

ChildFund Alliance launches new website, showcasing global reach and impact

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New York, NY – ChildFund Alliance announced today the launch of its redesigned website, www.childfundalliance.org. The site, which has undergone a complete overhaul, showcases the Alliance’s global reach and provides a gateway to help visitors understand its initiatives to improve the lives of children, their families and communities.



ChildFund Alliance is a network of 11 child-focused development organizations working in more than 60 countries around the world. With an annual turnover of more than \$500 million, ChildFund Alliance helps an estimated 9 million children and their families to overcome poverty.

“The new website has information on ChildFund Alliance’s 11 member organizations, a monthly ‘member spotlight’ (starting this month with ChildFund Ireland’s Dream Bikes project) and children’s stories told in their own voices,” said Meg Gardinier, Secretary General of ChildFund Alliance. “The framework is organized around our new strategic priorities: advocacy; child protection in emergencies and disaster risk reduction; and membership engagement, while also featuring news stories and updates from our members, and an interactive map.”

The site amalgamates ChildFund Alliance’s two former websites, www.childfundalliance.org and www.freefromviolence.org, the latter which was developed for the Alliance’s successful campaign to get violence against children included as a stand-alone target in the Sustainable Development Goals (SDGs). SDG target 16.2, adopted in September 2015, calls for an end to abuse, exploitation, trafficking and all forms of violence and torture against children.

“The new site has a contemporary, web-responsive design, with updated navigation, bold graphics, rich educational and multi-media content provided by all our members,” said Gardinier. “We believe it will be an invaluable resource for both our members and anyone interested in issues affecting children.”

The site is a result of a collaborative effort between ChildFund Alliance’s Secretariat and members’ communications and marketing teams and many other staff. It was designed and developed by [Zuno Studios](#).