

ONE THOUSAND DAYS OF LOVE:

Helping Communities Nurture Children to Their Full Potential

A Final Report



**ONE THOUSAND
DAYS OF LOVE** ❤️

FROM THE CAMPAIGN DIRECTOR

The **ONE THOUSAND DAYS OF LOVE** campaign emerged from Episcopal Relief & Development's *Unlocking Abundance* Strategic Planning process. This plan called our organization to define further our ethos, our program priorities, our values as an entity, and most importantly, asked us to build deeper, more equitable relationships with our partners.

The work of that plan led to us recognizing the core priorities of Women, Children and Climate. In conjunction with our well-established work preparing for and responding to disasters, this core focus helped shape us even more into an innovator and leader, not only as a faith-based NGO but throughout the sector. That spirit of ingenuity helped to birth a groundbreaking Early Childhood Development (ECD) program partnership called *Moments That Matter®*.

The program partnership addresses the needs of young children while equipping their caregivers and communities to support their healthy development. It leverages the assets of Episcopal and Anglican churches nationally and locally, with a dynamic network of local leaders and trained ECD Volunteers focusing on young children's cognitive, psychosocial and physical development. Our vision is organized communities, strengthened families, empowered caregivers and children who are thriving.

To that end, and due to the success of *Moments That Matter®*, the **ONE THOUSAND DAYS OF LOVE** campaign was developed to assist in funding the expansion of our groundbreaking work with Children.

We know that the first thousand days of life are pivotal in a child's lifelong development. When we address the needs of children, we support not only their growth and success, but we help whole communities to reach their full potential.

ONE THOUSAND DAYS OF LOVE campaign was designed to support working alongside communities and children globally and supporting the growth and faith journey of local families, churches and communities.

The last few years have presented unique challenges. However, the **ONE THOUSAND DAYS OF LOVE** campaign has thrived. We are so grateful to all who have supported this endeavor, and we are proud to share the results of this vital work with you.

Thank you,



Chad Brinkman
Campaign Director, Episcopal Relief & Development

HELPING COMMUNITIES NURTURE CHILDREN TO THEIR FULL POTENTIAL

Our work with children supports and protects kids so they reach appropriate health and developmental milestones. This focus on early development is foundational and critical to helping children achieve their full potential as future contributing members of their communities.

Our work with children is vital. If the window of a child's first years is missed—for nutrition and nurture—it is difficult to make up. What makes our work special is our local partnerships, access to work at the household level and the integrated way we approach our work with children.

Our partnerships allow us to develop trust and provide household access to reach caregivers and their children—from their earliest days. This early and sustained support can transform children's lives. We also know that when we help a child reach their potential, their families, their communities and our world benefits.

Our methodology is unique in that it addresses those things that are vital for a child's survival. For example:

- ▶ Bringing positive change to children's lives by creating economic stability.
- ▶ Helping children by providing access to clean water, hygiene and sanitation, reducing the impact of disasters and building resilience.
- ▶ Nurturing healthy children through improving food and nutrition, protecting health and preventing disease.
- ▶ Most importantly, and what makes our programs unique, is that through our work parents and caregivers are empowered and families are protected by introducing nurture and positive interactions.

Learn more about Episcopal Relief & Development's [early childhood development work](#).



IMPACT



1.6M

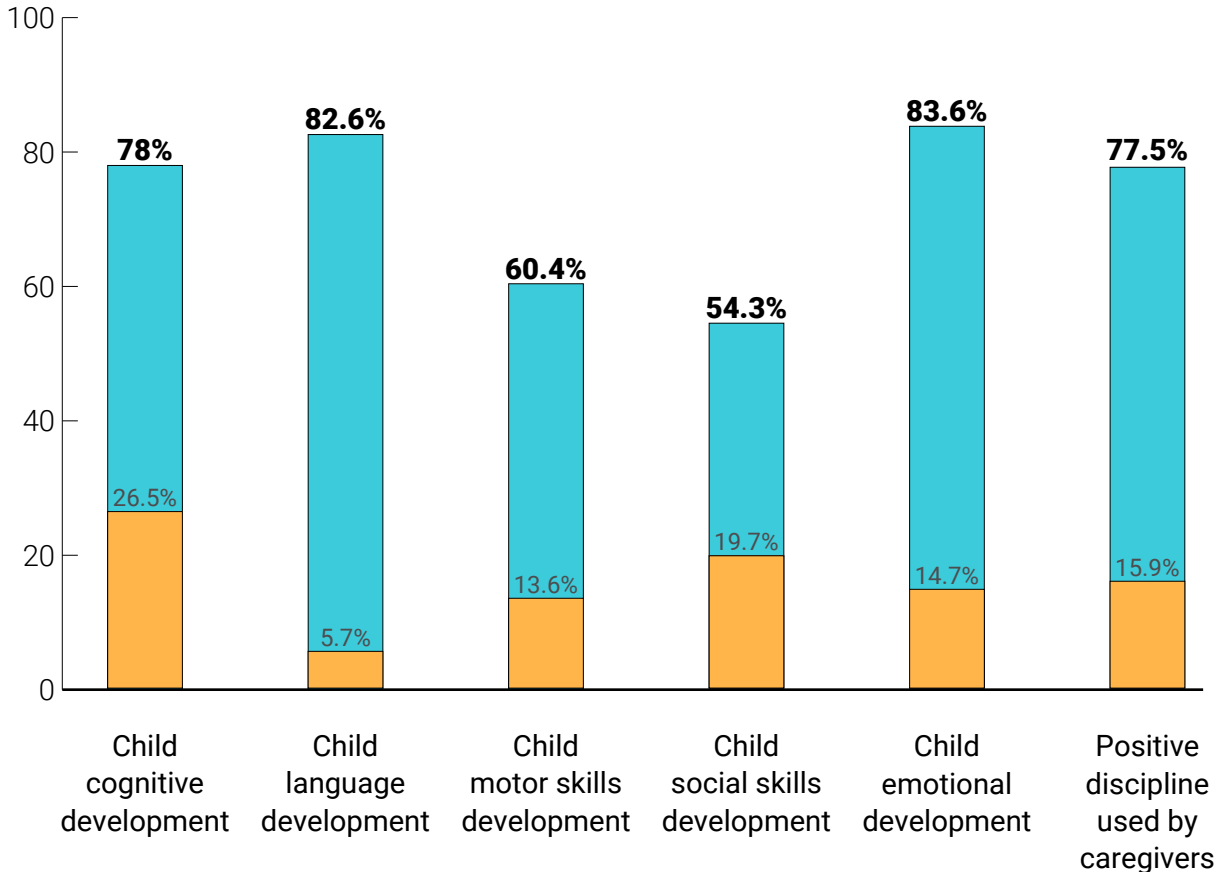
Children benefitted



38K

Children under three participated in *Moments That Matter*®

The following chart shows the percentage increase of total participants engaging in various activities through our *Moments That Matter*® program in Ghana during the campaign.



■ Participation at beginning of interaction (2019)

■ Participation at end of 18-month evaluation (2020)

COMMUNITY STORIES



One for the Tooth Angel

Each morning, young Steven would ask, “Are they coming today?” narrates his mum, Arcelia. Steven was having sleepless nights over a painful tooth. Eventually the day came and the medical team of the Episcopal Church of El Salvador arrived in his community, Izalco.

Steven was in line on the day, and within a few minutes, the troublesome tooth was out and at last Steven could smile again. Dentist Roberto Flores packed the tooth nicely in a zip bag for Steven to “save for the tooth angel, so his tooth could grow back again.”

Dr. Daniella Flamenco, the program manager, explains that “in El Salvador, dental care is very expensive and most community members don’t even have access. At the beginning of the program, we were seeing mostly adults but now we can see children with mild problems. Our dental services include cleanings, fillings, restorations, extractions and applying topical fluoride.”

Izalco is one of about 60 communities being served by the Episcopal Church of El Salvador’s integrated Health Project with support from Episcopal Relief & Development.



Supporting Families in Malawi

Evelyn is from Timodzi Village in Malawi. She is a mother to 1-1/2 year old boy. Evelyn participates in the *Moments that Matter@* program partnership in her village. Through household visits conducted by ECD Volunteers and her interaction with fellow caregivers during support and learning groups, she has deepened her knowledge of all areas of child development and joyfully practiced them with her child. “As parents, we need to have time with our children, talk to them and promote care, love and support for them to grow well,” she said. Evelyn believes that good nutrition is key to child development as well. “I am thankful to Anglican Church that through this project, I have learned how to provide genuine love and care to my child, how to prepare and provide nutritious food for optimal growth and development to my son.”

Episcopal Relief & Development partners with the Anglican Council in Malawi who provide support to families in Malawi through the *Moments that Matter@* program partnership.



Learning to Communicate at the Holy Land Institute for the Deaf

Ali, his mother, Maysoon, and his siblings have been living in the Azraq refugee camp in Jordan for the past 3 years. They fled Syria due to the civil war. Ali is 8 years old and he is deaf.

Ali was unhappy and always afraid to leave home or interact with anyone outside his family.

A year later, Ali's mother was overwhelmed with emotions and expressed her happiness about the positive changes she had observed in Ali since he began the hearing-disability class at Holy Land Institute for the Deaf. Now, Ali is a happier, loving 8-year-old who can better communicate and interact with his family and his community.

Episcopal Relief & Development partners with Holy Land Institute for the Deaf, an institution of the Episcopal Diocese of Jerusalem. In collaboration with a network of Jordanian disability agencies, The Institute provides services to people with disabilities in the refugee camp. The Institute's objective is to improve the quality of life for Syrian refugees with a unique focus on children with hearing, vision and mobility disabilities, and to prepare and enable children to enroll in inclusive or special education programs.



Moments That Matter® in Namibia

Mirjam is a mother of three in Okatana, Namibia. Mirjam completed the *Moments That Matter®* training provided by NADCO, the Namibia Anglican Community Development Organization. She expressed her gratitude towards the training and its impact, especially on her perspective on parenting and early childhood development. Mirjam shared that before the training, she was not aware that raising children required a lot of support from caregivers as it was demonstrated during the training, or that there are moments that matter in the life of a child. Mirjam learned how playing with a child and singing can be important to their development. She continued to share how privileged she feels to have received the training as she is now a positive parent and also a good role model. Mirjam volunteers to train other parents and shares her knowledge on early childhood development and parenting in her community.

Episcopal Relief & Development partners with NADCO to provide early childhood education and training to caregivers in Namibia. The *Moments That Matter®* program is an evidence-based early childhood development initiative that prepares parents and caregivers to provide more moments of engagement, nurturing and stimulation in the first 1,000 days of children's lives.

NEWS FROM THE CHURCH



Voting with Easter Eggs at St. Alban's Episcopal Church in Davidson, North Carolina

On Easter, children of St. Alban's Church in Davidson, North Carolina learned about some of the ministries of Episcopal Relief & Development and their work around the world. After their Easter egg hunt, the children got to use the eggs they found to "vote" for their favorite Episcopal Relief & Development program. This project raised over \$7,000 with half of that designated for our Ukraine Crisis Response Fund. The children's votes for other programs included clean water, farm animals, mosquito nets and nutrition and food.

All of these programs are part of our integrated early childhood development program partnership, *Moments That Matter*®.



Advent Challenge at St. John the Baptist Episcopal Church, Corona, CA

Each Advent, Karen Chavez, Deacon at St. John the Baptist Episcopal Church in Corona, CA chooses a project that will raise awareness in her congregation about a need in the community or the world and raises funds for that cause. Her choice for Advent 2019 was Episcopal Relief & Development's **ONE THOUSAND DAYS OF LOVE** Campaign.

Karen enlisted parishioner Mary to make 150 ornaments to give to those who made a donation. Karen asked the congregation for help and met with the group of volunteers to form a team. Her team created a display board, enlisted the choir director to teach children "Jesus Loves the Little Children," and handled the logistics of donations.

Karen introduced the Advent Challenge during a sermon on Christ the King Sunday, setting an ambitious goal of \$6,000, their highest goal ever. Each week in Advent she updated the congregation and on Epiphany Sunday, three children presented a symbolic check for just over \$6,000 to the baby Jesus laying in the manger.



Gifts for Life from Emmanuel Episcopal Church in Kailua, Hawaii

The children at Emmanuel Episcopal Church selected what the church would purchase from the *Gifts for Life* catalog. After the Easter Egg Hunt, the children voted with their eggs. Clean water was the clear winner with the most eggs. Other choices from the *Gifts for Life* catalog were fruit trees, goats, chickens or pigs.

Thanks to the children and families at Emmanuel Episcopal Church for supporting **ONE THOUSAND DAYS OF LOVE** with their gift to help more families access clean and safe drinking water.



Silent Auction in Wyoming for ONE THOUSAND DAYS OF LOVE

The Diocese of Wyoming held a silent auction at their convention to raise funds for the **ONE THOUSAND DAYS OF LOVE** campaign. Sydney Johnson and Linda Anderson, Co-Diocesan Ministry Partners for the Episcopal Church in Wyoming, coordinated a silent auction and presentation at their Diocesan Convention. Congregations throughout the diocese sent customized baskets and artwork for the auction. The Foundation for the Episcopal Church in Wyoming generously pledged to match the amount raised during the auction.

Chad Brinkman, Campaign Director, spoke with Sydney and Linda on how they planned and organized this event. [Read the interview here.](#)

THE IMPORTANCE OF RELATIONSHIPS

Relationships played a key role in the success of the **ONE THOUSAND DAYS OF LOVE** campaign. From partnering with formation experts to developing a campaign playbook, genuine relationships were formed with staff, supporters, donors and program participants, which allowed for a successful pivot during the pandemic. The campaign's impact was captured in a video produced by Learning Forte, and the insights and learnings gathered to create a campaign playbook will be used to guide future fundraising campaigns by Episcopal Relief & Development.

Jamie Martin-Currie, a faith formation expert, helped us develop resources that could be used at home or together when churches are able to gather in person. Jamie began with Day of Love, Acts of Love and Advent in 2020. Jamie further developed Let's Talk, Meaningful Easter Egg Hunt and Love Hunt. Jamie partnered with Lisa Puccio to write Worship Resources for all aspects of faith life. Jamie then worked with Kathy Bozzuti-Jones to create Communities of Learning, a four-session curriculum intended for small group gatherings, online or in person.

Alexis Fortuna, a digital graphic designer, helped us create a look for the campaign. Alexis took Jamie's ideas and made them colorful, fun and easy to use.

Laura Eastment provided translation services. The majority of our resources were also produced and available in Spanish. We worked with Laura to insure accurate meaning and translation.

Learning Forte, a Christian education and media group, helped us tell the story of the campaign. Learning Forte held a series of interviews with staff, supporters, steering committee members and program participants; and held working design sessions. The success of the **ONE THOUSAND DAYS OF LOVE** campaign was defined beyond financial giving and toward a call to action. The call to action was generated, resourced and pivoted in the pandemic through genuine relationships with staff, supporters and participants.

The video Learning Forte produced is a mosaic of the campaign's impact and how transformative the campaign was to staff, supporters and program participants.

Highlights and learnings with Learning Forte, which we were able to take from interviews and design sessions helped create a campaign playbook. This campaign playbook is a first for Episcopal Relief & Development, and will be used for similar engagement and fundraising initiatives of various levels and emerging priorities. We plan to continue such efforts across the Episcopal Church as well as with other denominations or groups with shared values.

Before the campaign began, we assembled a Steering Committee. The goal of the steering committee was to help Episcopal Relief & Development develop a plan that will engage current donors as well as identify new supporters. We wanted to ensure that all who can give to this campaign—individuals, congregations, and organizations—are actively engaged in our work.

The steering committee was instrumental in helping us pivot and provided expertise and advice on developing resources and reaching out to churches and individuals during the pandemic.

CAMPAIGN STEERING COMMITTEE FOR ONE THOUSAND DAYS OF LOVE

The effectiveness of this campaign was thanks in great part to a diverse and knowledgeable group of volunteers.

Honorary Co-Chairs

The Most Reverend Michael B. Curry, Presiding Bishop and Primate of The Episcopal Church
The Reverend Gay C. Jennings, President of the House of Deputies

Co-Chairs

Ms. Shirley Allen
The Right Reverend Jennifer Baskerville-Burrows
Mr. Chuck Hamilton
Ms. Sharon Hilpert

Committee Members

The Right Reverend Daniel Gutierrez
Ms. Karen Longenecker
Ms. Jamie Martin-Currie
Vice-Chancellor John McCardell
The Reverend Abi Moon
Ms. Laura Ellen Muglia
The Reverend Steven Paulikas
The Right Reverend Sean Rowe
Ms. Bronwyn Skov
The Reverend Julia Whitworth



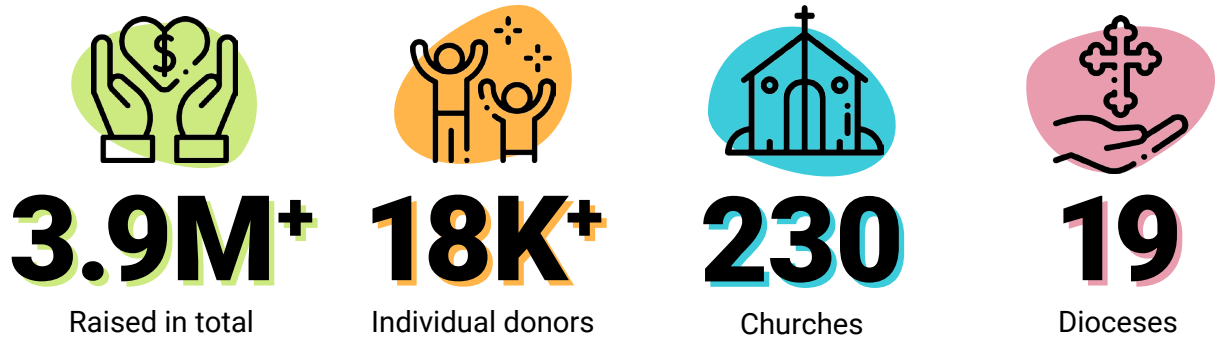
CAMPAIGN MEETS ITS GOAL

ONE THOUSAND DAYS OF LOVE was dedicated to expanding Episcopal Relief & Development's programs improving the lives of children. The video below tells the story of the impact the campaign had on supporters, donors and program participants.



FINANCES

The **ONE THOUSAND DAYS OF LOVE** campaign raised over \$3.9 million from over 18,000 individuals, 230 churches and 19 dioceses. These numbers highlight the success of the campaign and the significant support it received from various stakeholders. The funds raised will help Episcopal Relief & Development continue its work to help children reach their full potential with empowered families and communities working together to overcome poverty, hunger and disease.



2019 TOTAL	\$346,593
2020 TOTAL	\$808,342
2021 TOTAL	\$1,596,236
2022 TOTAL	\$1,168,301
TOTAL	\$3,919,472

ANALYTICS

Resources

Advent resources were our most popular resources and those items were downloaded consistently each fall. Day of Love, Let's Talk and Worship Resources were also popular downloads. We had over **11,000 downloads** of our resources through the website. In addition, we provided churches with campaign packets with resources and printed materials.



RESOURCES & ASSETS

Throughout the campaign, we wanted to ensure that we were not creating resources in a vacuum. We needed to work with Formation specialists, clergy, lay people, young people, families and institutions to develop functional resources that filled a gap for our partners. We spent many months in conversation with our partners to determine the kinds of resources that would be beneficial. We worked with our talented consultants to create a catalog of hugely successful and well-regarded resources.

Many of the campaign-focused resources have been sunset. However, most resources were created in such a way as to live on long past the campaign, thus allowing our efforts to continue supporting the work of Episcopal Relief & Development. The resources created for the **ONE THOUSAND DAYS OF LOVE** campaign are here.

Resources to engage families and congregations:

- ▶ [Let's Talk: Conversation Starters](#)—Conversation starter cards for families or groups
- ▶ [Love Hunt](#)—Intergenerational scavenger hunt
- ▶ [1,000 Second Challenge](#)—Pray, learn, share and give to the campaign
- ▶ [Day of Love](#)—Day to reach out, thank someone and do something for children
- ▶ [Acts of Love Cards](#)—Cards to use on Day of Love or anytime to share an act of kindness
- ▶ [Acts of Love Bingo Card](#)—Act of Love to share with your community
- ▶ [Coloring Book](#)—Based on FAMA (Facts, Associations, Meaning, Action) cards used by our volunteers in the field
- ▶ [Worship Resources](#)—Prayers, Daily Office and a full intergenerational service
- ▶ [Advent Toolkit](#)—Resources for each week in Advent
- ▶ [Meaningful Easter Egg Hunt](#)—Conversation prompts that can be hidden in Easter eggs

Curriculum resources:

- ▶ [Communities of Learning](#)—Adult and youth small group curriculum
- ▶ [Abundant Life Garden Project](#)—Children's faith formation program

Spanish resources:

- ▶ [Spanish Resources](#)—Worship, Lent, Day of Love, Acts of Love and Love Hunt resources translated into Spanish.

Fundraising and Engaging your community:

- ▶ [How to Get a Campaign Started in Your Community](#)—Simple steps and tips to get you started on a successful campaign.
- ▶ [Peer to peer fundraising](#)—Create an individual or team fundraiser for the campaign that can be easily shared on social media. Follow the simple [step-by-step instructions](#).



THANK YOU

for helping communities
nurture children to their full potential.



Episcopal
Relief & Development

www.episcopalrelief.org