



What we believe

MISSION	VISION	VALUES
Support, empower and protect children and young people that are survivors or are at risk of the most neglected issues in Colombia, by strengthening local grassroots to positively impact their communities and defend their rights in the long term	Create a better everyday life for the Children and Young People who are survivors or at risk from Colombia's most neglected issues'	<ul style="list-style-type: none"> • Focus on impact • Transparency • Horizontality • Bold • Programme Flexibility • Inclusive • Committed

Our highest priorities to tackle on children rights

1. Sexual and gender-based violence
2. Exclusion from education
3. Forced recruitment into armed groups or criminal exploitation and reintegration into society

Strategic Approaches

1. Secure financial sustainability
2. Support and advocacy of neglected issues and affected communities through high quality and effective programmes.
3. Knowledge management and skills development
4. Data analysis in everything we do and support
5. Foster strong relationships with our community
6. Strengthen Corporate governance

Strategic Objectives

Service Users	S1. Strengthen grassroots organisations working with children in Colombia	S2. Build young, capable and diverse young leaders who have the skills to empower their communities	S3. Develop a partnership network, so CCC and partners work better to advocate for children	S4. Protect the most at risk children from immediate harm and reduce risk to their rights in the long term	S5. Address the most neglected issues facing children in Colombia and reduce this neglect term
Financial	F1. Maintain reserves at green		F2. Grow unrestricted income more than growth in operating costs	F3. Grow restricted income	F4. Diversify income streams
Internal	I1. Develop and establish clear policies and processes to select programmes, running effective admin and operations to ensure quality	I2. Measure our impact and performance annually to boost growth and improvement	I3. Maintain and enhance the links with CCC's current community and reach new people that may be interested in children's rights and Colombian issues		I4. Improve quality of audio visual and narrative content to increase awareness of our work, values and key messages and establish CCC's profile as a credible actor in debates about CYP rights
Learning & growth	L1. Develop and maintain knowledge management processes to guarantee organisational sustainability and data security for CCC		L2. Guarantee that the staff, board and partners improve their skills and acquire appropriate knowledge		