

2025 ENOUGH CAMPAIGN OVERVIEW

Children, hunger, and hope in a world of abundance
January – December 2025

World Vision

ENOUGH

ABOUT THE ENOUGH CAMPAIGN

Imagine a world where no child suffers the consequences of hunger and malnutrition. This is the future the **ENOUGH Campaign** is working towards. Every day, millions of children are deprived of health, opportunity, and their futures. ENOUGH asserts that in a world of abundance, this injustice must end.

Launched in 2023 and now active in 82 countries, ENOUGH is World Vision's global movement to end child hunger and malnutrition. We are confronting this crisis through **urgent, life-saving action** - food and cash assistance, school meals, and essential nutrition services - while driving **long-term, systemic change** to build resilient, child-focused food systems that can withstand future shocks.

In 2025, the campaign was extended to **2028**, setting an ambitious new goal to reach **500 million children** through health, nutrition, climate, disaster management, livelihoods micro-finance, and food-security-related programmes and policy influence.

FY2025 HIGHLIGHTS

In 2025, the campaign united the World Vision partnership to drive progress across three global priorities:



1. Essential nutrition actions



2. Healthy and nutritious school meals



3. Effective food and cash assistance



ESSENTIAL NUTRITION ACTIONS

Influencing global nutrition commitments at the Nutrition for Growth Summit

Ahead of the 2025 Nutrition for Growth (N4G) Summit in Paris, World Vision and partners convened [nutrition dialogues](#) with more than **12,000 people across 54 countries**, with children making up 40% of participants. These dialogues captured lived experiences of hunger and generated practical recommendations that shaped the perspectives brought to the global stage.

At the Summit, these efforts translated into global nutrition commitments:



US\$27.55 billion in nutrition financing pledged by governments, multilaterals, and philanthropic organisations.



World Vision pledged US\$1 billion in private funding and US\$1.1 billion in microfinance support for small-scale farmers, reinforcing the organisation's commitment to long-term solutions.



Adoption of a [Youth Declaration](#), aligning with ENOUGH's emphasis that children and young people must be at the table when decisions about their nutrition are made.

[Read more on the outcomes of the Nutrition for Growth Summit here.](#)



Strengthening the Nutrition Workforce

World Vision's [Community Health Worker Census Report \(2025\)](#) highlighted that WV supports nearly **200,000 community health workers across 43 countries**, reinforcing national capacity for maternal nutrition, Infant and Young Child Feeding (IYCF), Growth Monitoring and Promotion (GMP), and adolescent health.

Advancing gender-transformative nutrition

We released an interactive report "[Transforming Women's and Girls' Nutrition](#)" highlighting how gender inequality drives malnutrition for over one billion women and adolescent girls, reinforcing cycles of poor health and poverty.

Drawing on case studies from **Bangladesh, Ethiopia, Papua New Guinea, and South Sudan**, it demonstrates how World Vision's multisectoral, gender-transformative programming can shift harmful social norms and significantly improve nutrition outcomes.

In Bangladesh, engaging women, adolescent girls, and male caregivers led to a **19.5% increase in exclusive breastfeeding** and a **33% rise in women's participation in nutrition decisions**. In South Sudan, women's leadership and economic empowerment initiatives contributed to **40% improvements in dietary diversity** and increased control over livelihood assets.

HEALTHY AND NUTRITIOUS SCHOOL MEALS

HIGHLIGHTS

Global School Meals Child-Led Research

1,235 children from 13 countries carried out research on the school meals they rely on each day. They designed their own questions, interviewed their peers, analysed the data, and provided recommendations based on their lived realities.

This is not research **about** children, it is research **by** children. As one child researcher put it, *"It is important that they listen to us, because we are the ones who eat the food."*

Together, their voices form a direct call to governments and partners to listen, to act, and to build sustainable, healthy, and nutritious school meals programmes **with children at the table**.

[Read the full report here](#)

Leadership at the Global School Meals Coalition Summit

The 2nd School Meals Coalition Global Summit, held in Fortaleza, Brazil 18-19 September 2025, brought together 80+ member states, 60 partner organisations, and 30+ ministers. World Vision led official plenary session 7, on governments and partners advancing school meals for every child. Key Outcomes from the summit



23 new [member states](#) and 46 new [partners](#) joined the Coalition.



More than 40 governments submitted new [commitments](#) expanding the total number of governments to 64.



The School Meals Civil Society Network, convened by World Vision developed a [Joint Statement](#) calling for inclusive, equitable, and locally owned school meal programmes

[Read more on the outcomes of the School Meals Summit here.](#)



School Meals Programmatic Impact

World Vision's school meals programmes continue to demonstrate how our integrated approach improves outcomes for children, strengthens systems, and elevates children's leadership.

In Rwanda, daily meals paired with literacy and WASH interventions raised learner retention from **67% to 96%**. In Haiti, sixth graders grew and harvested vegetables for their school meals showcasing children's leadership in practical nutrition solutions. And in the Democratic Republic of the Congo, delivering meals amid conflict increased attendance from **70% to 90%**.

[Read more in our Global School Meals Portfolio: Country Profiles.](#)

For comprehensive information on our school meals advocacy and programming work, read our [2025 School Meals Annual Report](#).

EFFECTIVE FOOD AND CASH ASSISTANCE HIGHLIGHTS

Humanitarian Advocacy and External Engagement

World Vision International's strategic leadership in humanitarian advocacy and external engagement focused on impact in some of the world's most difficult places to be a child including [Ethiopia](#), [Sudan](#), [Myanmar](#), and [Venezuela](#).

World Vision increased external engagement with key stakeholders such as [WFP](#), [FAO](#), UNHCR, and OCHA, to successfully influence decision-making and access funding. Advocacy efforts in Lebanon and Sudan for example focused on [maintaining international attention](#), securing flexible funding, and influencing donor policies on [cash and voucher assistance](#).



Faith leaders unite against hunger

During the Jubilee Year in Rome, [the Faith Leaders' Joint Statement on the Right to Food and Nutrition for Marginalised Communities](#), including Children was launched by World Vision International, Caritas Internationalis, and the World Council of Churches.

Hunger, Harm, and Hard Choices

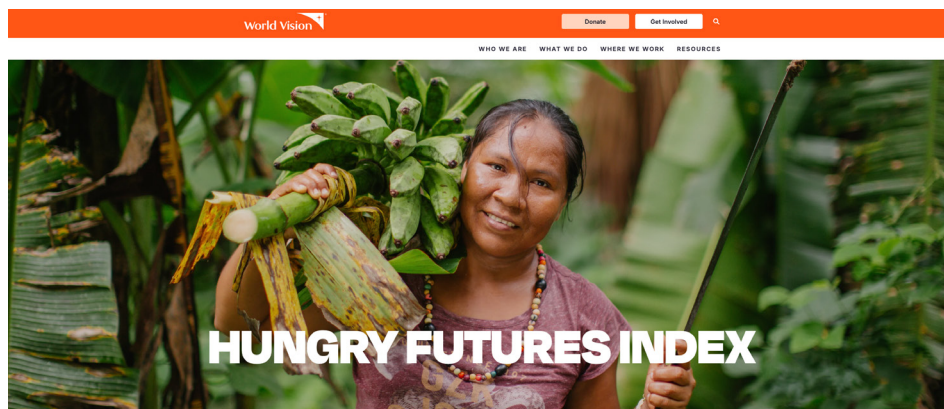
World Vision and WFP conducted a study across 13 crisis contexts, involving over 5,000 households, documenting the impacts of reduced food assistance on food security, education, health, and child protection. The findings provided clear evidence for the need to protect humanitarian funding and prioritise child-sensitive responses.

[Read Full Report here.](#)

Global Hunger Response

2025 marked the end of the Global Hunger Response (GHR); one of World Vision's most far-reaching efforts, supporting tens of millions of people, including millions of children, with food, cash, and nutrition assistance across more than 25 countries.

[Read more on our Global Disaster Management 2025 footprint.](#)



World Vision at COP30: Advancing Child-Centered Climate Action

World Vision's delegation at COP30 in Belém, Brazil - 25 representatives from 11 offices, including five child and youth delegates - advanced child-centred climate action through high-level advocacy, evidence generation, and strategic government engagement. We co-led 11 side events and launched the [Hungry Futures Index](#), helping secure stronger global recognition of children in climate policy.

Key outcomes:



[COP30 outcome document](#) recognises children as key stakeholders in climate action.



Global commitment to triple adaptation finance by 2030 (USD 120B/year) under the [Baku-Belém roadmap](#).



Adoption of 59 Global Goal on Adaptation indicators across food, water, health, ecosystems, and livelihoods.



Loss and Damage Fund operationalised, with replenishment process initiated.



Belem Declaration links hunger and poverty to climate change; WV contributed to drafting and will advance the [Hungry Futures Index](#) through new partnerships.

LOOKING AHEAD TO 2026

In 2026, the ENOUGH Campaign will focus on the following priorities:



Promoting nutrition and child-sensitive food systems



Highlighting the plight of children caught in the nexus of conflict and hunger



Following up on our FY25 Nutrition and School Meals Commitments

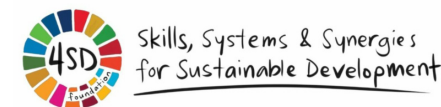
UPCOMING: ENOUGH ANNUAL REPORT MAY 2026

Stay tuned for our Annual Report, to be released in May 2026, which will provide further details on our global impact - from policy change and programme delivery to country-level results and key achievements.



THANK YOU TO OUR DONORS AND PARTNERS

We are deeply grateful to our partners whose commitment strengthens our collective impact. We would especially like to recognise the following organisations and coalitions among many others for joining our efforts to end child hunger and malnutrition through the ENOUGH campaign.



To learn more about the ENOUGH campaign and how to get involved, visit: <https://www.wvi.org/ENOUGH>

Acknowledgements

We are grateful for all our colleagues across the World Vision International Partnership and to all our external partners who have contributed to the ENOUGH campaign and to this report.

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