WELCOME TO OUR STRATEGY

2024-2027

100x
FOR THE CHILDREN

BACKGROUND

Entering 2024, 100% for the Children, alongside our implementing partners, targets a new strategy at the nexus of child protection, health, education and sustainability.

Our strategy's foundation was laid through comprehensive analyses, including PESTEL and SWOT, setting clear targets, and crafting a core narrative leading to our Theory of Change.

Incorporating feedback from strategic partners and discussions at the Board and General Assembly levels, this strategy will guide data collection, track progress, and shape future programs to ensure impactful and aligned efforts towards our mission. The strategy is revisited once a year at an annual seminar and was last revised June 2026.

Context of Our Operations

100% for the Children operates primarily in Kenya, Ukraine, Ghana, Malawi, Europe and Denmark. Our commitment to creating meaningful change for vulnerable children is rooted in a deep understanding—shared with our partners—of the contexts in which we work:

Vulnerability and Reforms

At the heart of our work is the protection of the most vulnerable—children. Around the world, children face serious risks of abuse, neglect, and exploitation, often shaped by national and international political dynamics.
In Kenya, a new Care Reform adopted in 2022 is transforming how both state and non-state actors approach child protection. Meanwhile, international development funding for essential sectors like health, education, and protection has become increasingly unpredictable.

Within this shifting landscape, we work to promote a transition from institutional care to family-based solutions—recognizing that children thrive best in safe, stable family environments. In many of the countries where we operate, institutionalization is often driven by poverty, disability, displacement, or orphanhood.

However, the shift to family care is not without challenges:

1) Many families and communities are not yet ready to care for vulnerable children.
2) There is an urgent need to strengthen child protection – especially in schools and at the family level – through preventive strategies.
3) The social workforce often lacks the skills and resources to provide preventative and protective services in family settings.

Context of Our Operations

Rural and urban settings

Our work is concentrated in urban slums—some of the most challenging environments for children. Urbanization across Africa is accelerating, with two out of every three people are likely to be living in cities or other urban centres by 2050, driven in part by climate change. Many cities lack the infrastructure to support this growth, leading to widespread informal settlements.

In Kibera, Nairobi's largest informal settlement, challenges such as poor sanitation and widespread violence severely affect health, education, and economic opportunity. Schools are underfunded and overcrowded—a pattern repeated across urban slums.

We also work in rural and isolated areas where traditional gender roles prevail: women are primarily responsible for domestic tasks and childcare, while men handle farming and decision-making. These norms limit access to education, employment, and resources—and are further exacerbated by climate change and migration, leaving these communities particularly vulnerable.

Climate Change

Climate change does not impact all equally. It is a gendered crisis that disproportionately affects women and girls, exacerbating existing inequalities. The adverse effects of climate change – such as food insecurity, water scarcity, and increased exposure to violence – place additional burdens on all vulnerable groups. Failure to tackle this crisis risks reversing the progress made in gender equality, health and sustainable development. In 100% for the Children we focus on the intersection of child protection and climate change, preventing that children become victims of exploitation, violence and abuse caused by climate change.

2030 Sustainability Goals: A Race Against Time

With the deadline for the 2030 Agenda for Sustainable Development rapidly approaching, the urgency to act has never been greater. Achieving the Sustainable Development Goals (SDGs) demands accelerated action across all sectors. The interconnected nature of these goals means that progress in one area often contributes to advancements in others. This is prevalent in our strategy too.
In 100% for the Children we work with our partners to promote SDG 3, 4, 5, 6, 10, 16 & 17.

The Problem

Empowerment begins with the right to decide. Children and youth in vulnerable, impoverished, or marginalized communities lack access to critical resources and face systemic discrimination. They have limited choices. Climate change and conflict further undermine positive development within already fragile families.

The Goal

100% for the Children is committed to breaking the cycle of poverty and discrimination, ensuring every child and young person we work with has the opportunity to thrive, regardless of their circumstances.

For Who?

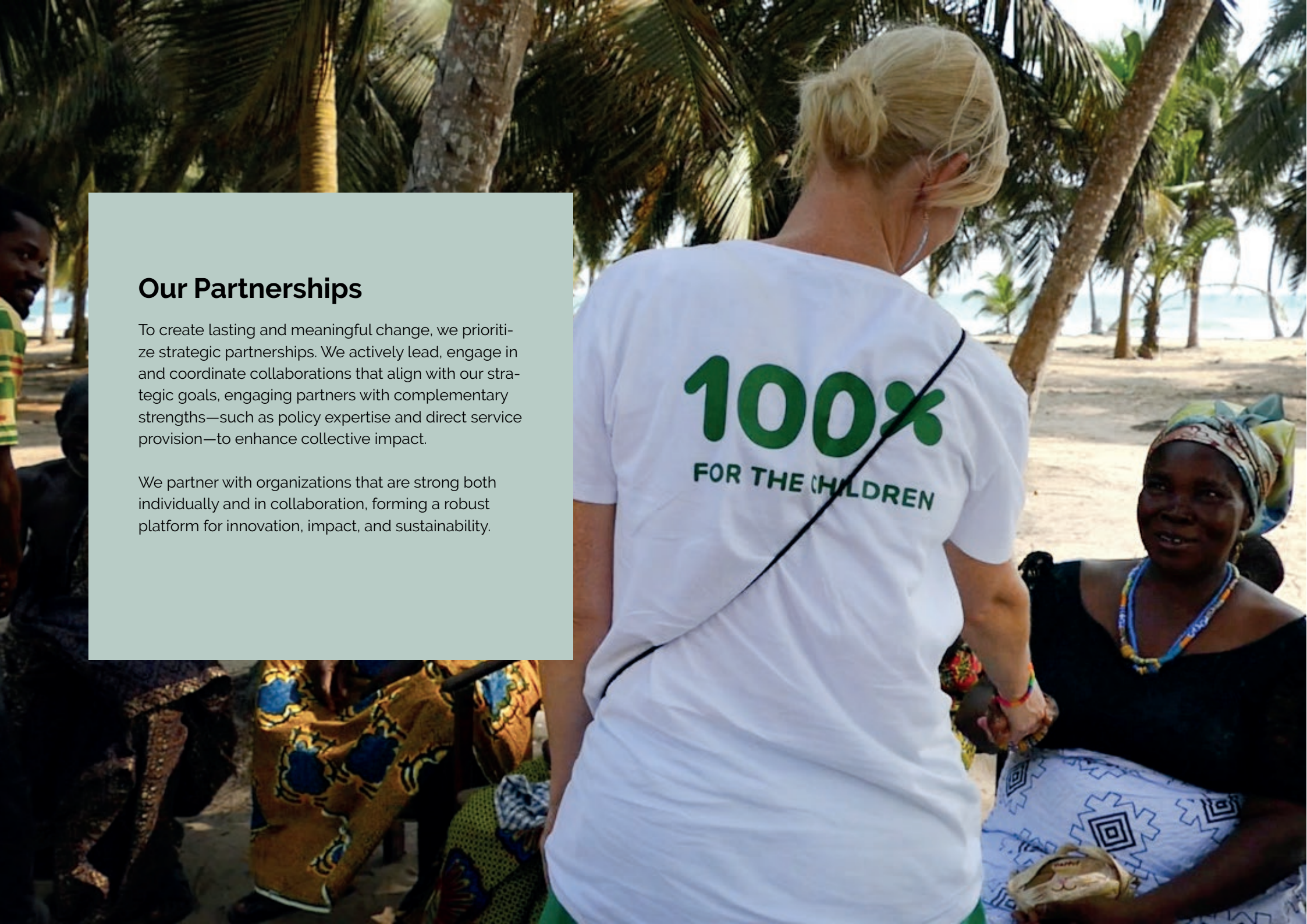
We work with the particularly vulnerable in this world. That is children and youth from poor and marginalized families, children with disabilities, children from rural areas, and teenage girls who become pregnant.

Our Solutions

Sustainable development is best achieved when people themselves are empowered to drive change. We join forces with local organizations to form alliances on joint advocacy, sharing of knowledge, and a readiness to take action. We decide on our methods according to

1) biggest impact
2) inclusive & contextual approach and
3) transparency

Recognizing the complex interplay of systemic discrimination, climate change, and lack of resources, our approach integrates health, child protection, and education into a three-stringed strategy aimed at uplifting the particularly vulnerable child and his or her community. From 2024-2027 we will have a specific attention on developing low-cost models with big impact.



Our Partnerships

To create lasting and meaningful change, we prioritize strategic partnerships. We actively lead, engage in and coordinate collaborations that align with our strategic goals, engaging partners with complementary strengths—such as policy expertise and direct service provision—to enhance collective impact.

We partner with organizations that are strong both individually and in collaboration, forming a robust platform for innovation, impact, and sustainability.

Biggest impact

We evaluate the potential impact of our programmes, prioritizing those with the highest potential for positive change in the communities served.

This includes assessing long-term sustainability and the ability to scale solutions in both rural and urban settings. We aim for our programs to fit with government strategies to strengthen sustainability.

Inclusive & local leadership

We actively involve children, youth and community members in decision-making processes to ensure that solutions are culturally sensitive, contextually relevant, and meet the actual needs of the community.

We ensure that projects not only address immediate needs but also empower the local ecosystem by providing them with the tools and knowledge to support vulnerable children and youth.

Transparency

We keep donors, partners, members, beneficiaries, and the wider community informed about project outcomes, financial statements, and governance. This includes newsletters, annual reports, and regular updates – because we are present in the communities we serve.

For each project, we provide detailed information.

SECURE Child Protection

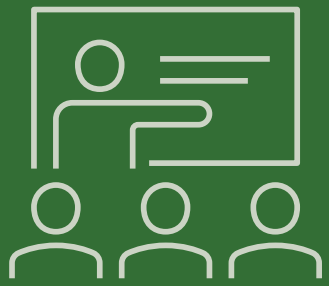
Strengthen family and community systems to safeguard children's rights and wellbeing, and to develop effective child protection mechanisms.

In 100% for the Children, child protection is a pervasive theme that affects all our projects. We actively work with child projection through projects that seek to strengthen vulnerable families to prevent separation, protect street children, and generally put children's rights on the agenda to strengthen child protection systems and structures in the countries we work in. 100% for the Children is a co-founder of the Danish child protection network, which i.a. has published 'Promising practices in child protection'.

SECURE Health

Improve access to healthcare and sexual and reproductive health education, targeting street children, young mothers, and marginalized youth, including those with disabilities.

Our programs give children and young people access to fundamental knowledge about health – and especially sexual and reproductive health and rights – so that they can make informed choices now and in the future leading to fewer school drop outs, reduced teen pregnancies and economic empowerment. We also work with menstrual health, mental health for young mothers, and, not least, support for vulnerable families so that children can grow up in a loving and safe environment that ensures children's development – physically, psychologically, and socially.



SECURE Education

Enhance educational access and quality while promoting gender equality and reducing barriers such as teen pregnancies, early/forced marriages and high dropout rates.

Marginalization due to socio-economic status, gender, ethnicity, language, religion, disability, and location are driving factors for inequality in education. It is this inequality that 100% for the Children, together with our partners in Kenya, Ghana and Malawi addresses. In our programs we work to reduce inequality in access to education for marginalized children and young people - especially girls and children with disabilities. At the same time, we work to ensure a higher quality of education, which strengthens the children's abilities, talents, and personal development and prepares them for the future. This includes complementary educational paths like Life Skills and entrepreneurship.

By end 2027, 100% for the Children will:

SECURE Child Protection

- Support **vulnerable families** to prevent separation from their children.
- Equip parents with skills and resources to create stable, nurturing environments for their children.
- Establish and sustain **10 urban safe spaces** for vulnerable children and youth in urban slums.
- Reinforce recognized, community-based child protection structures.
- Build **safe communities for internally displaced children and youth.**
- Elevate political attention on the impacts of family separation, institutionalization, and disability across countries.
- **Empower other NGOs** to monitor and support the implementation of the care reform in Kenya.
- Educate youth and parents on child protection laws and care reform implications in Kenya.
- Establish friendship-family networks for displaced children and their parents in Ukraine.
- Secure child-friendly spaces in schools in Ukraine.

By end 2027, 100% for the Children will:

SECURE Health

- Provide menstrual products and/or hygiene training to at least **40.000 girls; ensure 95% can clean them safely.**
- Ensure at least **10,000 parents** can protect their children's SRHR.
- Expand partnerships for clean water access in urban slums.
- Train **5.000 young mothers** in health and caregiving.
- Strengthen women's and girls' SRHR decision-making.
- Facilitate **minimum 8 SRHR safe spaces for youth with disabilities.**
- Provide health services to children living in urban slums.
- Deliver health checks at a **minimum 10 schools.**
- Reduce health risks in slum-based schools.
- Provide **psychosocial support** for internally displaced children.

By end 2027, 100% for the Children will:

SECURE Education

- **Reduce school dropout rates** by improving access to child protection, menstrual products and SRHR.
- Educate at least **2.000 families** on the importance of girls' education.
- Improve education for **30.000 children and youth.**
- Strengthen other NGOs in advocating for quality education.
- Ensure that schools implement child protection procedures and safeguard the rights of children with and without disabilities.
- Facilitate the inclusion of children and youth with disabilities in formal education.
- **Train teachers to promote safe lear ning environments** and deliver inclu- sive, rights-based SRHR education.
- Ensure that displaced children in Ukraine have access to an inclusive offline education.

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By end 2027, 100% for the Children will:

SECURE Public Awareness and Engagement in Denmark and Europe

- Engage at least **45,000 Danish citizens** in global development, sustainability, and international solidarity.
- Enable Danish youth to engage actively in **global sustainability** and solidarity.
- Strengthen the development of scalable, **youth-driven solutions** for climate-resilient and inclusive cities.
- Strengthen membership base by **25% annually**.

Input

- Reusable menstrual products.
- Training of local staff, health workers, and care practitioners.
- Cost-effective social models.
- Peer-to-peer engagement, Danish student involvement, and awareness campaigns.
- Community-based integration models for displaced children and families.
- Partnerships with Danish educational institutions, including universities, professional colleges, and primary schools.

Activities

- Develop and scale sustainable SRHR and health education models.
- Secure clean water access in slum communities.
- Promote rights-based advocacy and build capacity of key actors.
- Empower girls and young women as agents of change.
- Support positive parenting through family education.
- Establish safe, inclusive learning environments in urban slums.
- Support internally displaced mothers and children.
- Strengthen inclusive school systems for displaced children in Ukraine.
- Promote social cohesion between internally displaced and host communities.
- Mobilise Danish students to co-create practical health solutions in vulnerable communities.

Output

- Implement school-based child protection policies and strengthen families' capacity to protect children.
- Empower 5,000 girls for SRHR advocacy; educate 2,000 families on girls' education.
- Improve health for 7,000 children and youth; distribute menstrual products and/or training to 40,000 girls.
- Enhance education for 15,000 children and youth.
- Equip NGOs with tools and networks for child protection and gender equality.
- Engage Danish companies in development initiatives.
- Establish and support 10 safe spaces for children and youth.
- Implement targeted support programs for internally displaced mothers and children.
- Strengthen inclusive education capacity in schools in Ukraine.
- Establish IDP–host family pairs through friendship family networks in Ukraine.
- Establish Child-Friendly spaces in schools in Ukraine.
- Engage students from higher education institutions in innovation, fieldwork, internships, and co-creation with local partners

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Outcome, short term

- Families and caregivers have the tools to protect children's rights and SRHR.
- Girls and young women experience increased safety, agency, and access to SRHR.
- Schools and communities offer inclusive, safe learning environments.
- Displaced children and mothers receive school-based protection, health, and inclusion.
- Innovation partnerships deliver climate-related solutions in urban slums.
- Civil society oversight of care reform improves in Kenya.
- Teachers, school psychologists, and school managers in Ukraine are better equipped to prevent exclusion and discrimination
- Internally displaced children in Ukraine feel safer, more included, and better connected to peers .
- Danish students gain practical experience in applying academic knowledge to global development challenges.
- Danish pupils and students increase their understanding of global inequality, sustainability, and children's rights.
- Civil society oversight of care reform improves in Kenya.

Outcome, long term

- Internally displaced children in Ukraine are meaningfully integrated into local schools and community structures.
- Community-based school models strengthen social cohesion, democratic resilience, and local ownership in displacement-affected areas.
- Children grow up in safe, inclusive learning environments that foster equality and wellbeing.
- Displaced families are integrated into protection and education systems.
- SRHR and child protection policies are strengthened through civic and youth participation.
- Professionals use preventative, care-based methods that reduce family separation.
- Young people in Denmark become active global citizens with stronger engagement in sustainability and solidarity.

Effect

Our overarching goal is to ensure that vulnerable children and youth are protected from systemic discrimination.
100% for the Children aims to break the cycle of poverty and discrimination, guaranteeing that every child and young person we support has the chance to thrive, regardless of their circumstances.

100% for Børnene

Ubuntu-huset
Købmagergade 43, 1. sal
1150 København K

Telefon: +45 2227 5315
E-mail: contact@100pct.org
100 pct.org
Find os også på

100%
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