# 2015 Impact Report

**World Vision's Day (WVD) is a global day of action where people around the world come together to make a difference in the lives of vulnerable children and their families.**

## Campaign Objectives

**Build Momentum:** Draw attention to the key issues that affect children and their families. 
- **Brand awareness:** Increase public awareness of the issues that World Vision and our partners are working to address. 
- **Engagement:** Encourage people to take action by sharing their stories and raising funds.

## Media Participation

**Social Media:** Engaged 500+ organizations and influencers on Twitter, Facebook, Instagram, and YouTube. 

## Global Efforts

**WVD 2015 Global Efforts:**
- **Partnership Activation:** 125,000 people shared stories and messages on social media, reaching 10 million people.
- **Education:** Provided access to education for 1,000 children in need.
- **Healthcare:** Provided medical care for 2,000 people in vulnerable communities.
- **Economic Empowerment:** Supported 300 women in starting small businesses.

## Impact

**Global Reach:**
- 440+ million people reached in 2015.
- 1.2% of households reached.

## Key Highlights

**Funds Raised:** $10 million.

**Community Support:**
- 1,000 children received education.
- 2,000 people received medical care.
- 300 women started small businesses.

## Press Highlights

- **The Hindu**
- **CNN**
- **Liberation News**
- **The Daily Beast**
- **USA Today**

## Global Support Provided By

<table>
<thead>
<tr>
<th>Type of Support</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Founding</td>
<td>300</td>
</tr>
<tr>
<td>Clinical Partners</td>
<td>100</td>
</tr>
<tr>
<td>Practical Volunteers</td>
<td>500</td>
</tr>
<tr>
<td>Media Partners</td>
<td>100</td>
</tr>
<tr>
<td>Donors</td>
<td>500</td>
</tr>
</tbody>
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## Partnerships

- **1/3** of partners collected additional partnerships with local organizations.

## Topic of Partnerships

- 82% of partnerships were new in 2015.