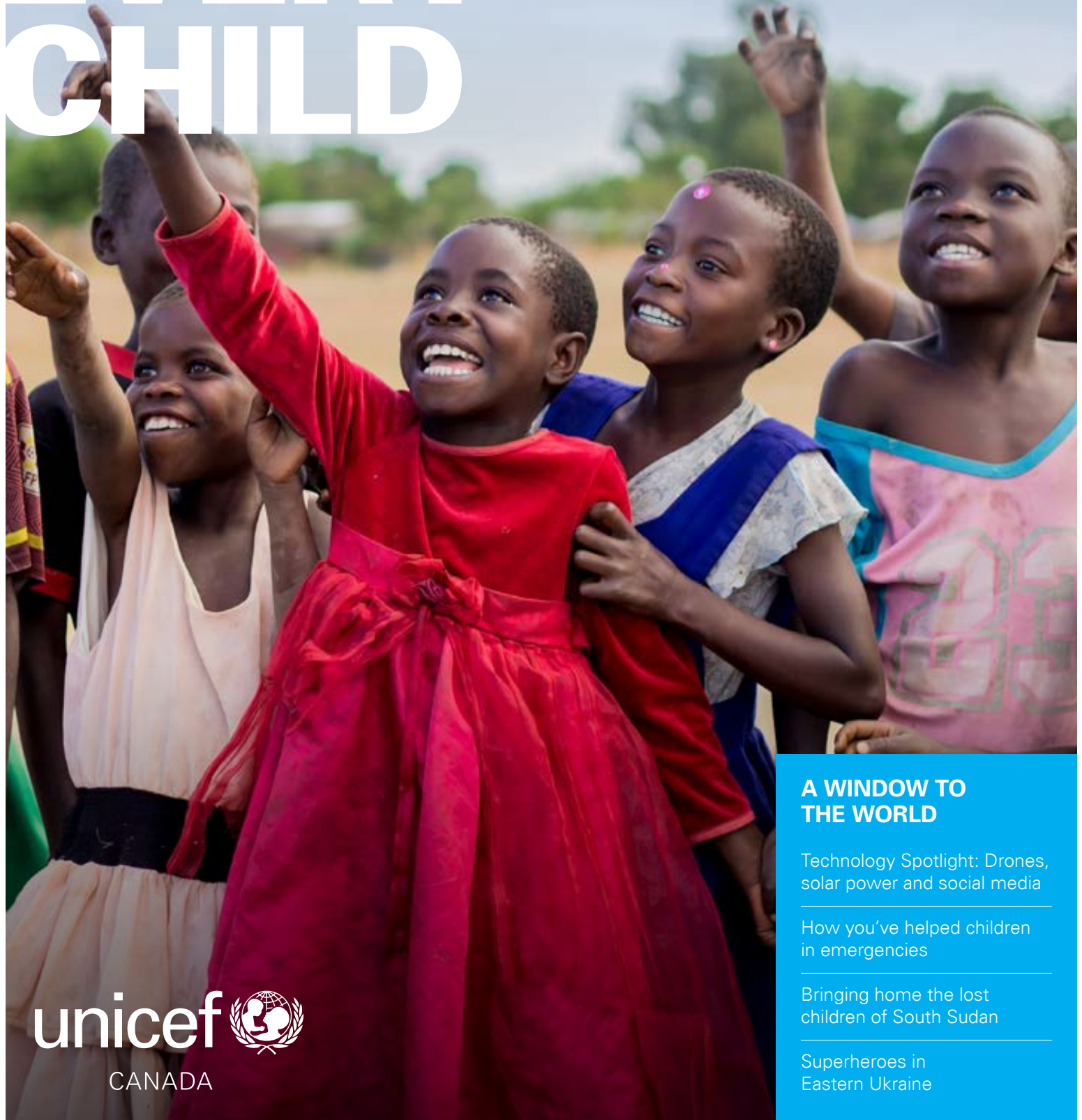


FOR EVERY CHILD

UNICEF Canada Magazine
Spring 2018



A WINDOW TO THE WORLD

Technology Spotlight: Drones,
solar power and social media

How you've helped children
in emergencies

Bringing home the lost
children of South Sudan

Superheroes in
Eastern Ukraine

unicef 
CANADA

What's your wish for every child?

A message from President & CEO David Morley

A childhood. That's my wish for every child. What's yours? In this issue of *For Every Child*, you'll read about some of the ways your support is helping to make our wishes for children in need come true.

Thanks to caring and committed friends like you, 5,000 children in South Sudan have been reunited with their families since 2013. In "Together at last" (page 16), I share the heartache and hope I felt as I witnessed a touching reunion firsthand.

Your support also makes it possible for UNICEF to respond quickly when emergencies strike, and last year we saw more than our fair share of those. To see your life-saving generosity in action, turn to page 10.

You may be interested in a unique UNICEF program that is teaching children in Eastern Ukraine about the dangers of unexploded landmines. Read "Superteam against mines" (page 8).

For a field worker's perspective of the Rohingya refugee crisis, read our Q&A with UNICEF's Chief of Communication in Bangladesh (page 6). And for an update on our donor-supported mission to eliminate maternal and neonatal tetanus, turn to page 4.

Technology takes centre stage in this issue. In our feature story "Hope is in the air" (page 2), discover how UNICEF is testing drone technology for humanitarian response. In "A window to the world" (page 12), see how your support is helping students in Cameroon connect to the internet using solar-powered satellite units. And, on page 14, we look at the impact digital technology is having on children and youth right here at home.

I hope you'll see yourself as part of these incredible stories. With your continued support, maybe one day all our wishes *for every child* will come true.

With my sincerest thanks,



PRESIDENT & CEO,
UNICEF Canada



David Morley traveled to South Sudan in October and met children in the Bentiu Protection of Civilians site.



UNICEF is the world's leading child-focused humanitarian and development agency. Through innovative programs and advocacy work, we save children's lives and secure their rights in virtually every country. Our global reach, unparalleled influence on policymakers, and diverse partnerships make us an instrumental force in shaping a world in which no child dies of a preventable cause. UNICEF is supported entirely by voluntary donations and helps all children, regardless of race, religion or politics.

FOR EVERY CHILD

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We welcome your comments and suggestions at info@unicef.ca.

Editors-in-Chief:
Victoria Ptashnick, Catherine Floyd

Creative Director:
Wesley Corbett

Contributing Authors:
Shelley Sutherland, Sarah Kelsey, Flavie Halais

Translation Coordinator:
Emmanuelle Gilbert

Photo on the cover:
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For more information about UNICEF Canada call 1 800 567 4483 or email info@unicef.ca.

Visit our website at unicef.ca.



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Hope is in the air



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One morning last July, Thipa village in Malawi's Kasungu Province was a hub of activity as the buzzing of a drone drew a crowd of curious onlookers. It was a big day. UNICEF and the Government of Malawi were launching a test of unmanned aerial vehicles – drones.



© UNICEF/UN070330/Brown

The new 5,000-square-kilometre air space dedicated to drone testing is a first in Africa. It's also one of the first anywhere to be used exclusively for humanitarian aid and development. The test could lead to better care, protection and opportunity for children in the world's most remote places.

“A drone is a remote-controlled device that flies on its own from point A to point B,” explains Marie-Claude Villacorta, a Canadian who works as an Innovation Specialist with UNICEF Malawi. “Drones can help us achieve a lot for children in remote communities where we aren't always able to have staff on the ground, or where we would need to fly a helicopter – which is expensive.”



This drone is carrying a cargo payload box, which can potentially carry humanitarian supplies in central Malawi.



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Drones have been used with success in Malawi before. A pilot project in 2016 used drones to transport dried blood samples for early infant diagnosis of HIV. UNICEF also used drones to assess the needs of families after floods in early 2017, and during a recent cholera outbreak.

“The drones collected images that allowed us to identify the number of households that have access to latrines, and how far the latrines are from water sources,” explains Marie-Claude. “This enabled us to better understand where and why the cholera outbreak occurred, and to target our response.”

The air corridor will test drones for three main purposes: imagery (generating and analyzing aerial images for development and humanitarian use); connectivity (extending Wi-Fi or cellphone signals across difficult terrain); and transport (delivery of medical supplies, vaccines and samples for lab testing).

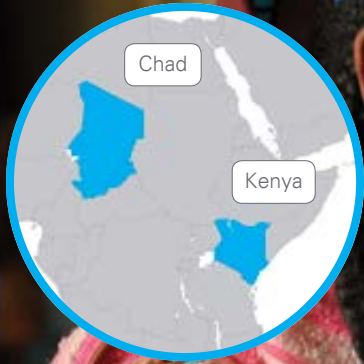
Thipa village is 19 kilometres from the nearest health centre. It’s a minimum four-hour walk to the centre – an

ordeal for any sick child, and it’s nearly impossible to travel to or from the village during the rainy season.

Misozi, 12, hopes that drones can change her life. “They say that the small plane can carry items from one place to another,” she says. “I hope it can take my blood sample from here and bring back results and medicine. Sometimes I don’t tell anyone I’m sick because I don’t want to walk the long distance.”

On the day of the launch, the Village Head of Thipa expressed his relief to UNICEF staff. “Seeing the small plane flying in my area is a symbol of development and a sign of good things to come,” he says. “We hope these small planes can change our story.”

UNICEF supporters like you are making innovative solutions like this possible. Thanks to you, hope is in the air.



On the road to victory

Kenya and Chad are steps away from ending maternal and neonatal tetanus, thanks to you

Making sure that maternal and neonatal tetanus (MNT) is eliminated across the globe is all in a day's work for Dr. Azhar Abid Raza. As an Immunization Specialist with UNICEF, Dr. Raza is part of the *Eliminate Project* – a joint initiative between UNICEF and Kiwanis International dedicated to stopping this deadly infection.

Tetanus is a type of bacteria that lives in dirt, dust and animal feces. It can be contracted by a woman or her baby when the birthing environment isn't sterile. Newborns are

especially at risk if the umbilical cord is cut with an unclean tool, and ultimately die after days of excruciating spasms and paralysis. But the infection is entirely preventable.

“Tetanus is a disease of the poor, of the most disadvantaged – [those] who have the least access to information and healthcare,” Dr. Raza explains.

MNT remains a serious public health concern in 15 countries, including Kenya. But with your support, UNICEF's efforts to reach isolated communities are paying

off. On a field visit in rural Kenya last year, Dr. Raza and his team went from village to village to survey local women who live miles away from health facilities. “We had to keep on walking and walking to reach this one village, conduct our assessment with a few dozen women, and come back. It took us the whole day,” he recalls.



We are pleased to acknowledge the Government of Canada for its match of UNICEF Canada donations to the *Eliminate Project*, up to \$2.5 million.



Your support goes a long way

It only costs about \$3 to vaccinate a woman against tetanus. This includes three doses of vaccine needed for each woman, syringes, safe storage and transportation of vaccines. It also includes community education and training for health workers.



© UNICEF/UN186563/Hearfield

Dr. Raza and his team meet with women in remote communities to assess if they are getting proper care and whether their birth attendants are skilled in safe practices. “We look for delivery care coverages and routine vaccination,” says Dr. Raza. “We identify gaps and make recommendations.”

The results of Dr. Raza’s assessment in Kenya led to the country being “pre-validated” for MNT elimination, which means it’s only steps away from declaring victory. Validation could happen later this year, when the final assessment is conducted.

Dr. Raza routinely makes hundreds of trips to assess the progress that UNICEF is making in the quest to eliminate MNT.

Thanks to your donations, the *Eliminate Project* is investing \$5-million to help Kenya, Chad, Pakistan, Sudan and South Sudan become MNT-free. Your support is saving lives through immunization campaigns and grassroots educational programs for health workers, midwives and expectant mothers.

Like Kenya, Chad is on track for validation this year. Pakistan has eliminated MNT across an area that represents over 50 per cent of its population. And Sudan is once again moving forward with immunizations after stalling in 2014 due to lack of funding.

South Sudan started rolling out the *Eliminate Project* after securing its independence from Sudan a few years ago. “That was a success story. We did this in spite of all the insecurity, the challenges, the lack of resources and the lack of infrastructure,” Dr. Raza recalls with pride. However, since the civil war broke out in 2013, much of the population is now unreachable.

In South Sudan and other countries where instability and conflict are restricting the *Eliminate Project*, UNICEF is still doing its best to prevent MNT by providing immunization and prevention services as part of its child health services. “We are not waiting silently,” promises Dr. Raza.



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Three-day-old Mujinga sleeps in the health centre in Kaniaka Village, Katanga Province, Democratic Republic of the Congo. Her mother has received two doses of the tetanus vaccine.

Standing with children of the Rohingya crisis

An interview with Jean-Jacques Simon,
Chief of Communication for UNICEF Bangladesh

Canadian Jean-Jacques (JJ) Simon has been with UNICEF since 2010. Currently, JJ heads communication, advocacy and partnership programs for UNICEF Bangladesh. Since last August, 671,000 Rohingya refugees have arrived in Bangladesh after fleeing violence in Myanmar. JJ has visited the makeshift refugee settlements several times. Here is his update about the crisis and how you're helping UNICEF protect children.

What is life like in the Rohingya refugee camps?

The biggest camp has 500,000 people living in it. It's about the size of a city [larger than London, Ontario] but without any infrastructure. There are only a few rudimentary wells and a limited sanitation system – not meant for this many people. With donor support, UNICEF is working hard to improve the shockingly sub-standard living conditions here, but there is a long way to go.

How many of the refugees are children and what condition are they in when they arrive?

About 60 per cent of the refugees are children. Many are in urgent need of healthcare after walking for many days and nights without food or sleep. On one visit, I met two brothers, aged 5 and 7, who had crossed the border alone. They arrived at the camp covered in mud and they trembled as they clung to each other. I'll never forget that image.

What are some of the biggest concerns for children living in the camps?

Health is a critical concern. Most of the children are malnourished and the shortage of clean water puts them at risk of disease. Another concern is the atrocities the children have witnessed; many saw their parents killed right before their eyes. The children are traumatized and, without parents, they're vulnerable to child trafficking and other threats.



© UNICEF/UN0119119/Brown

Mohammed, 8, is among the newly arrived Rohingyas living in shelters at the Kutupalong makeshift camp in Cox's Bazar.



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© UNICEF/UN0141031/LeMoynne

How are UNICEF donors helping these children?

Donors make it possible for us to provide clean water and sanitation systems and carry out massive vaccination campaigns against measles, cholera and diphtheria. So far, we've immunized more than 150,000 Rohingya children in 68 camps. We're also setting up Child-Friendly Spaces, where children can safely learn, play and heal.

Can you share a story of a child you met in the camp?

In one Child-Friendly Space, a 10-year-old boy showed me pictures he had drawn. They were full of terrible images of soldiers killing people and huts burning. But after just a few weeks in the centre, he started drawing boats and flowers. He was smiling and making friends.

What do people need to know about this crisis?

The scale of it. The number of people impacted and the level of violence is on a scale comparable to the Rwanda genocide. The other thing to know is the huge toll it has taken on the people of Bangladesh. Even though they have so little food and resources to spare, they've opened their borders and their arms to others in need.

How important is donor support?

It's crucial. Everything is entirely funded by donations. Thanks to UNICEF donors, we've been able to quickly increase our response to the influx of refugees and save thousands of children's lives.



Jean-Jacques works in refugee camps in Bangladesh to ensure essential help is reaching Rohingya children and their families.

"I met two brothers, ages 5 and 7, who had crossed the border alone. They arrived at the camp covered in mud and they trembled as they clung to each other. I'll never forget that image."

© UNICEF/Roger LeMoynne



Superteam against mines

Keeping children out of harm's way

Eastern Ukraine is one of the most mine-contaminated places on earth. As many as 220,000 children live, play and go to school in areas littered with landmines, unexploded ordnance and other deadly explosives.

These remnants of war are the leading cause of child casualties in the region, claiming the life of one child every week along a 500-kilometre strip of land that divides government- and non-government-controlled areas.

Children are regularly injured or killed by stepping on hidden landmines on their way home from school. Some have lost limbs and even their lives after picking up hand grenades, completely unaware of the danger.

Fourteen-year-old Aleksey is one of those children. He's missing two fingers and a thumb on his dominant hand

after picking up an explosive. "I pressed something, and it just exploded. There was a lot of blood and the fingers were hanging. I was so scared that I started shaking," he said. "My whole life has changed. I can't do everything I could do before without my fingers."

Your support is helping to educate and empower children to stay safe. Since 2015, UNICEF and our partners have been providing Mine Risk Education (MRE) programs that teach children like Aleksey how to protect themselves from mines and other explosives.

The teams use relatable and interactive tools — such as plays, quizzes and folk tales — to deliver key messages about landmine safety to children. The MRE teams also educate parents, so they can have important safety conversations with their kids.



A girl reads a “Superteam Against Mines” comic book.

“They didn’t know how to avoid mines, choose safe areas and paths or roads, what to do if they saw a landmine or a suspicious object, or what to do if they saw someone hitting a landmine.”

Sergiy Prokhorov
Communication for Development Officer, UNICEF Ukraine

© UNICEF/Ukraine/2017/Tolmachev

One of the most successful MRE campaigns to date is UNICEF’s “Superteam Against Mines” comic book. The series features four superheroes whose names are matched to landmine safety phrases in Eastern Ukraine: Notice, Bypass, Report and Don’t Panic. Between 2016 and 2017, half a million children received copies of the comic book along with Superteam-branded diaries, notebooks and T-shirts. School posters were distributed throughout the region as well.

As part of the campaign, youth are directed to get more information about landmine safety online, and through a YouTube video featuring UNICEF Goodwill Ambassador Orlando Bloom.

Before participating in MRE programs, most children in the region were not aware of safety rules. “They didn’t know how to avoid mines, choose safe areas and paths or roads, what to do if they saw a landmine or a suspicious object, or what to do if they saw someone hitting a landmine,”

says Sergiy Prokhorov, a Communication for Development Officer with UNICEF Ukraine.

Now all that’s changed, thanks to the MRE program and donors like you who share UNICEF’s determination to protect children from harm.

According to Sergiy, a post-campaign survey found children were 15 per cent more likely to identify risky areas and 20 per cent more likely to identify dangerous objects after being exposed to Superteam messaging. And some 2.4 million children have been reached online.

But given the state of the conflict in Eastern Ukraine, more work and investment in these educational programs is desperately needed. That’s why your ongoing support is so vital. With you by our side, we plan to train more educators and to lobby officials for access into the main conflict zone, so that we can expand MRE programs and save even more children’s lives.



© UNICEF/UN0150873/Gilbertson

Thank you for protecting vulnerable children

In 2017, UNICEF’s goal was to reach 500,000 children and their families through our MRE programs. Thanks to your donations, we exceeded that goal – reaching more than 700,000 people with life-saving tips on how to identify and protect themselves from landmines, unexploded ordnance and other remnants of war.

How you've helped children in emergencies

Compassionate donors like you are key to reaching children wherever they are, when every hour counts, before and long after emergencies are in the news. Here is just a snapshot of how far your generosity travelled last year to save and protect children in crises.

WHERE YOUR DONATIONS WENT DURING EMERGENCIES LAST YEAR >



CARIBBEAN HURRICANE RESPONSE

- Distributed 20,400 water purification tablets across the islands to ensure families had safe water, following the devastation of Hurricanes Irma and Maria in September



EARTHQUAKES IN MEXICO

- Gave 16,400 children the chance to continue their learning with School-in-a-Box kits and gave 4,329 children temporary learning spaces, following two powerful earthquakes last September



SYRIAN ARAB REPUBLIC

- Provided 2.24 million children with a formal education, in spite of the war around them
- Helped distribute warm clothes and blankets to 481,000 children



IRAQ

- Vaccinated 5.58 million children under age five against polio in crisis-affected areas
- Reached 590,431 internally displaced people with personal hygiene kits



ROHINGYA CRISIS, BANGLADESH

- Gave psychosocial support to 122,719 Rohingya refugee children from Myanmar suffering trauma, and helped recruit more than 800 teachers to give children safe places to learn and play
- Treated 10,725 children under age five for malnutrition



SOUTH SUDAN

- Treated 206,993 children under age five for severe acute malnutrition, after the country faced the world's first famine in six years
- Treated more than 10,000 cases of cholera during a severe outbreak



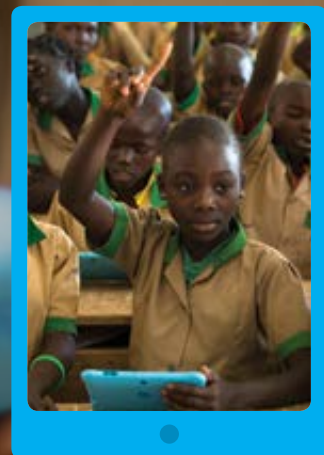
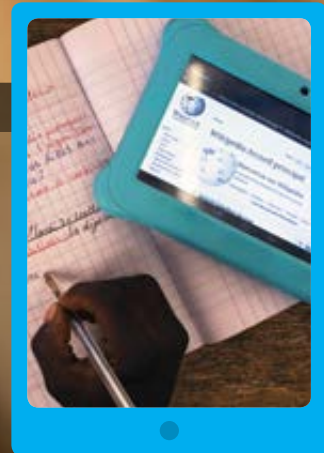
YEMEN

- Gave nutrition to 4.7 million children trapped in conflict zones
- Provided 5.9 million people with safe water

Thank you for saving children's lives in some of the toughest places on earth.

A window to the world

UNICEF's Connect My School gives students a web of knowledge





Twelve-year-old Hagda had never used the internet until recently. His village, Baigai, sits in a remote area of the Far North Region of Cameroon, lacking essential infrastructure and services.

Hagda's school is like any other in the area – with large concrete classrooms, rows of wooden desks and benches facing chalkboards. “There is a dire lack of educational materials, and we don't have enough books,” says Baigai's headmaster, Djemegued Dieudonné.

The children here learn about words and concepts in geography, literature and mathematics without textbooks or computers. The internet is something they have heard about, but have never seen.

All that changed with Connect My School – a program supported by UNICEF and our donors in partnership with Cameroon's Ministry of Education. Now, thanks to you, we're bringing connectivity – and a world of knowledge – to children like Hagda in Cameroon's remote areas.

Baigai Public School is one of six schools in the Far North Region, the East and the capital of Yaoundé that are benefiting from the innovative UNICEF program. Each school has been equipped with solar-powered satellite dishes that provide internet services through Wi-Fi. The schools also received tablet devices loaded with educational games and access to Wikipedia.

The project was launched as a pilot in January 2017, and tablets were quickly adopted. “It helps us a lot,” Hagda says. “We're using tablets to look up difficult words, because we can't use books.”

Three out of five youths between the ages of 15 and 24 in Africa don't have access to the internet. To be disconnected in a digital world is to be deprived of opportunities to learn, communicate and develop skills

for the 21st century. Unless access is equally available, connectivity only deepens inequity – reinforcing deprivation from one generation to the next.

But there is reason for optimism. By connecting students in remote schools to technology, we can start to bridge the divide.

With your support, Connect My School has already helped 2,000 children in grade five, and early results are extremely promising. Headmaster Dieudonné says he has seen an obvious improvement in the children's learning, performance and attendance. “A lot has changed in our school. Now that the tablets are here, the children can do some research by themselves.”

For now, the school in Baigai is enjoying its reputation as one of the only connected schools in the area. “They're calling us the Android school,” Headmaster Dieudonné says with pride. But they won't hold that distinction for long. This year, more than 30 new schools will be equipped with internet access and tablets, with a long-term goal of reaching over 100 schools.

With donor support, UNICEF also plans to expand the range of educational materials available on the tablets by uploading pre-recorded audio classes. In the future, Connect My School could be used to connect students in Cameroon with children around the world to facilitate cultural exchanges.

Accessing the internet opens so many windows for these children, and you're helping to make it happen. Thank you for giving Hagda and his classmates a fair chance.

“We're using tablets to look up difficult words, because we can't use books.”

Is digital technology helping or harming our children?

CANADIAN YOUTH WEIGH IN ON THE DEBATE

How are Canada's children and youth responding to the digitization of their lives? How does the time they spend on smartphones impact their well-being? How does the internet influence their choices, both good and bad?

These are the questions so many of us are asking today, and ones that UNICEF is looking to find answers to, with the help of young people across the country.



© UNICEF/Alan Dawe

As part of UNICEF Canada's One Youth initiative, Youth Participation Lead Alli

Truesdell has been listening to young people share their perspectives on the risks and benefits of growing up in a digital world.

"The young people I've worked with are definitely mindful of the risks associated with being online," Alli says. Although, she adds, "they generally see [technology] as something that enhances their lives – especially when it comes to education and staying connected to friends."

"I have a lot of friends across the country and in different parts of the

world, and family members that I'm able to keep in touch with," says Olivia Lam, a Grade 12 student who participated in one of Alli's workshops. "If I didn't have my different social media accounts, I wouldn't be able to keep in touch like I do now."

Alli's conversations with children and teens like Olivia stand in contrast to the popular concern that digital technology is leaving Canada's youth ill-equipped for the real world. Olivia believes that adults simply don't understand how young people use technology. "They think it's a self-

absorbed thing that we always have to be posting things to social media. But that's just not the case. We use digital technology in great ways to talk about things that are important to us. We use it to educate ourselves about different issues, and even to start political movements to make change."

Notes Alli, "When it comes to technology and the internet, I think we too often see adults impose restrictions on children and young people without ever involving them – even though it's coming from a place of good intention."



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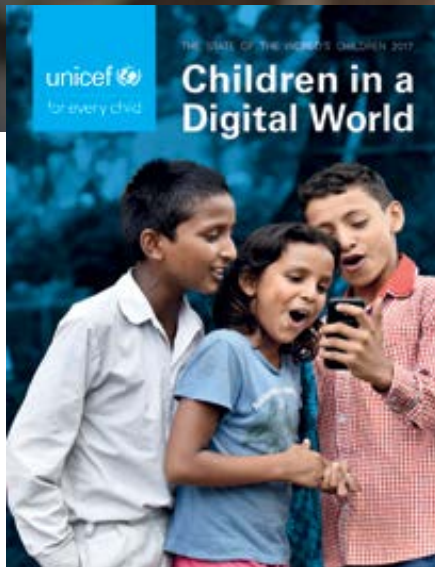


© UNICEF/UN051292/Herwig



“We use digital technology in great ways to talk about things that are important to us.”

Olivia Lam, Grade 12



The State of the World’s Children 2017: Children in a Digital World discusses how digital access can be a game changer for children or yet another dividing line. The report represents the first comprehensive look from UNICEF at the different ways digital technology is affecting children, identifying dangers as well as opportunities.



It’s a timely debate to be having. UNICEF’s 2017 State of the World’s Children Report found that children are very concerned about whether they’ll be part of decisions about access to connectivity. Brian Keeley, the report’s editor, says kids really value technology and know it will greatly influence everything in their lives, from what they do to how they live.

Daniel Kardefelt-Winther shared similar thoughts in his UNICEF report, *How does the time children spend using digital technology impact their mental well-being, social relationships and physical activity?* Daniel found youth are being left out of key decisions. He believes adults need to include Generation Z in conversations about the digital world.

That’s where UNICEF Canada’s One Youth initiative comes in. Created in response to Canada’s shockingly low repeat rankings on UNICEF’s Index of Child Well-being, One Youth is all about giving Canadian youth the voice they so badly need and desire. Not only in regard to digital technology, but on a wide range of topics that affect their lives and their futures. “I strongly believe that any decision that will impact a child or young person should have them involved in the process,” says Alli.

The One Youth initiative is just one of the many ways your support is helping UNICEF create a brighter future, for every child.

INTERNET USAGE, OPPORTUNITIES AND THREATS

Young people under the age of 18 account for an estimated 1 in 3 internet users around the world. In some countries, children under 15 are as likely to use the internet as adults over 25.

OPPORTUNITIES:

- Children who struggle offline can sometimes develop friendships and receive social support online that they are not receiving elsewhere
- Young people can access online skills training and all kinds of new technology-based job opportunities
- Globally, internet access makes education more accessible to children in remote regions, in turn helping to break the cycle of poverty

THREATS:

- Cyberbullying and child sexual abuse are just two of many ways the internet can be exploited to harm children
- Researchers also acknowledge that excessive use of digital technology can contribute to childhood depression and anxiety
- Globally, around 346 million young people are not online, creating a digital divide that will continue to widen, leaving entire generations behind

© Olivia Lam

Angelina, 15, cries upon reuniting with her mother at the Juba Protection of Civilians (PoC) site, located on the UNMISS (United Nations Mission in South Sudan) base near the city of Juba.

© UNICEF/UN0236655/EVERETT

Together at last: Bringing home the lost children of South Sudan

by David Morley



Last October, I had the privilege of accompanying three children in South Sudan as they were reunited with their families. I'll never forget sitting in a ramshackle waiting room with sisters Taniya and Franka, 15 and 7, and Peter*, 10. The excitement was bursting from their bodies.

"Let's go," said Taniya, as we made our way across the tarmac and onto the UN helicopter that would take us to the Bentiu Protection of Civilians (PoC) camp, where more than 110,000 displaced people have taken refuge from civil war.

Barbed wire fencing and watchtowers surround row upon row of tents and communal latrines, giving Bentiu PoC the look of a prisoner-of-war camp as much as a refugee settlement. Yet despite its appearance, the camp has meant the difference between life and death for so many South Sudanese people who have nowhere else to go –

people like Taniya, Franka and Peter's parents.

"I never thought I would see my children again."

When we arrive, the tears, the laughter and the hugs are overwhelming. Soon, dancing takes over as entire extended families celebrate the reunion. I hear the girls' father say, "I never thought I would see my children again." Everyone is in shock, and it's

no wonder. When their village was attacked, the parents loaded their children onto boats and sent them off down the river to safety. They didn't know if they would ever see them again. But their love and desperation was so great that it didn't matter.

I cannot begin to imagine being faced with such a devastating crisis that you have no option but to send your child away. Nor can I imagine how I would feel if I lost contact with my children, or my grandchildren, and was left to worry about their fate as they struggled to survive a war on their own.

It's a reality facing so many families in South Sudan, but thanks to caring people like you, there is hope. With your support, UNICEF and our partners are working to trace and reunite missing, separated and unaccompanied children with their families.

MY HEART BROKE IN SOUTH SUDAN

But after seeing the work our teams are doing there and witnessing the incredible joy and gratitude of reunited families, it started to mend. It is difficult work, but it is good work. And with your generous support, it's work we'll keep doing until no child has to suffer alone ever again.



Angelina, 15, has come to the Juba PoC site to reunite with her mother, whom she had not seen in two years – and had believed was dead. The pair were separated when fighting reached their village in South Sudan and the family scattered. The international NGO Nonviolent Peaceforce, a UNICEF partner, traced her mother to the Juba PoC site and started the process to reunite them.

*Names have been changed.



© UNICEF/UN01401618/RIKH

Reunification is a happy but difficult process

More than 4 million people have been displaced since civil war broke out in South Sudan in 2013. Among them are tens of thousands of children who were separated from their families in the flight for survival. To date, more than 16,000 children have been registered by humanitarian organizations in South Sudan.

With the support of our donors, UNICEF and our partners are helping these children through the Family Tracing and Reunification Program. In October 2017, donor support helped bring home our five-thousandth child.

HOW IT WORKS

1. Families, community leaders and authorities register missing, separated and unaccompanied children.
2. The child's identification details are sent to a national coordination office in search of a positive match.
3. When a match is found, child protection workers conduct a verification assessment that includes interviews with both the child and the family. They also assess whether the family can provide the child with the necessary care and protection.
4. Once everything is confirmed, case workers provide psychosocial services to the children in preparation for their journey home.



EVENTS

Every year, philanthropic Canadians across our country generously raise life-saving funds for the world's most vulnerable children. In this issue we shine a spotlight on UNICEF Canada's Water for Life Galas, held annually in Calgary and Halifax.



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Every day, 13-year-old Aysha used to walk eight hours to fetch water for her family. The search was time-consuming and dangerous. There was no time for school. No time for play. No time to be a child.

But when a water pump was recently installed in Aysha's village in Ethiopia, her life changed dramatically. At last, she has been given a childhood. Stories like Aysha's are the force behind UNICEF Canada's Water for Life Galas.

WATER FOR LIFE, FOR EVERY CHILD

Last October's Water for Life Gala in Calgary raised more than \$1 million to support clean water and sanitation for children in Uganda. A particular focus on WASH (water, sanitation and hygiene) programming is helping to ensure that girls don't miss out on school because they can't access clean water, or because they can't use washrooms at school that feel safe.



water for life gala

CHEFS FOR UNICEF

The Chefs for UNICEF Water for Life Gala in Halifax – on April 25, 2018 – is expected to give another significant boost to WASH in Uganda.

"Clean water is something many of us in Canada might take for granted. However, 2.1 billion people around the world lack access to safe drinking water at home. That's three out of every 10 people on the planet," says David Morley, UNICEF Canada President and CEO.

Each year, 361,000 children under five years of age die because of complications from diarrhea. Poor sanitation and contaminated water are also linked to the spread of diseases like cholera, dysentery, hepatitis A and typhoid. The need for WASH programming shows that the right to clean water is also strongly tied to children's right to an education, especially for girls.

With UNICEF, Calgarians and Haligonians have consistently delivered for kids around the world by supporting the galas. Their latest efforts are already having a profound impact an ocean away. We are grateful to everyone who has supported these events to ensure there can be water for life, for every child.

"My sons, Luke and Nicholas and I are extremely proud to act as UNICEF Ambassadors and to Chair the Water for Life Gala in Halifax. We not only admire the dedication and unrelenting determination and efforts of UNICEF and its staff, we believe every child should have access to clean fresh water, life's most critical need."

Colin MacDonald
Chairman, Clearwater Seafoods



David Morley (UNICEF President & CEO), Ishmael Beah (UNICEF Advocate for Children Affected by War), Sue Riddell Rose (Honorary Chair) and her husband, Mike Rose at the 25th annual UNICEF Canada Water for Life Gala.



Canadian singer/songwriter Sarah McLachlan performs at the 25th annual UNICEF Canada Water for Life Gala.

Thank you for everything you do in so many different ways to help children around the world.

WHY UNICEF?

With the support of generous and caring friends like you, UNICEF reaches the hardest to reach and saves more children than any other humanitarian organization. Because donor support means the world to us, we asked three of our supporters to share why they're committed to this life-saving work.



“Rohingya children are struggling to survive. I just wanted to help.”

FIROZ JESSA

Firoz Jessa made his first donation to UNICEF in response to the Rohingya crisis in Myanmar. “These people have been stripped of their land and what little rights they had. Hundreds of thousands have fled into neighbouring Bangladesh. So many children are struggling to survive, it’s just so incredibly sad,” says Firoz.

He felt he had to do something to help, and then last November he saw that the Government of Canada was matching donations to UNICEF. “UNICEF is in Bangladesh doing what they can to save the lives of these vulnerable children. And with my gift being matched, I hoped I could make a meaningful difference,” explains Firoz.

“My wish for Rohingya children, and all children, is that they have access to proper nutrition and education,” says Firoz. “An education could allow children, especially girls, to pull their families out of poverty and give them a chance at a brighter future.”



“Every kid deserves to have a dream that they can hope for and reach.”

AUGUSTIN WRIGHT

Child prodigy Augustin Wright has been dazzling audiences with his piano playing since the age of five. And he’s been using his talents and passion for performing to raise money for UNICEF since he was 10. After learning about natural disasters in school and watching them unfold in real-life on the news, Augustin asked his mother how they could help. She suggested a benefit concert.

The mom and son team contacted UNICEF with their idea, and in 2012 Augustin held his first fundraising concert in support of people affected by the drought in the Horn of Africa. “We chose UNICEF because of their efforts to help children,” explains Augustin. “With UNICEF it’s not just about food and shelter, but also about trying to make children’s lives better.”

The benefit concerts have become an annual event, with funds going to help Syrian refugees, survivors of the earthquake in Nepal and children impacted by the famine in Yemen. To date, Augustin, who just turned 16, and his friends have raised more than \$16,500 for UNICEF programs.

“Children deserve the chance to just be kids. To run and play. To discover themselves. To have a dream that they can hope for and reach,” says Augustin.



“Equal opportunity for wellbeing, education and survival. That’s my wish for children.”

JEANNINE BAKEEFF

Jeannine Bakeeff has been a volunteer for the Chefs for UNICEF Water for Life Gala in Halifax ever since attending her first event in 2000. For the past several years, she has served on the executive committee and as co-chair of the auction committee.

In 2015, Jeannine joined UNICEF Canada’s The 25th Team – a group of Canadian women who made a four-year commitment to invest in life-saving projects in Cambodia, Ethiopia, Indonesia, Namibia and Peru.

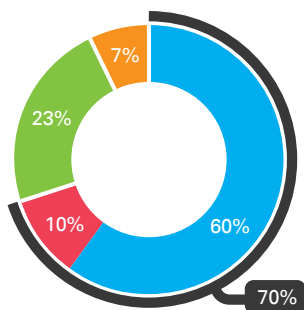
As part of The 25th Team, Jeannine travelled to Cambodia to visit a UNICEF-supported health centre. “To see UNICEF in action was amazing,” says Jeannine. “When we arrived at the centre, it was packed with mothers and children. There were immunizations happening, pre-natal care, and moms learning about better health practices,” she adds.

“When you see these mothers with their babies, it really hits home that we’re all the same. A mother in Cambodia wants the same thing for her child that I do. She loves her child just like I love mine,” says the mother of two. “And right now they need my help.” For Jeannine, there’s no doubt that as long as there are children in need, she’ll be by UNICEF’s side.

For every child, results.

No matter who she is or where he lives, UNICEF is committed to being there for every child. When you give to UNICEF Canada, your donation is going to where it's needed most. Every day, you are helping to reach, save, protect and advocate for the world's disadvantaged children. You are helping to give them a childhood of inclusion and a chance to fulfil their potential.

EXPENDITURES IN 2017



Programs (70%)

International Programs (60%)

Canadian Programs (10%)

Fundraising (23%)

Administration (7%)

Last year, we met our pledge of accountability and efficiency, directing your donations to the best possible use.

UNICEF relies entirely on voluntary contributions. With you by our side, our global staff worked tirelessly last year to give children healthcare and immunizations, clean water, nutrition, protection, education, emergency relief, and so much more.

In war-torn Syria, where many girls remain out of school, Manar's dream of returning to class came true when she enrolled in a UNICEF-supported education program. In South Sudan, two-year-old Maria completely recovered from severe acute malnutrition, to the amazement of her grandmother who didn't think she'd survive. And after Hurricane Irma hit Antigua last September, nine-year-old Unique was reassured by the arrival of first-response supplies – and delighted by an unexpected delivery of sports equipment!

Our field staff could tell you story after story, and your compassion shines in every single one.

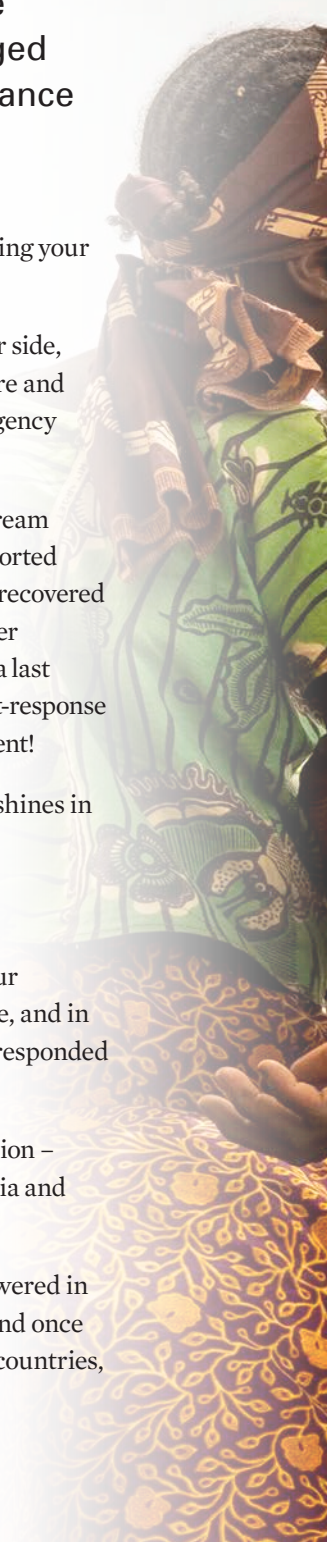
YOUR IMPACT IN 2017

It is extraordinary what we're able to achieve together in a year. Your support has meant the world to children in every corner of the globe, and in some of the toughest situations you can imagine. In 2017, UNICEF responded

to 337 humanitarian emergencies in 102 countries.

With your help, we reached 45 million people with safe water, and 22 million people with improved sanitation – the highest numbers ever. More than 15.6 million children received micronutrient powder to prevent anemia and vitamin deficiencies, which is three times the number of children we reached in 2014.

You also helped us reach 8.8 million children with educational support, keeping them protected and empowered in unstable environments. Three more countries eradicated a cruel disease: maternal and neonatal tetanus. And once again, UNICEF was the single-largest buyer of vaccines in the world – procuring 2.44 billion doses for 102 countries, to reach 45 per cent of all children under age five.





The numbers I've shared barely scratch the surface of what you have done for children. It is only with your support that we can reach those who are farthest from help, and strengthen communities for generations to come.

OUR COMMITMENT TO EXCELLENCE

UNICEF Canada is proud to maintain our Imagine Canada Standards Accreditation since 2014, achieving exceptional performance in the following five areas:

- Board governance
- Financial Accountability and Transparency
- Fundraising
- Staff Management
- Volunteer Involvement

We were one of the first charities to meet these strict guidelines. I know that these factors are central to your trust in UNICEF, and in our ability to manage your investment in the world's children. Across 190 countries and territories, you are providing building blocks for peace, equity, opportunity and the fulfilment of their rights.

I thank you for standing with us, for every child.

Dave Spedding
Chief Operating Officer
UNICEF Canada

In Niger, school friends of 12-year-old Ramatou (not pictured) watch as she is reunited her with her family in their village. UNICEF brought Ramatou home from Algeria, where she had been forced to beg on the streets.



With this accreditation, you can be assured that UNICEF Canada has met the highest standards for charities as designated by Imagine Canada.



Your will is their future.

A purposeful life deserves a lasting legacy.

The decision you make today can shape an ever-brighter future for the world's children for generations to come. Resolve to let your spirit of hope and giving live on, for every child. Choose to make a charitable bequest in your Will to UNICEF Canada.



To learn more, contact bequests@unicef.ca or call Jackie Jones, Legacy Giving Manager, at **1 800 567 4483**. • unicef.ca/legacy