



How **Children International** migrated 86,000 assets to Bynder

“The results have been amazing. Being able to have such **a wide variety of images at your fingertips** with a very intuitive search has been transformative for our team.”

— Corie Rast, Manager, Content Strategy at Children International

Background

Children International is a global nonprofit operating **across 10 countries** to help children and young people break the cycle of poverty. A network of on-the-ground agency journalists capture content that helps donors and the wider public see the real-world impact of their support.

Challenge

As its content library and network of contributors grew, Children International needed **faster upload and download speeds** and smarter search to keep pace. The team wanted a modern, **AI-powered DAM platform** built to handle a large, growing global library of content.

Solution

Children International selected Bynder's [DAM](#), migrating over **86,000 assets** with support from Bynder's implementation team.

The migration also gave the team an opportunity to rebuild its taxonomy around search rather than folders, laying the foundation for [AI-powered search features](#). **Bynder's Natural Language Search** lets the team find the exact content they need in seconds using simple language.

Serving as the system of record for approved assets also gives the organization **a single source of truth** for what content has been cleared for public use.

Impact

Implementing Bynder has already delivered meaningful results:

- ✓ **Faster upload and download speeds** for field journalists and the social team
- ✓ **AI search features** driving stronger content reuse and ROI
- ✓ Easier, more professional sharing with **internal teams and external partners**

By making these stories easy to find and share, **Bynder helps Children International deepen engagement** with current donors and inspire new supporters to join the fight against global poverty.

[Read the full story](#)