WHAT DO YOUTH SAVERS WANT?

Results From Market Research in Four Countries

A Save the Children YouthSave Note

The MasterCard Foundation

Save the Children

Acknowledgements

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Photo Credit: Jaya Burathoki/Save the Children

Photo Caption: A focus group of middle-school boys in Nepal shares thoughts on the design of a savings account as part of the YouthSave project.

YouthSave

Information presented in this paper is derived from the work of the YouthSave project. Supported by The MasterCard Foundation, YouthSave investigates the potential of savings accounts as a tool for youth development and financial inclusion in developing countries. The project is an initiative of the YouthSave Consortium, led by Save the Children in partnership with the Center for Social Development at Washington University in St. Louis, the New America Foundation, and the Consultative Group to Assist the Poor (CGAP). For more information please see www.youthsave.org.

After twenty years of research and practice on the subject, the economic development field finally seems to have accepted that poor people can and do save money. Yet for many development practitioners—as well as parents, teachers, and bankers—"youth savings" is still an oxymoron. Often these adults believe that young people—especially low-income youth—cannot save money because they simply do not have it.

And yet a look at data from financial institutions and NGOs around the world suggests the opposite. Many youth savings programs targeted at vulnerable adolescents have managed to open thousands of accounts. Some banks, typically offering youth savings accounts (YSAs) to a broader socioeconomic range of clients, have reached hundreds of thousands of youths.[1]

The most common form of YSA on the market tends to be a regular savings account, often opened jointly with an adult custodian and featuring some kind of withdrawal restriction. While there are also many examples of innovative account features and complementary services, available data yields no patterns as to which innovations result in higher numbers of accounts or balances. Nor has there been, until recently, much documented evidence of what youth themselves say they want in a savings account.[2]

What youth want was the question the YouthSave project set out to answer through four market studies involving almost 2500 respondents in Colombia, Ghana, Kenya, and Nepal.[3] The research was conducted mainly with youth aged 12-18, but also included parents, teachers, and community leaders in recognition of the important influence of these groups over youth behavior. The research shows that, contrary to widespread adult perceptions, it is common for youth to obtain and manage money from at least the age of 12. Furthermore, the majority of youth respondents reported that they are already saving money on their own—albeit in small amounts, over short time horizons, and through informal mechanisms. Although prevalent savings practices fulfill some key youth needs and preferences related to saving, they also leave youth and their money vulnerable in a number of ways.

This paper summarizes the most important findings common to all four market studies, although it should be noted that there were many nuances that were specific to each country. This summary is meant to provide those interested in designing youth savings accounts with a set of plausible hypotheses to prove, refine, or disprove for their particular populations of interest—a head start in designing market research to understand the savings needs of youth.

Why Promote Youth Savings?

Youth savings accounts are one tool with the potential to encourage both youth development and financial inclusion—possibly even in a financially sustainable way. For individuals, a financial cushion such as savings is clearly useful in mitigating the impact of economic shocks. Research has shown that making formal sector savings accounts available can boost this financial cushion among both youth and adults.[4]

In addition, a growing body of evidence indicates that helping adolescents accumulate savings can increase their resilience in other areas too. Specifically, studies in Uganda and Kenya have shown that youth savings are associated with better mental health functioning, educational outcomes, and healthier attitudes towards sexual risk-taking.[5]

For financial institutions, a well-designed youth savings account may encourage the creation of a new generation of loyal customers at a time when there is less competition for their business. This demographic takes on particular importance in the developing world, where the 15-29 age group is projected to constitute just under 25% of the total population by 2020—and decline steadily thereafter. Given these numbers, today's youth are a segment that financial institutions cannot afford to ignore.

[1] YouthSave Consortium. "Youth Savings in Developing Countries: Trends in Practice, Gaps in Knowledge." (YouthSave Initiative: 2010). Available at: http://www.youthsave.org/content/youth-savings-developing-countries.

[2] See: Austrian, Karen and Corrinne Ngurukie. "YFS Case Study #3: Safe and smart savings products for vulnerable adolescent girls in Kenya & Uganda." (Making Cents International: September 2009). Accessible at: http://www.yfslink.org/resources/case-studies/yfs-case-study-no.3-safe-and-smart-savings-products-for-vulnerable-adolescent-girls-in-kenya-uganda; Banthia, Anjali and Benjamin Shell. "The Youth Frontier in Microfinance: Savings and Financial Education for Girls in Mongolia." (Women's World Banking: November/December 2009). Accessible at: http://www.swwb.org/content/youth-frontier-microfinance-savings-financial-education-girls-mongolia; United Nations Capital Development Fund. "Listening to Youth: Market Research to Design Financial and Non-Financial Services for Youth in Sub-Saharan Africa." (UNCDF: 2011). Accessible at: http://www.uncdf.org/sites/default/files/Download/youthstart_market.pdf.

[3] Studies obtained information from 557 respondents in Colombia, 647 in Ghana, 727 in Kenya, and 528 in Nepal.

[4] Erulkar, Annabel and Erica Chong. "Evaluation of a savings and microcredit program for vulnerable young women in Nairobi." (Nairobi: Population Council: 2005). Accessible at: http://www.popcouncil.org/pdfs/TRY_Evaluation.pdf; Dupas, Pascaline and Jonathan Robinson. "Savings Constraints and Microenterprise Development: Evidence from a Field Experiment in Kenya" IPC Working Papers Series No. 111. (Annapolis: University of Michigan: 2010).

[5] A summary of this research is available in: YouthSave Consortium. "Youth Savings in Developing Countries: Trends in Practice, Gaps in Knowledge." (YouthSave Initiative: 2010). Available at: http://www.youthsave.org/content/youth-savings-developing-countries.

YOUNG PEOPLE DO HAVE MONEY

In all four countries, YouthSave market research indicated that the majority of young people handle money on a regular basis. The primary source of this money appears to be parents, especially for younger and in-school adolescents. Even in low-income households, children are often given some form of allowance, often for buying meals or snacks at school. In Ghana, this is known as "chop money," in Nepal as "khaja" money. In Kenya, change left over from shopping for the household was also a common source of youth money.

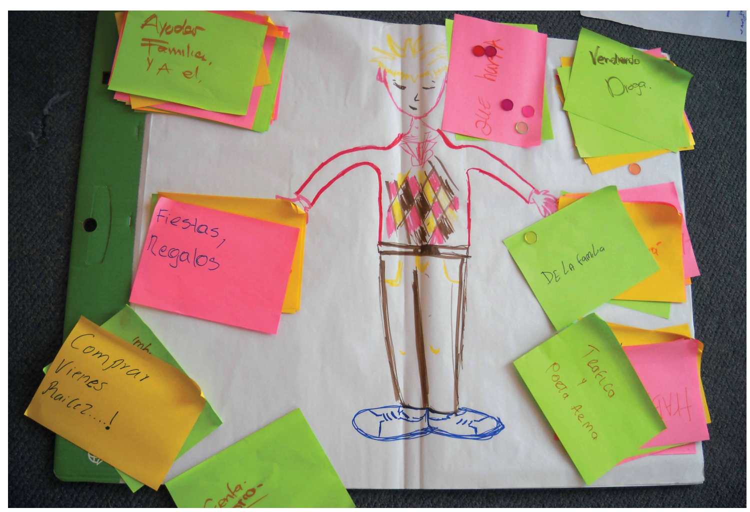
Youth across the four countries tended to access such monies daily, weekly, or a few times a week. As illustrated in Table 1, the amounts varied widely (for simplicity, amounts have been compared on a monthly basis).

The young people in our studies also received money in the form of gifts from parents, friends, or other family members—not as regularly as their "allowances" but often in higher amounts. For example, in Ghana an amount equivalent to $13 appeared to be typical for gifts, while in Nepal amounts ranged from just over $1 to almost $14. Such gifts usually occur at holiday or festival times, or when family members return home from migratory work.

It is also common for youth to work for pay in these four countries; this phenomenon increased as youth in the studies grew older, which also correlates with lower school-going rates. While both in- and out-of-school youth in our studies engaged in remunerative activities, the latter tended to work more and were more reliant on this source for income. Casual labor, petty trade, and various other kinds of income-generating activities were the most commonly reported forms of regular work. Types of these activities varied by country: in Colombia, youth reported performing housework or chores, helping the family with a business or economic activity, or selling cell phone minutes on the street. In Kenya, housework, water vending, and selling scrap metal was common; while in Ghana, petty trading, hairdressing, mechanics, shoe shining, and carpentry were widely reported. In Nepal, common occupations included domestic labor, brick kiln work, working in shops in urban areas, and selling milk in rural areas. In Ghana, Kenya, and Colombia, youth also mentioned supplementing their regular earnings with seasonal or occasional work, especially in agricultural zones.[6]

YouthSave

YouthSave is a five-year, $12.5 million consortium project to develop and test the impact of youth savings accounts in Colombia, Ghana, Kenya, and Nepal. Partnering with one local bank in each country, the project has co-created savings accounts responsive to the savings needs and preferences of low-income 12-to-18-year-olds. YouthSave partner banks will offer these accounts on a national basis through their branch networks and other delivery channels, which in some countries include banking agents and school banking mechanisms. In selected vulnerable communities, Save the Children will also deliver complementary programming designed to enhance young people's financial capability by connecting them to the accounts and sharing information on sound savings and money management practices. YouthSave will also work with one local research partner in each country to measure the savings performance of young account holders, and, in Ghana, to study the longitudinal impact of the opportunity to open a savings account on psychosocial, educational, and health outcomes of low-income teens. In addition, YouthSave is examining the business case for offering such accounts to explore their potential as a sustainable development intervention. For more information, please see www.youthsave.org.



Results of a market research exercise in Colombia, where youth were asked to draw and discuss the uses to which a young person similar to themselves would put their money. Photo credit: Mariko Scavone

TABLE 1: MONTHLY AMOUNTS RECEIVED BY YOUTH AGED 12-18 FROM PARENTS, AS REPORTED IN YOUTHSAVE MARKET RESEARCH

	ABSOLUTE AMOUNTS (USD)		AS PERCENTAGE OF 2010 P.C. GNI, ATLAS METHOD		2010 P.C. GNI, ATLAS METHOD (USD)
	HIGH	LOW	HIGH	LOW	
COLOMBIA	44.00	11.00	0.8	0.2	5510
GHANA	26.00	6.50	2.1	0.5	1240
KENYA	9.00	7.00	1.2	0.9	780
NEPAL	5.50	0.50	1.1	0.1	490

Note: Currency conversions based on average 2010 exchange rates; amounts rounded to the nearest half-dollar; percentages rounded to the nearest tenth.

TABLE 2: MONTHLY INCOME FROM WORK REPORTED BY YOUTH AGED 12-18 IN YOUTHSAVE MARKET RESEARCH

	ABSOLUTE AMOUNTS (USD)		AS PERCENTAGE OF 2010 P.C. GNI, ATLAS METHOD		2010 P.C. GNI, ATLAS METHOD (USD)
	HIGH	LOW	HIGH	LOW	
COLOMBIA	109.50	54.50	2.0	1.0	5510
GHANA	65.00	39.00	5.3	3.2	1240
KENYA	27.50	4.50	3.5	0.6	780
NEPAL	41.00	7.00	8.3	1.4	490

Note: Currency conversions based on average 2010 exchange rates; amounts rounded to the nearest half-dollar; percentages rounded to the nearest tenth.

School girls aged 12-14 participate in a market research session in Kenya. Photo credit: Rani Deshpande/Save the Children

…BUT MOST OF THIS MONEY IS SOON SPENT

Most youth income appears to be spent soon after it is earned. Perhaps because most youth in our studies were low income, the most frequently reported expenses fell into the category of basic needs for themselves. Reflecting the fact that much income for in-school youth comes in the form of allowance for buying snacks or food, these purchases were listed as the most frequent expense across all four countries.[7] Almost universally, basic clothing and personal care items (especially among girls) were the second most often mentioned expense. In-school youth in all four countries also reported frequent spending on school supplies and materials. In certain cases, transportation expenses also figured prominently in this basic needs category.

[6] All YouthSave countries are signatories to the ILO Convention on the Worst Forms of Child Labour, which proscribes all work harmful to the health, safety, or morals of children under 18, particularly slavery, debt bondage, prostitution, pornography, recruitment of children for use in armed conflict, and use of children in drug trafficking and other illicit activities. Save the Children actively opposes child labor; however, we acknowledge the reality that many low-income youth work on either a part-time or full-time basis. We also believe that all youth—particularly the most vulnerable—deserve access to potentially beneficial services, including financial services. Our market research therefore included working youth, although neither the research nor the savings accounts were or will be targeted at populations where the worst forms of child labor are prevalent.

[7] Note that the qualitative methodologies employed did not allow for reliable estimates of the total amounts spent on various expenses.

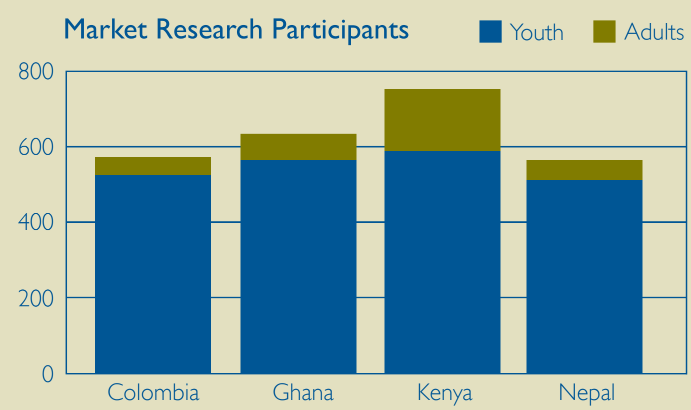
A second category of less frequently mentioned, but still prevalent, expenditures also emerged across the four countries. These included contributions to household expenses and personal discretionary spending. Top examples of discretionary spending among Colombian youth included Internet, entertainment, and status purchases (such as brand-name clothing). Internet and video game fees, as well as phone credit, were commonly reported expenses in Ghana. In Kenya, youth cited paying for sports and related activities, while in Nepal common expenses included entertainment and activities with friends, as well as tuition or field trip fees.

STILL, YOUNG PEOPLE ARE SAVING

In addition to household contributions and discretionary expenses, there was also a third major component of this category of youth expenses: savings. In fact, many youth mentioned savings as both a destination for their income and a way of coping with the financial pressure they feel as a result of the need to meet their expenses.[8]

Perhaps as a result, the majority of respondents in all countries reported that they put money aside from time to time, citing both short- and long-term savings goals. Short-term goals were in line with some of the basic expenses reported above, especially school supplies and basic clothing, but also included fancy and/or brand name clothes and other discretionary items on occasion.

But youth in the studies also described a set of longer-term goals that did not figure in their day-to-day expenses. By far, the most common of these—for both in- and out-of-school youth—was saving up for school fees, for either higher academic or technical studies. For out-of-school youth, money for starting a business also



YouthSave Market Research Methodology

With some variations across countries, YouthSave market research followed a basic three-stage approach. Phase I consisted of a literature review and interviews with youth and key informants to validate and nuance focus group guides for the second stage. Phase II employed extensive discussions with youth, divided roughly equally across the 16 subsegments produced by the following divisions: boys/girls, older/younger youth (generally 12-15 and 16-18), in-/out-of-school, and urban/rural. The tools used in this phase included pure focus group discussions as well as various participatory exercises that mapped issues like sources and uses of income, savings methods, mobility, and preferences for financial education topics. Information from this stage was used to formulate a product concept, which was then refined by YouthSave partner banks. This refined concept was then tested through another, less extensive round of focus groups in the third stage of the market research to arrive at the final product prototype.

Participating youth were drawn mainly from low-income areas, defined as appropriate in each country. For example, in Ghana, youth were screened per the Living Standard Measures (LSM) system, an asset-based classification commonly used by marketers to divide potential customers into 17 categories. Three quarters of YouthSave market research participants came from LSMs 1-4 ("poor") and the rest from LSMs 5-8 ("lower middle class"). In Colombia, participants were drawn from areas classified as estrato1, 2, or 3 in the 6-tier socioeconomic classification system the government uses to determine the allocation of social subsidies.

The market research tools used yielded rich information about how young people obtain and spend money and how they think about savings. However, as most of the tools were qualitative, the findings are not meant to generalize with statistical confidence over the entire youth population in YouthSave countries. Rather, they focus on understanding the savings-related behavior of YouthSave's target population and translating these insights into appropriate savings products.

[8]As a matter of full disclosure, all market research participants were duly informed that they were participating in a study on youth savings.

BOX 1: CATEGORIES OF EXPENSES MENTIONED BY YOUTH AGED 12–18 IN YOUTHSAVE MARKET RESEARCH

BASIC NEEDS:
Snacks/lunch
Clothing
Personal Care Items
School Supplies
Transportation

DISCRETIONARY EXPENSES:
Household Expenses
Entertainment

SAVINGS

"Every young person has needs and wants…this is why we save."

— Ghanaian market research participant (male, 16-18 years, out of school)

How Do Young People Learn To Save

In Ghana and Kenya, market research gathered information on how young people learned to save. The overwhelming majority said they watched or listened to their parents—especially their mothers. Other commonly cited means of learning to save included savings groups, often organized through school, and simple life circumstances or mistakes, which taught one market research participant that people "should not use all their money in one day because there are days that money is scarce." Peers, other relatives (especially grandmothers), and teachers also played a role in passing the savings habit on to youth.

figured prominently. Finally, saving for emergencies was a commonly reported goal across almost all segments of youth—saved up gradually over time but required at a moment's notice.

ACCESSIBILITY, SIMPLICITY, AND PRIVACY MEAN THAT MOST YOUTH SAVING IS INFORMAL

The vast majority of savings among market research participants appears to happen informally, often in piggy banks (especially among younger adolescents) or other places in the home, such as inside furniture or piles of clothing. Youth also reported giving their saved money to trusted others, including parents, friends, and shopkeepers. In our market research, only a handful of youth reported saving in a formal financial institution such as a bank. One major reason is likely that many countries prohibit minors from owning or operating their own bank accounts, though very few youth reported saving in a bank even with the help of an adult.

When asked what they liked about their current (mostly informal) savings methods, young people almost universally cited two factors: accessibility and simplicity. Of these, accessibility was mentioned the most, especially the ability to "deposit" and "withdraw" at will. In the words of a youth respondent in Colombia, "If you need money for something, it's already there."

The ability to use funds for emergencies—especially medical emergencies—was an especially important aspect of accessibility. When asked why they needed emergency access to their savings, for example, youth respondents answered with questions such as, "What happens if I break an arm or a leg?" or "What if someone in my family or I fall sick?"

Many young people also pointed out that informal savings were simpler to access, as they require none of the paperwork needed to open a bank account. As an example, one youth respondent in Ghana described the difficulty of obtaining a national ID card: "Sometimes you go [to get a card] and they tell you to come at another time and then you go again and they tell you something else; they keep postponing the time that you have to come for the card."

Interestingly, the low cost of informal savings was not mentioned prominently by our respondents, despite the fact that most seemed to be aware that formal savings products often come with charges and fees. In fact, many youth expressed a willingness to pay reasonable costs for services that added value—for example, for the provision of a piggy bank that would allow them to accumulate small sums between deposits at the bank. Moreover, they preferred to pay these fees up front rather than be charged on a continuing basis. In Colombia, youth were suspicious of products labeled "free," especially if they had any charges associated with them at all. The youth in our studies thus seemed to care more about the transparency of fees and charges than their existence per se.

Some youth also mentioned another advantage pertaining to informal savings: the desire for their money to remain a secret so that they could retain control over the funds. This was especially true in Ghana and Kenya, which happen to have the most restrictive age-related policies on youth opening accounts.[9] Similar sentiments were also voiced in Nepal, although to a lesser degree. In Colombia, on the other hand, youth reported the least parental control over their money and desire for secrecy in financial matters; Colombia also happens to have much more permissive regulations regarding the minimum age at which youth can independently operate accounts. Across all four countries and regardless of regulations, the desire for independent control over their money grew stronger as youth grew older.

BUT INFORMAL SAVINGS CAN BE TOO ACCESSIBLE—TO YOUTH AND OTHERS

What youth disliked about their mostly informal savings methods was also quite consistent across countries and with findings on adults. First, youth feared the theft or loss of money stored at home or with other people. Youth across countries commonly worried about their savings being stolen by siblings or others in the household. They also recognized that once savings were lent or given to parents, they were difficult to reclaim. As one youth respondent in Colombia put it, "If [your mother] spends [your savings], it's like a gift to her." Offering youth a safe place to save, therefore, seems to be a key part of the value proposition that financial institutions can offer this client segment.

Second, while youth valued the easy access that informal savings offer, they also recognized that these informal methods do not make it easy for them to accumulate larger amounts of savings over the longer term. For although much of the saving found in our studies was short term, youth in all four countries expressed a desire for help to save over longer periods. In fact, as long as emergency

Find Out More

To hear about how young people feel about savings accounts in their own words, listen to "The Youth Voice in Youth Savings" podcast available at http://youthsave.org/podcasts.

Middle-school girls participate in an interactive workshop in Colombia. Photo credit: Dasha Kosmynina/Save the Children

"Some parents know we save but we do not tell them everything that we have. If they get to know, they will ask for it to buy foodstuffs. Dad might expect money from me, misuse it on alcohol and stop going out to look for a job."

— Kenyan market research participant (male, 12-14 years, in school)

[9] Minimum age for independent ownership/operation of a bank account is 18 in Ghana and Kenya and 16 in Nepal. In Colombia, this age varies between 12 and 18 depending on gender and whether the young person is economically independent from his/her parents.

access was provided in some form, respondents expressed openness to the concept of locked-in savings (at least for a certain percentage of their balances) or to trading some access to their funds in return for lower charges/fees on the account.

YOUTH SAVINGS: REALIZING THE VALUE PROPOSITION

These preferences point to a potential value proposition that formal financial institutions could offer young savers: a more secure alternative to their current informal mechanisms, which facilitates longer-term asset accumulation while still allowing access to savings in emergencies. But there are prerequisites to realizing this value proposition. Some preferences expressed by youth, like simplicity and accessibility, echo the findings of much market research on low-income adults.[10] Other issues, however, are either specific to, or more pronounced when, dealing with youth.

The first is managing the involvement of adults. The common legal prohibition on minors owning/operating a bank account not only runs counter to many youths' preference for secrecy around their savings, but also often gives the adult the right to access the saved funds without the youth's permission. (Regulations assume that these adults will act in the best interests of the child, but this is not always true.) So in order to make good on the promise of safety for youth savings, financial institutions must put in place processes that facilitate youth control over withdrawals. One method being tested by YouthSave partner banks is requiring the youth's presence for all withdrawals in addition to that of the adult, even though the youth's presence is not legally required. Initial evaluations of the savings accounts piloted by YouthSave partner banks indicate that young account holders appreciate the sense of ownership over the account that this requirement signals.

Unfortunately, this type of work-around does nothing to protect youth savers' privacy. It also impedes access to the saved funds when the youth and adult cannot both be physically present to withdraw—a potential advantage when the preference is for illiquidity but a potential problem in emergencies. Still, this forced collaboration may have another advantage in that it creates an opportunity to foster constructive dialogue about money between parents and children, and for parents to monitor the source and flow of money in and out of the account. An educational or messaging campaign for the adult signatory, focusing on the sensitive and ethical joint management of a youth savings account, could help capitalize on that opportunity.

The second issue that must be managed is that youth are often much less financially savvy or experienced than their adult counterparts. A savings account by itself may therefore be of more limited value for youth, without complementary messaging or mechanisms designed to facilitate the constructive use of that account. These may include financial education, which aims to affect savings by increasing knowledge levels and shifting attitudes, or "nudges" that target behavior directly, such as mechanisms that make savings automatic or encourage them through raffles or other rewards.[11]

Finally, there is the critical issue of keeping youth safe as they learn to save money—especially through formal accounts, which entail the carrying of cash to make deposits/withdrawals and may flag the youth as a potential target. Care must also be taken so that

Monitoring, Managing, and Mitigating Potential Risks to Youth Savers

Despite the promise that youth savings shows for producing positive development outcomes, the potential risks that accumulating savings may pose to youth must also be proactively taken into account. In the YouthSave project, Save the Children is establishing a risk management system for youth savers built on organization-wide child safety policies and procedures. These include measures to ensure *awareness* and *prevention* of potential risks, for example through appropriate training of key adults (e.g., front-line bank staff). The prevalence of identified risks will also be regularly *monitored* through focus groups with a sample of clients. Finally, a robust *reporting* and *responding* mechanism will be put in place in order to address any incidents that might occur.

[10] See, for example: Collins, Daryl, Jonathan Morduch, Stuart Rutherford, and Orlanda Ruthven. *Portfolios of the Poor: How the World's Poor Live on $2 a Day.* (Princeton, NJ: Princeton University Press: 2009); and the market research studies cited in: Deshpande, Rani. "Safe and Accessible: Bringing Poor Savers into the Formal Financial System." CGAP Focus Note No. 37. (Washington, DC: CGAP: 2006)

[11] For more information, see Pathak, Payal, Jamie Holmes, and Jamie Zimmerman. "Accelerating Financial Capability Among Youth: Nudging New Thinking." (Washington, DC: New America Foundation: 2011). Accessible at: http://gap.newamerica.net/publications/policy/accelerating_financial_capability_among_youth

youth are not encouraged to start or increase activities that are harmful to themselves or others in order to accumulate savings. Examples could include skipping meals, decreasing school attendance in favor of work, or performing illicit or unhealthy work for pay (which a small minority of youth in our studies report that they do or that youth they know currently do).

Appropriate messaging can begin to address both these issues: for example, providing youth clients with tips to keep themselves safe when carrying cash or visiting the bank, or fostering discussions about what does and does not constitute appropriate sources of saving. The marketing messages and incentives around youth savings accounts must also de-emphasize savings amounts, stressing instead the importance of the savings habit, regardless of the size of deposits. This approach to product marketing stems from an understanding on the part of the financial institution that the business purpose of a youth savings product is not to attract substantial balances but rather to acquire additional customers for the long term.

BELYING THE MYTHS AROUND YOUTH SAVINGS

Youth are often perceived as financial "blank slates," with no income and no knowledge of money matters. The market research conducted by YouthSave in Colombia, Ghana, Kenya, and Nepal clearly demonstrates that this image is untrue. The vast majority of adolescents in our studies were already handling money as a routine matter. It is therefore safe to assume that they are already developing money management behaviors—behaviors that can be positively influenced.

Though they may not have much money, or much ability to accumulate it over a significant time horizon, most of the youth we spoke with do have longer-term dreams and goals for both their money and themselves. Appropriately designed, market-responsive youth savings accounts could be one way to encourage this forward-looking impulse and safely channel it into smart financial behavior—helping youth to develop both the habits and the assets necessary to reach their goals.

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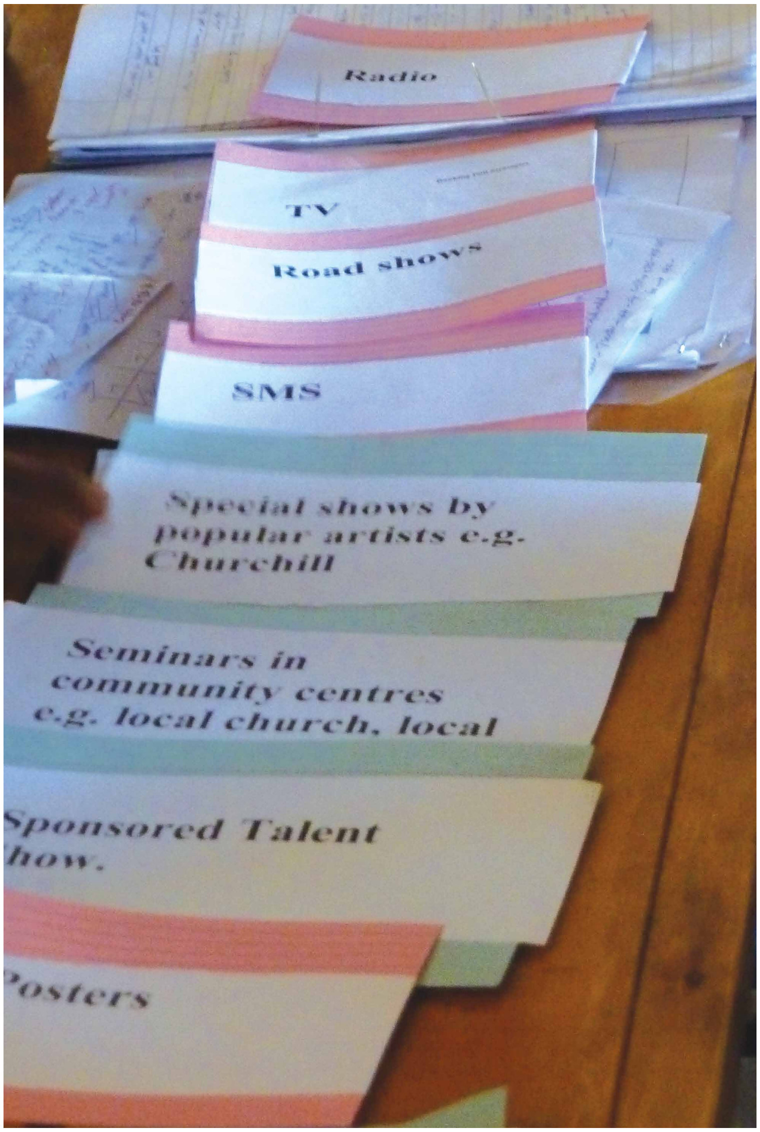

Potential marketing activities are ranked by youth during a market research session in Kenya. Photo credit: Rani Deshpande/Save the Children

Save the Children is the leading independent organization for children in need, with programs in 120 countries. We aim to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives by improving their health, education and economic opportunities. In times of acute crisis, we mobilize rapid assistance to help children recover from the effects of war, conflict and natural disasters.

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