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**World Vision Gift Catalog Fact Sheet**

- The 2012 season marks the 17<sup>th</sup> annual edition of the World Vision Gift Catalog.
- The Gift Catalog started in 1996.
- More than 100 meaningful gifts ranging in price from \$16 to \$39,000 are contained in the catalog.
- There are more than 250 items online at [www.worldvisiongifts.org](http://www.worldvisiongifts.org).
- Last year more than 350,000 animals were distributed. Goats continue to be the most popular animal to give. Last year, more than 67,000 goats were purchased by donors. Other popular gifts include: sheep, chickens, soccer balls, ducks, and an education for a child.
- Last year more than 160,000 donors purchased more than 490,000 items that raised over \$33 million. These items help more than 825,000 people around the world.\*
- More than 30 gifts in the catalog are \$35 or less, including items like chickens, job training, or fruit trees.
- In 2011, 86 percent of World Vision's total operating expenses were used for programs that benefit children, families, and communities in need.
- To place an order, go online to [www.worldvisiongifts.org](http://www.worldvisiongifts.org) or call 1-888-511-6511. Hard copies of the catalog are also available upon request.
- Donors who order before December 17<sup>th</sup> can choose to have a card sent in honor of a loved one. Cards can also be printed or emailed from the website at any time to let an honoree know that something special has been done for them this Christmas.
- For those who want to give to where it is most needed, can choose to donate to The Maximum Impact Fund. Their donation is one a one-time gift that will go towards needs that might otherwise go unmet.



*Building a better world for children*

- Those who want to give a tangible gift can choose one of our Maximum Impact items. Donors who donate in this way can choose to receive a free gift along with their donation. Gifts include hand-carved serving spoons, a toy goat, a fair-trade coffee set, hand-made jewelry, and much more.
- Last year, in the United States, gifts given through the Gift Catalog helped nearly 2.1 million children and adults receive basic necessities like food, warm clothing, personal care products and school supplies.
- World Vision provides assistance to people in nearly 100 countries. The World Vision Gift Catalog is one of many programs designed to help eradicate poverty and provide hope around the world.

#### **About World Vision**

World Vision is a Christian relief and development organization dedicated to helping children and their communities worldwide reach their full potential by tackling the causes of poverty. We serve the world's poor, regardless of a person's religion, race, ethnicity or gender. For more information, visit [www.worldvision.org](http://www.worldvision.org).

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Product photos and interviews are available upon request. Contact Bozena Luczak at 708-434-5006, [bozena@wilkspr.com](mailto:bozena@wilkspr.com).

*\* At this date these are unaudited fiscal numbers that are estimates.*