



World of Children

TRANSITION PLAN

DECEMBER 2021



UNLOCK THE FUTURE FOR VULNERABLE CHILDREN

IN 25 YEARS, WORLD OF CHILDREN
HAS LEARNED FIRSTHAND THAT
"IT'S EASY TO GIVE MONEY AWAY,
BUT HARD TO GIVE IT AWAY WELL"



Since 1998, World of Children has awarded more than \$15 million to programs serving vulnerable children, by 130 organizations working in over 70 countries, impacting the lives of millions of children. World of Children's methodology has been globally recognized as the "gold standard" by organizations such as UNICEF, USA Today and in The New York Times was referred to as the "Nobel Prize for Child Advocates."

Our system identifies, investigates, and supports the highest quality non-profit organizations dedicated to serving vulnerable children. No one does what we do better.

OUR GUARANTEE

Every organization World of Children funds has met the following rigorous criteria:

- Ability to pass an [onsite investigation](#) and forensic audit conducted by an international security firm
- Focus on urgent needs of [vulnerable children](#)
- Meet World of Children's high standards for efficiency
- Provide [proof of sustainability](#) and longevity
- Receive [support distributed over a 2-4 year period](#) based on mutually agreed goals



YOU EXPECT A RETURN ON YOUR INVESTMENTS
WE EXPECT POSITIVE OUTCOMES FOR VULNERABLE CHILDREN

WHAT'S NEW IN 2022

World of Children will become the first ever global community foundation focused on meeting the needs of our world's most vulnerable children. [World of Children - Global Community Foundation](#) will connect donors with global beneficiaries and provide personalized stewardship and service in helping to make meaningful and [impactful](#) philanthropic gifts. WOC will offer [expert advice, best-in-class choices](#), with understanding of the global community and the needs of vulnerable children.

WORLD OF CHILDREN ENSURES YOUR MONEY WORKS AS HARD TO
CHANGE THE LIVES OF VULNERABLE CHILDREN AS YOU DID TO EARN IT

AS A GLOBAL COMMUNITY FOUNDATION, WORLD OF CHILDREN WILL:

- Attract international funding
- Manage and distribute those funds
- Continually grow the database of beneficiary organizations
- Maintain relationships with and ensure quality of beneficiary organizations
- Measure the outcomes and impact of your investment
- Report back to the donors

Our beneficiaries have proven [IMPACT](#). We have the [EXPERIENCE](#). Donors can [TRUST](#) us.

INVESTING IN CHILDREN WITH SECURITY AND CONFIDENCE

As a community foundation, donors will have new ways to support children and World of Children staff will support you through the process.



Donor Advised Funds = Donor advised funds allow you to be actively involved in your philanthropy, choosing the organization, program or geography. Donor will benefit from tax advantages and investment earnings on the fund.

Endowment Funds = are permanent funds that allow donors to build a legacy for the future. As it grows through contributions and investment earnings, the fund provides annual support for WOC partner organizations - including both current and the long-term needs.

Annual Gifts = unrestricted annual gifts will still be welcomed to support current operations.

WHY NOW

Our founders Kay and Harry Leibowitz began this organization 25 years ago to help unlock the future for vulnerable children. That need has not gone away. During the past 24 months, WOC has taken the time to reflect on the success of the past and create a much bigger vision for the future.

Interviews were conducted with donors and key stakeholders. Support for this unique concept of a global community foundation created specifically for children was unanimous. Our research revealed that there is **no other organization** currently offering philanthropic choices featuring a marketplace of pre-screened organizations focused on the needs of vulnerable children worldwide. This is a **unique** opportunity. World of Children has a **committed Board** with an extensive network and **passionate donors** who are committed to helping children.

World of Children will pivot our success into a sustainable solution - matching donor intent with the needs of children around the world. **It is time to grow the dream.**

NEXT STEPS

To do this, WOC will need to raise \$250,000 in the next few months to hire key leadership positions, evolve our infrastructure, improve technology, effectively communicate our new mission, and attract investors.

WOC WILL

- Leverage Board Network & Founder Network
- Reach out to our Donor Network
- Effectively communicate unique value proposition - our expertise in discovering outstanding organizations serving vulnerable children and matching them to philanthropists interested in children's issues
- Create online marketplace for foundation and use social media, digital marketing and communications to raise awareness of the organizations and to attract donors
- Launch a communications campaign directed at family foundations, community foundations, family office advisors, trust officers, and wealth management

— BUILDING A GLOBAL COMMUNITY WITH GLOBAL REACH TO UNLOCK THE FUTURE FOR CHILDREN —

OUR PROMISE

We believe many philanthropists would like to invest some of their philanthropic funds in children and their future, but don't know where to start - **we promise to help.**

We believe most donors don't have or don't want to have the "back room" staffing needed to help them choose how & where to invest their funds for maximum impact & with surety - **we promise to do the work.**

We believe World of Children Global Community Foundation can guarantee investments will reach the children donors wish to impact and that positive outcomes will be achieved - **we promise to deliver.**