and the child being sponsored.

DEVELOPING A MOBILE APP

As a result of our efforts, we decided to start the definition and development of an app for a mobile phone or tablet. This app will be of great advantage for all workers in the field who are selecting children for sponsoring and collecting the necessary data for WDCAP and their own system (if applicable) and for systems of other donor organizations.

THREE MAIN FUNCTIONS:

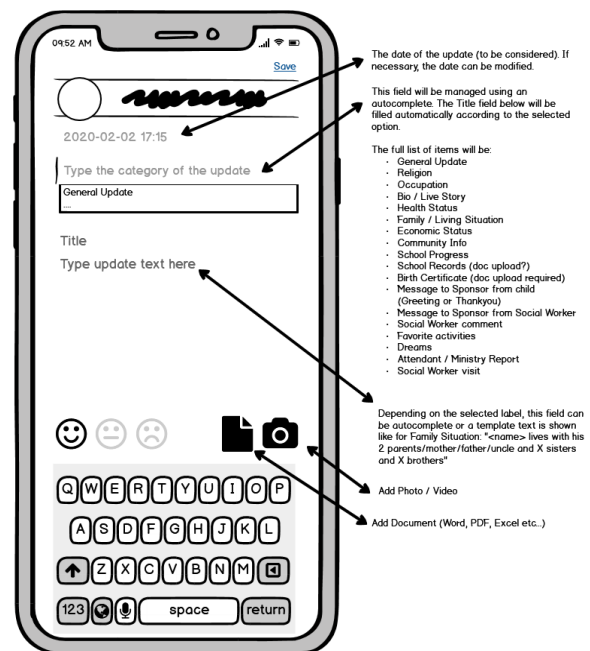
1. Register all necessary data of a (potential) sponsor child via a phone or tablet (Android or iOS).
2. Updates of standard data of a child and general information (pictures, video's, text) to inform the sponsor.
3. To support the administration at the main office of the partner: tasks like reviewing, correcting and approving the data.

END OF JUNE: 1ST VERSION

The very first subversion of the app will be available at the end of June. It then can be installed on a device and tested by the users. It contains – of course – a small subset of the required functions. The feedback of the users will be taken in account and processed in the next subversion, which also will have more required functions.

In October 2020, we plan to have the app ready for piloting by the three partners. At the end of the year, it will be available for roll out by all partners.

In the next newsletter, we will update you about the main functions of the app, the challenges and how and when exactly the app will be rolled out.



PARTNERS INVOLVED

The key success factor of the project is to get users involved from the beginning. Therefore, we asked three partners to join us in the project and to pilot the first version of the app: **AMG Guatemala**, **AMG Philippines** and **DEDRAS Benin**. They all heartily agreed to participate.

In October 2020, we plan to have the app ready for piloting by the three partners. At the end of 2020, the app will be available for roll out to **all partners**. Of course, all of you will be involved in the development process, to make sure that this app will support all partner organizations in the best way possible.

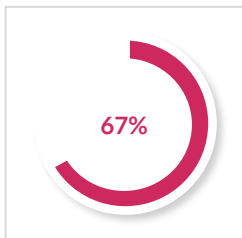
We are very enthusiastic to develop this app and to have the first version of the app available at the end of 2020!

SPONSORSHIP ADMINISTRATION

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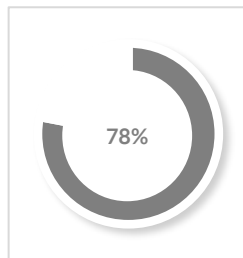
The connection between a child and his/her sponsor is very valuable. During this time of crisis, it is difficult to send anything through the post office. In many countries there are delays or it's impossible because of a lockdown. However, we stimulate sponsors to keep sending post to their sponsorchild. How wonderful it would be if every child have a message when they get back to school?

We used this time to look back on the past 12 months. We did not reach the set goals (see below), so we have possibilities to improve. We think we can do better by digitizing, which will make it easier and quicker to communicate between children and sponsors.



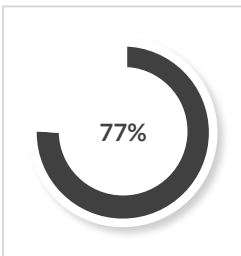
Letters

Goal: 90% of the children sent 2 letters in the last 12 months.



Progress Report

Goal: 90% of the children sent 1 progress report in the last 12 months.



Photos

Goal: 90% of the children sent 1 photo in the last 12 months.

Let's strive together to reach the set goals of 90%!

DIGITIZATION OF ADMINISTRATION

Our plan to digitize sponsorship reports has become more important due to the COVID-19, so we decided to investigate the possibilities. Some of you have already been in contact with Annelien to digitize the first greeting letter of 2020. The thank you letters can be digitized fully as from the release of WDCAP in July 2020. For the second greeting letters of 2020 we are exploring options to optimize the scan process of greeting letters at your end. Shortly you'll receive a guideline or a communication about how we'll proceed with this. Together with the [new layouts](#) (see also below) we hope these actions will improve and accelerate the communication between children and sponsors and benefit the efficiency of your processes.



NEW ONLINE PLATFORM

Together we seek to realize the dream of children from the poorest families and communities. We shape their dream through Christian education. We work with them on an independent existence, so that they can pass on to their friends, family, people and country what we have given them in their hearts, heads and hands.

We set up a platform with all the information you need: the sponsorship manual, crafts and layouts for children to send to their sponsor, newsletters, partner details and videos of sponsors.

We hope this platform inspires you, because together we can make a difference! We are connected through Word and action.

Take a look:

Website: www.woordendaad.nl/partnerpagina/
Password: connected

I hope this newsletter has given you a clear insight in what we're doing now, and some of the important steps we want to take in the future. Please let me know if you have any feedback.

Together we can strengthen our Sponsorship program. If you have any questions about ChildConnect, if the research on hope is not clear or if you have other issues: don't hesitate to let me know!

CONTACT ME

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Drop outs due to COVID-19

In the last newsletter, you read about our goal to reduce the drop out rate of sponsor children. Because of the difficult circumstances due to COVID-19 we can imagine that more children leave the sponsorship program than usual. We really hope that all children stay in the program. **Please let us know what your expectations are with regard to leavings due to COVID-19.**

SHARE YOUR STORIES!

Do you have a story about the impact of corona on a specific child or family in the sponsorship program? Share it with us! This way, we can tell your story to our sponsors and show them the vulnerable situation worldwide. **Together connected!**

