

FOR EVERY CHILD

UNICEF Canada Magazine
Fall 2016



Progress & Possibility

Home at Last: Reuniting families in South Sudan

Undaunted: Jim Grant and The Child Survival Revolution

Rapid Response: UNICEF's Stéphane Arnaud defies odds to reach children in need

Why UNICEF?

unicef 
canada

A message from President & CEO, David Morley

When there is so much tragedy in the world, when natural disasters continue to disrupt lives and violent conflicts put children in danger, it is easy to lose hope. But there is also so much good in the world. Incredible progress is being made to reach and protect children, thanks to UNICEF supporters like you.

In this issue of *For Every Child*, you'll find stories of inspiration and triumph, of families reunited, of mothers immunized, and of children's lives saved. Stories that give us all hope.

To see the true impact of your support in places like South Sudan, be sure to read "Home at last: Reuniting families" (page 4). For the latest on UNICEF's work to eradicate maternal and neonatal tetanus (MNT) globally, turn to page 8 for "Preventing tragedy in Chad".

In "Going the distance" (page 12), our Senior Emergency Supply Manager, Stéphane Arnaud, answers questions about the lengths to which UNICEF will go to get lifesaving supplies to children caught in crises. And in "Undaunted" (page 6), we remember UNICEF's past Executive Director, Jim Grant, whose legacy continues to inspire us.

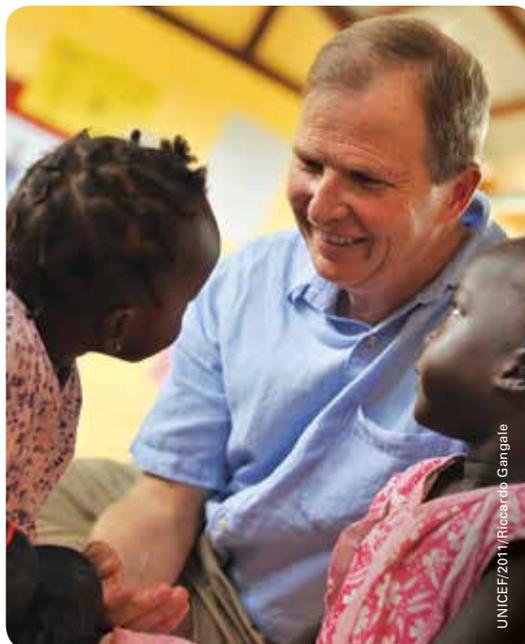
I'm also pleased to share stories from some of our valued partners (pages 15-17), who answer the question "Why UNICEF?" and on page 22, former Prima Ballerina, Veronica Tennant, talks about her passion for helping the world's most vulnerable children.

As you read these stories, I hope you will see the difference your donations make and the vital need for your continued commitment to help us reach – and save – every child.

With sincere thanks,



PRESIDENT & CEO,
UNICEF CANADA



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

For Every Child is a magazine published by UNICEF Canada.

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

Editor-in-Chief:
Benita Hansraj

Creative Directors:
Wesley Corbett
Man Greig Farin
Hubert Marczuk

Contributing Authors:
Stefanie Carmichael
Adam Fifield
Shelley Sutherland

Translation Coordinator:
Emmanuelle Gilbert

Photo on the cover:
© UNICEF/UN014013/Rich

On October 15, 2015 in South Sudan (*left to right*) Nyaruot, age 14, Nyaliep, age 3, and Nyachan, age 11, stand together at the UNICEF-supported Child Friendly Space in the Bor Protection of Civilians (PoC) site. They had just received the news that they will be reunited with their family in less than a week. The girls had stayed with their aunt and cousins in the PoC for almost two years after being separated from their parents by conflict.

For more information about UNICEF Canada call 1 800 567 4483 or email info@unicef.ca.

Visit our website at unicef.ca.



4/ HOME AT LAST: REUNITING FAMILIES IN SOUTH SUDAN
With your support, UNICEF is making progress in the uphill battle to reunite children who have been separated from their families amidst the chaos of conflict and the struggle to survive.



6/ UNDAUNTED: HOW JIM GRANT INSPIRES US ALL
 A look back at Jim Grant, UNICEF's transformative Executive Director who started a child survival revolution.



8/ MNT UPDATE: PREVENTING TRAGEDY IN CHAD
 UNICEF's campaign to eliminate maternal and neonatal tetanus (MNT) makes headway in Chad with a massive immunization effort.



10/ ON THE GROUND IN ECUADOR
 UNICEF field staff came to the aid of Ecuador after a 7.8 earthquake devastated the small nation. Read their personal accounts.



12/ SUPPLY CHAIN Q&A: GOING THE DISTANCE
 Senior Emergency Supply Manager, Stéphane Arnaud, talks about UNICEF's determination to get emergency supplies to children.



14/ FAIRNESS FOR CHILDREN: CANADA'S CHALLENGE
 You may be surprised at how wide the inequality gap is between the average Canadian child and our nation's most disadvantaged.



15/ WHY UNICEF?
 A few of our dedicated supporters share their personal connections to UNICEF and why they continue to support our life-saving work.



18/ A RACE AGAINST TIME: FOOD CRISIS IN AFRICA
 As extreme drought conditions in Eastern and Southern Africa escalate, millions of children are at risk of severe acute malnutrition.



20/ INEQUITY IS NOT INEVITABLE
 Millions of children still lack the basic building blocks they need. UNICEF is working to reduce inequities within a generation.



22/ IN MY HEART OF HEARTS, I FELT I MUST DO MORE
 Prima Ballerina, Veronica Tennant on building a legacy for children.



23/ EVENTS
 Read about some of the events held across Canada this year to raise much-needed funds for children.





Home at last

REUNITING FAMILIES IN SOUTH SUDAN

Since the violent conflict began in South Sudan in 2013, UNICEF has been working desperately to reunite families who were separated amidst the chaos of conflict and the struggle to survive.

With the support of caring donors like you, the number of children who have been reunited with their parents in this war-torn country recently reached 4,000.

Ten-year-old Nyaneada is one of them. She and her siblings were in the town of Bor attending school when fighting broke out. Blocked by violence and unable to return home to Akobo, the children were left with no means of communication and had no idea if their parents were still alive.

“I actually stopped believing I’d ever go home to be reunited with my mother,” said Nyaneada.

AN EMOTIONAL HOMECOMING

On the flight home, Nyaneada’s 13-year-old brother Changkuoth worried that he had grown so much in the two years they’d been apart, that his parents wouldn’t recognize him. But when the plane carrying him and 17 other displaced children landed in Akobo his excitement took over. “I’m going to see Mum and Dad today,” he said, beaming.

It is not just the children who are overcome with emotions. Nyagoa’s father (*pictured*), Wan Kher Gui, calls the reunion the happiest day of his life. Wiping away tears of joy, Nyagoa’s grandmother said, “It took me a long time to get to see these children, that’s why I was crying, dancing and running to embrace them. Now we have hope that other families who are missing their children will see them come back home.”

AN UPHILL STRUGGLE

Finding a missing child or trying to locate an unaccompanied child’s parent is extremely difficult in a country where more than 2.3 million people have been



On October 21, 2015, Nyagoa, aged six, is in awe as she takes her first ever helicopter journey. She is on a UN Humanitarian Air Service flight chartered by UNICEF to reunite children with their parents in Akobo, South Sudan. She has not seen her parents in two years.

© UNICEF/UN014013/Rich



Nyagoa, aged six, hugs her father for the first time after her first ever helicopter journey. Her father, Wan Kher Gui said that this was the happiest day of his life.

© UNICEF/UN014011/Rich

forced to flee their homes. More than 1.6 million people are internally displaced in South Sudan and more than 930,000 have sought refuge in neighbouring countries. Parents are desperate to find their children, but it's nearly impossible without the support that UNICEF's child protection teams provide.

To add even greater urgency to the situation, the longer a child is missing, the more at risk he or she is of becoming a victim of violence, economic and sexual exploitation, abuse and even trafficking.

More than 8,000 children in South Sudan are still separated from their families and, with no end in sight to the brutal conflict, the numbers may go up. In addition to tracing assistance, many of these children need food, medical attention and psychosocial counselling. With your ongoing support, UNICEF will continue to do everything we can to reunite families and protect children from harm.

SOUTH SUDAN BY THE NUMBERS

2.3 MILLION

forced to flee their homes

1.6 MILLION

internally displaced in South Sudan

930,000

have sought refuge in neighbouring countries

8,000

children in South Sudan are still separated from their families.

Undaunted

**JIM GRANT'S DETERMINATION
AGAINST FORMIDABLE ODDS
CONTINUES TO INSPIRE US ALL**

As a loyal supporter, you know that UNICEF's resolve is unwavering. With you by our side, we will do whatever it takes to reach and save every child. But what you may not know is that a visionary leader named Jim Grant propelled UNICEF in the 1980s to become the organization of unmatched global scale and scope it is today.

Jim Grant was the transformative Executive Director of UNICEF from 1980 until his death in 1995. In his quest to save as many children as possible, Jim was undaunted by political opposition, budgetary constraints, bureaucratic inertia — even wars. If he met an obstacle he could not topple, he simply went around it. He was a powerhouse of a man who pushed UNICEF to its limits and saved millions of children in the process.





“Mr. Grant,
he could
conquer you.”

Agop Kayayan
Former UNICEF Central America Representative

A CHILD SURVIVAL REVOLUTION

Jim earned a reputation for setting goals that many saw as impossible – like reducing by half the number of child deaths from preventable disease. Shortly after taking the reins at UNICEF, he led a major campaign to combat what he called a “global silent emergency.”

In the early 1980s, many had considered the high number of child deaths to be unavoidable, an inevitable by-product of poverty.

BUT JIM WAS AN UNSTOPPABLE FORCE

When a seemingly unsolvable problem arose, the UNICEF chief would reply: “There is always a solution!” On one occasion Jim asked the UNICEF Representative for El Salvador why the immunization level there was failing to rise. The representative replied that El Salvador was in the middle of a civil war and that most of the country was inaccessible. Jim’s reply was: “Well, why don’t they stop the war so they can immunize the kids?”

Ultimately, Jim Grant proved that universal immunization, including in war-torn El Salvador, was possible: the campaign that he championed reached nearly every corner of the developing world. By the end of the 1980s, the child survival revolution that Grant pioneered for children was estimated to have saved 12 million young lives. And today, thanks to Jim’s determination, it is common practice to call humanitarian ceasefires in warzones so children can receive vaccines and other life-saving interventions.

PUTTING THE NEEDS OF CHILDREN FIRST

In 1989, Jim put the needs of children squarely at the centre of the world stage. As an ardent promoter of the Convention on the Rights of the Child, Jim helped set in motion a process that not only brought the Convention into force faster than any other

human rights instrument, then or since, but ultimately made it the most widely embraced rights treaty in history.

The historic World Summit for Children, held in 1990, was the culmination of Jim’s vision to mobilize the world’s leadership for children. In the last year of his life – even when cancer began to spread through his body – Jim travelled tens of thousands of kilometres and held meetings with more than 40 presidents and prime ministers, building the political will to achieve the new goals that had been set at the Summit. He never stopped fighting for children.

At the time of Jim’s death in 1995, it was estimated that, because of his influence and direction of UNICEF, at least 25 million children were alive who would otherwise have died before the age of five.

LESSONS LEARNED

Even though Jim Grant has been gone for more than 21 years, there is still so much he can teach us. Here are five lessons we can take from Jim’s legacy:

1. Be audacious – but make sure your goals are achievable, time-bound and measurable.
2. Be persistent.
3. Build a “grand alliance,” a global partnership all working for the same goal.
4. Embrace the power of optimism – Jim’s optimism was infectious and made other people believe they were capable of extraordinary things.
5. Be undaunted. The world needs more fervent advocates for its youngest citizens.



Jim Grant travelled the world extensively in his quest to save children’s lives. Above, Jim Grant is pictured at a UNICEF assisted camp for displaced individuals in Rwanda.

© UNICEF/UNI50706/Press



© UNICEF/2016/Paul Bettings

MNT UPDATE: Preventing tragedy in Chad

Persistent poverty and a lack of information about hygienic deliveries and the benefits of immunization have put thousands of women and infants in Chad at high risk of life-threatening infections such as maternal neonatal tetanus.

Maternal neonatal tetanus (MNT), a deadly disease that steals the lives of nearly 49,000 babies every year, is passed from mother to newborn when the umbilical cord is cut with an unsterilized blade. The effects are excruciating – tiny newborns suffer repeated, painful convulsions and are extremely sensitive to light and touch. Any physical contact exacerbates a baby’s pain, so even a mother’s touch hurts, leaving a baby – unheld – for days until he or she dies.

What makes MNT even more heartbreaking is that it is easily preventable. Just three doses of the vaccine protects mothers, who then pass the immunity on to their babies during pregnancy.

Educating women, traditional leaders and local community groups about the importance of immunization is problematic in a country where much of the population is geographically isolated. Equally challenging are the logistics involved in transporting and storing vaccines and syringes.

Progress is being made, thanks to you.

To eliminate MNT globally, UNICEF has joined forces with Kiwanis International including Kiwanis clubs in Canada and the Government of Canada. Since 2000, 40 countries had achieved “elimination” status, and just last year Niger and Indonesia were added to the list. But in 19 countries – including Chad – MNT still strikes tens of thousands of children. More funds and resources are needed to reach women in the poorest and most remote regions of the world, which is why your continued support is so critical.



It takes less than a minute to vaccinate a woman, but the work it takes to deliver the vaccines is extensive.



“Global elimination of MNT was once just a dream. It’s thanks to the generous support of donors like you that we’re now on the verge of making it a reality,”

said UNICEF’s Carleen McGuinty who witnessed Chad’s mass immunization campaign in action.



FAST FACTS:

- Tetanus is a non-communicable disease caused by bacteria found in soil
- Chad has one of the highest infant and maternal mortality rates in the world
- Two out of every three women in Chad give birth in unhygienic conditions.





Earthquake in Ecuador

**EPICENTRE:
MUISNE, ECUADOR**

SATURDAY, APRIL 16, 2016

**7.8 MAGNITUDE
EARTHQUAKE STRIKES**

EMERGENCY RESPONDERS DRIVE IMPACT

Six months ago, on Saturday, April 16, a magnitude 7.8 earthquake struck Ecuador resulting in a state of emergency in much of the country. As many as 720,000 people – 250,000 of which are children – have been impacted. With homes and buildings destroyed, tens of thousands of families were displaced.

UNICEF’s 18-person office in Ecuador acted immediately to save and safeguard children and, within hours, reinforcements of UNICEF emergency personnel trained in disaster response began to arrive.

Here, you’ll meet three of the UNICEF field staff who came to the aid of the devastated country plus a few of the many children who have been helped with your generous support.



MARIA BELÉN CARRILLO Child Protection Specialist, UNICEF Ecuador

Already working in Esmeraldas when the earthquake hit, UNICEF Child Protection Specialist Maria Belén Carrillo started helping affected children right away. Maria helped set up a Child Friendly Space at a temporary camp where 250 displaced families sought shelter. In addition to establishing spaces where children could feel safe in the aftermath of the earthquake, Maria continues to provide training to local social workers. “Children are the most vulnerable during and after a crisis,” said Maria.





STÉPHANE ARNAUD

Senior Emergency Supply Manager,
UNICEF Supply Division, Denmark

Within minutes of hearing the news on Sunday morning, Stéphane Arnaud was on the phone with the local UNICEF office in Ecuador. Within 72 hours, a plane full of emergency supplies arrived in Ecuador from Denmark, along with Stéphane. “My job is to be ready for anything and to respond as quickly as possible,” he said. Read more about Stéphane’s work in “Going the distance” on page 12.

KIMBERLY, AGE SIX

Left homeless by the earthquake, Kimberly and her family lived in the shelter where Maria works just outside of San Jose de Chamanga. With the local school damaged and unsafe, UNICEF set up tents for temporary schools at the camp where girls and boys can learn and begin to heal after the trauma they experienced. Child Friendly Spaces give children like Kimberly the chance to be kids again.



YANDRI, 16, AND ELIAN, 14

The teenage boys live in a shelter for 50 families on the grounds of a church in Coaque. They were trained by a UNICEF specialist to help the smaller children at the camp cope with fear and loss. “Many of the little kids are scared because the earth still shakes a lot,” said Yandri. The teens talk, paint and sing with the younger survivors as part of UNICEF’s Bring Back Happiness program.



DIEGO LOPEZ

Water, Sanitation and
Hygiene Coordinator,
UNICEF Colombia

In the aftermath of a natural disaster, a top priority is access to safe drinking water and sanitation services. Water sources can become contaminated and breed disease, which is why WASH expert Diego Lopez came to Ecuador to work installing latrines at a makeshift shelter in Pedernales. “The scene in Pedernales is reminiscent of photos you see only in wartime,” said Diego.

Going the distance

An interview with Stéphane Arnaud,
UNICEF's Senior Emergency
Supply Manager

Stéphane Arnaud has been with UNICEF since 2006. His work has taken him, his wife, and their three kids to Angola and Niger. In 2015, Stéphane took on the demanding role of Senior Emergency Supply Manager, based out of Copenhagen.



Here he talks about the lengths to which UNICEF will go to get critical supplies to children and families.

What does the Emergency Coordination Unit do?

Our primary focus is emergency response – getting supplies into regions impacted by natural disasters, conflicts and other crises. We are also responsible for emergency preparedness. Each one of our three hubs – in Copenhagen, Dubai and Panama – must always have on hand enough emergency supplies for a population of 250,000 for three months.

How quickly does your team respond to emergencies?

We are in contact with the impacted area immediately – sometimes even before the emergency strikes, as was the case with Cyclone Winston. Within 72 hours, the first wave of supplies arrives in the country via charter airplane. The first flight has basic necessities: tents for shelter, water purification tablets and jerry cans, nutrition supplies and emergency health kits. We operate with a “no regret” policy. We will send basic necessities to the affected area regardless of the cost to ensure children’s lives are



safeguarded. Depending on the size of the emergency, we may send a second plane. Each plane contains about 100 tonnes of supplies. Additional supplies are sometimes delivered by sea, which is less costly, but takes longer.

Some emergencies, such as the conflict in Syria, require an ongoing coordinated response. Of course, at any time the situation could deteriorate further and we need to be able to react quickly.

What are the most challenging aspects of your job?

Each emergency is different and, because of that, the challenges are different. For example, when Cyclone Winston hit Fiji, getting supplies to 40 different islands

was very difficult. When the earthquake struck Nepal, access was a challenge. The region is so mountainous, we had to find pilots who were especially trained in how to land planes in a spiral descent.

What are the complexities of delivering supplies in conflict zones?

You have to continually adapt. For example, when fighting escalated in Yemen last March, most of the seaports and airports were inaccessible. However we were aware that fishing boats called dhows that departed from the nearby country Djibouti continued to have access. I negotiated with the local boat owners to transport supplies for us.

The operation was very complex. We had to fly supplies to the airport in Djibouti, transport them by truck to the Djibouti port and then load them into the dhows. To safely cross the channel, we had to get the authorities on both sides to agree not to bombard the boats. They only gave us a four-hour window, round trip. We fastened massive UNICEF flags to the dhows to help identify them and watched anxiously. Thankfully, each dhow crossed the channel and children received the critical, life-saving goods that they needed.

How many children directly benefit from the emergency supplies UNICEF delivers?

Tens of millions. In Yemen alone, over nine million children have been affected by the conflict and are benefitting from UNICEF support.

What is the most rewarding part of your job?

What we do has immediate impact. One day a family has nothing, the next day they have basic household items, water and blankets.

What is your wish for children in emergencies?

I wish that children weren't in these situations. I wish they didn't have to worry about food, shelter and security. I wish for them the same life I wish for my own children.

How important is donor support to your job?

It's critical. Without the support of donors, we wouldn't be able to have a continuous stock of emergency supplies or be able to respond as rapidly as we do. UNICEF donors help save lives.

A porter crosses difficult terrain with measles, rubella and polio vaccines provided by Stéphane Arnaud's team to a UNICEF-supported health clinic following the April 25, 2015 earthquake in Nepal.



FAIRNESS FOR CHILDREN

CANADA'S CHALLENGE

Earlier this year, UNICEF released *Report Card 13: Fairness for Children*, which ranks the depths of inequality in child and youth well-being across the world's richest countries. The report reveals how far our nation's most disadvantaged children are allowed to fall behind the "average" child in areas like health, education, income and life satisfaction.

HERE'S HOW CANADA'S CHILDREN RANKED:

Canada is one of the most unequal societies for children and youth

Canada ranks 26 out of 35 of the world's richest nations. A wide gap exists between the average Canadian child and the most disadvantaged. Children in the poorest families have fewer than 53 percent of the financial resources that the average child has, drastically limiting their opportunities for a bright future.

One in four Canadian children aren't feeling their best on any given day

The proportion of children in Canada who report one or more health complaints every day is 23 percent. These issues unequally affect our most disadvantaged children. Frequent health complaints are usually an expression of stressful situations or relationships at home, at school, or among peers. More attention needs to be paid to the stress children face and the resources required to help them.



UNICEF Canada/2010/Sri Utami

Education is the great equalizer for Canadian children

Our public school system helps to buffer the socio-economic disadvantages that some children face, creating a more even playing field for those who might otherwise be left behind. For vulnerable student populations like young newcomers, Canada creates a more equal environment giving them greater opportunities to succeed.

Poorer children report lower life satisfaction than children who are better off

When asked to rate their lives on a scale of zero to 10, where one is the 'worst possible life for me', a full nine percent of Canadian children rated their lives a four out of 10. Children with low life satisfaction are three times more likely than their peers to experience fighting, be victims of bullying and smoke regularly. This is a disturbing statistic that we must address.

We all have a role to play in improving the lives of children and youth in Canada – our own and other children – and this includes listening to children and youth about what they think is needed to address the challenges they face.

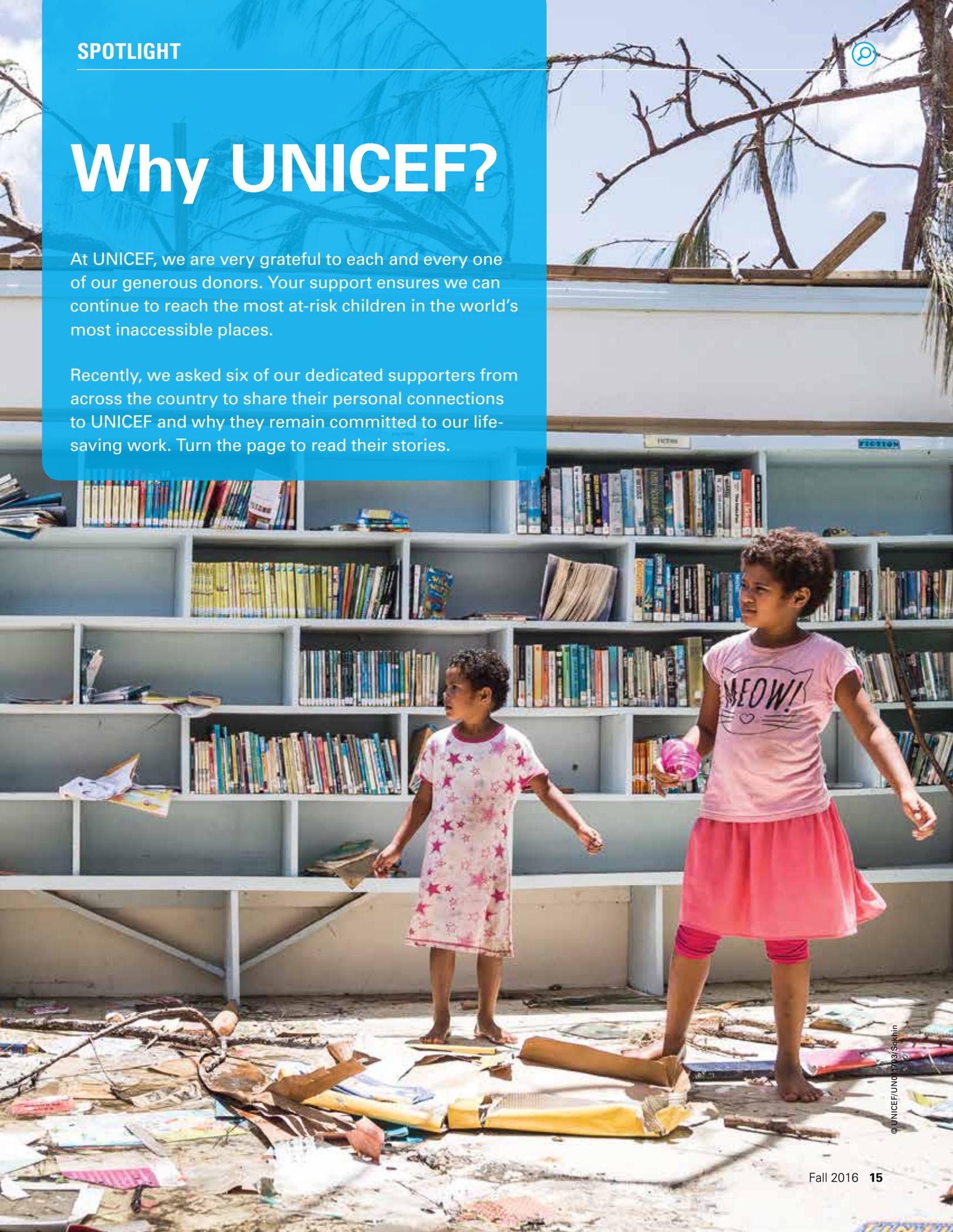
LEARN MORE

To learn more about child well-being in Canada, please visit unicef.ca/irc13.

Why UNICEF?

At UNICEF, we are very grateful to each and every one of our generous donors. Your support ensures we can continue to reach the most at-risk children in the world's most inaccessible places.

Recently, we asked six of our dedicated supporters from across the country to share their personal connections to UNICEF and why they remain committed to our life-saving work. Turn the page to read their stories.





“We can have a much greater impact when we work together.”

DON LINDSAY

Don Lindsay, President & CEO of Teck, first became involved with UNICEF after learning about the global health challenge of zinc deficiency, which contributes to the deaths of 450,000 children every year. He was certain that Teck, one of the world’s largest producers of mined zinc, could help get nutrition-grade zinc to the children who needed it most. “It requires government advocacy, strong supply chains and education – initiatives that UNICEF is uniquely positioned to provide,” said Don.

Since 2009, Teck has partnered with UNICEF to tackle this and other global health challenges. As a result, Teck and UNICEF partner programs have improved the lives of over 700,000 children.

“Our partnership with UNICEF has proven that we can have a much greater impact when we work together,” said Don.



“Changing the future for Canadian youth.”

WAFKA KADRI

RBC has been a long time partner of UNICEF Canada. We are helping to develop an Observatory for Canada’s Children & Youth – a national forum that brings people and organizations together to create the best possible life for young Canadians.

“The single most important indicator of a society’s well-being is the well-being of its children and youth. So it should be of concern to us that some our youth are falling behind,” says Wafa Kadri, Director, Youth Strategy, RBC. “UNICEF is a respected authority on issues facing youth around the world and here at home, and they have a strong track record of implementing solutions that work,” says Wafa. “Through our partnership, we hope to engage young Canadians to create positive conditions for their success and prosperity.”



“Education is the pathway to a promising future.”

ELIZABETH DALLAIRE

As a former primary school teacher, Elizabeth is passionate about supporting UNICEF’s transformative work in education. Over the years, she has witnessed incredible progress. In 1993, when her husband, Lieutenant General, The Honourable, Roméo Dallaire, was the Force Commander for the United Nations Assistance Mission for Rwanda, Elizabeth helped gather supplies for a rundown hut that served as a school outside Kigali. “They had no furniture or blackboards,” she said. “When we visited a decade later, we were so moved to see new schools being built. Those concrete buildings encapsulate what UNICEF is all about – building a better future for the next generation.”

In 2011, Elizabeth became a UNICEF Canada Ambassador. “I hope in some small way I can mobilize change for children by encouraging other donors to consider a gift in their Will for children,” she said.



“Every child should feel safe.”

CHRIS & HANITA SIMARD

The Simard family from Calgary have been UNICEF supporters for more than 16 years. In 2007, Chris travelled to Namibia to observe UNICEF’s work in response to the AIDS epidemic. “I met many children whose families had been devastated by this crisis, but who felt empowered and optimistic about their future, thanks to UNICEF-supported programs,” said Chris, who is currently serving on UNICEF Canada’s National Board of Directors.

Hanita co-chairs UNICEF Canada’s Water for Life Gala in Calgary and is a member of UNICEF Canada’s The 25th Team: “The expertise, respect and credibility that UNICEF enjoys worldwide is unparalleled,” said Hanita. “We hope that by supporting the organization children will become safer, healthier and empowered. It’s what we want for our children, It’s what we want for all children.”

Along with their daughters Avery and Orla, Chris and Hanita travelled with The 25th Team to Copenhagen this past spring to participate in the Women Deliver Conference.



“UNICEF makes it happen!”

DR. JOHN BUTTON

Dr. John Button is the Immediate Past President of Kiwanis International, UNICEF’s partner along with the Government of Canada, in the global campaign to eliminate maternal and neonatal tetanus (MNT). In 2013, he and his wife travelled to Guinea to witness MNT immunization in action. “Women arrived on foot from miles around to receive tetanus shots with hope for a world in which their newborns and they themselves would not suffer the horrors of death from this disease,” said John.

In addition to his involvement with UNICEF through Kiwanis, John and his wife are monthly donors and they choose holiday gifts for their grandchildren from UNICEF’s Survival Gifts catalogue. “I continue to be a UNICEF supporter because I believe in their mission, methods and accountability,” said John. “I believe that UNICEF can change the world for children because I have seen it happen.”



“Children need to know the world cares about them.”

SANDRA GAGE

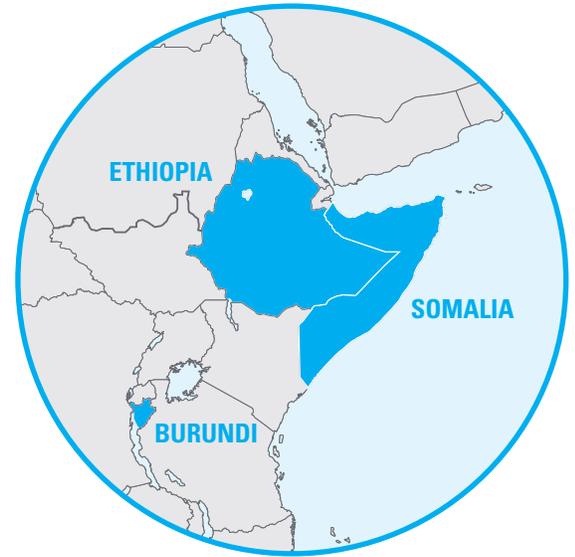
As Chief Marketing Officer of Canada Soccer, Sandra Gage knows that soccer is one of the most welcoming and accessible sports for children. Whether it’s in our own backyards or in refugee camps in war-torn countries, children the world over can be seen kicking around a soccer ball. It was only natural that Canada Soccer teamed up with UNICEF in 2014 leading up to the FIFA Women’s World Cup Canada 2015™. The partnership was an incredible platform for Canadians to engage in UNICEF Canada’s life-changing work. It also helped shine a light on the healing power of play.

“Building on the passion and global connectivity of soccer, the goal of our partnership is to rally Canadians together to help save children’s lives,” said Sandra. Adds the mom of teens Lucas and Sofia, “all children deserve the chance to grow up and follow their dreams.”

A Race Against Time

FOOD CRISIS IN EASTERN AND SOUTHERN AFRICA

A staggering number of children are at risk as the food crisis in Eastern and Southern Africa escalates. These regions of Africa are prone to droughts and the intensifying El Niño weather phenomenon is making the situation even more dire. Crops are failing. Food prices are soaring. And more than one million children are suffering from severe acute malnutrition.



SOMALIA'S FUTURE IS IN JEOPARDY

In Somalia, one in every seven children under the age of five is acutely malnourished. The prevalence of stunting in Somalia is among the highest in the world. Stunted growth is the consequence of chronic, long-term nutritional deficiencies throughout childhood – and especially during the first two years of life. The physical and cognitive damage is permanent and irreversible. But it's entirely preventable.



FROM BAD TO WORSE IN BURUNDI

Extreme drought conditions combined with the onset of a political crises have made it harder and harder for families to feed their children. Four out of five Burundians live on less than US\$1.25 a day, and 58 percent of children under age five are malnourished.

ETHIOPIA HAS BEEN PARTICULARLY HARD HIT

As Ethiopia faces its worst drought in 50 years, more than 8 million people are in need of emergency food, water and sanitation services. An estimated 435,000 children require treatment for severe acute malnutrition – the leading cause of death for children under age five in this country.





WE MUST ACT NOW

As the nutrition crisis in the region deteriorates, prepositioned stores of UNICEF therapeutic food and other emergency supplies are being stretched to the limit. We must act now to ensure there is a steady supply of resources in place before it's too late.

UNICEF PLANS TO SCALE UP OUR EFFORTS IN EASTERN AND SOUTHERN AFRICA AND INCREASE INVESTMENTS IN PROVEN SOLUTIONS:

\$83 CAN SAVE A MALNOURISHED CHILD'S LIFE.

Micronutrient-enriched, ready-to-use therapeutic foods like Plumpy'Nut® – a high protein paste packed with essential calories and vitamins – can help a child gain weight and make a full recovery in just a few weeks.

\$248

CAN BRING HEALTHCARE TO CHILDREN IN REMOTE COMMUNITIES.

A bicycle equipped with a vaccine carrier is used to transport life-saving vaccines, including those to protect against measles and polio – a simple but effective way to keep children everywhere healthy.

\$530 CAN PROVIDE CLEAN WATER TO AN ENTIRE COMMUNITY.

A local water source means girls who can't attend school because they must collect water for their family will have a chance at an education and a brighter future.

REACHING THE MOST VULNERABLE

In Kirundo, Burundi, five-year-old Joseph is suffering from severe acute malnutrition. This is the third time the little boy has been admitted to hospital with this illness. His mom, Anastasie, a widow, sells coal to try to support her family. "If I don't manage to sell anything, then we don't eat," she said. At the hospital, Joseph is treated with ready-to-use therapeutic food provided by UNICEF.

After 11 days, his health has improved enough to go home.



© UNICEF/UNI188786/Beechey

Inequity is not inevitable



Every child is born with the same rights to a healthy start in life, a safe, secure childhood and the opportunity to reach their full potential. We have made tremendous progress in realizing these rights: child deaths have been reduced, more children are attending schools and millions have been lifted out of poverty, including in some of the world's poorest countries. But progress hasn't been even, or fair.

Around the world, millions of children still lack the basic building blocks they need to grow up healthy and strong. Education, nutrition, immunizations, protection from violence and abuse – all foundations of a productive and prosperous life – are out of reach for many.

In 2015, an estimated 5.9 million children died before reaching age five, mostly as a result of preventable causes like malnutrition, malaria and diarrhoea. Millions more children were denied education because of poverty, because they are female, or because of conflict or crisis.

For UNICEF, equity is about giving a fair chance in life to every child, especially the most disadvantaged. Inequity traps individual children and families in intergenerational cycles of poverty, blocking children from having the same opportunities as children who grow up in more equitable societies.

But narrowing the gaps is within our reach. With your crucial support, we are taking steps to ensure every child receives the care and education they need to survive and thrive well into the future. Through a focus on targeted investments and innovations, inequalities in opportunities for children and youth can be drastically reduced within a generation.

In rich and poor countries alike, education is perhaps the most powerful equalizer of opportunity. It helps children realize their potential and contribute to their communities and to the world. Quality education plays a crucial role in developing the skills that allow children to flourish later in life.



Seventeen year old, Lipika Murah, of a tea garden in northeast India's Assam state understands the significance of literacy in steering change. In 2009, UNICEF, in partnership with a local NGO Heritage Assam began a Child Friendly Storytelling Initiative. The program is a harbinger of change.

© UNICEF/UN032729/Singh

UNICEF Child Friendly Schools are just one example: safe, healthy and protective spaces established to facilitate learning – with trained teachers, adequate resources, and psychological support. A child's background or abilities,

gender or wealth, never enter into the equation. These schools are inclusive, and they are effective. Whether under a tree or within the four walls of a building, Child Friendly Schools ensure that every child receives a quality education.

“
Addressing inequalities
is not a choice - it's a
moral and practical
necessity.”

Never has addressing global inequity been so urgent. Climate change is exacerbating risks to the most disadvantaged children: globally, more than half a billion children live in areas where the occurrence of flooding or the severity of drought is high or extremely high. At the same time, conflicts and violence are putting more and more children in extreme danger and depriving them of their rights and safety.

Inequity is not inevitable, nor insurmountable. A sustainable, more equitable future is possible. We know what to do and, with your continued help, we'll do it.

Anthony Lake
Executive Director, UNICEF

In my heart of hearts, I felt I must do more

BY VERONICA TENNANT, C.C., PRIMA BALLERINA, PRODUCER/DIRECTOR, FILMMAKER

In my 25-year career as a Prima Ballerina with The National Ballet of Canada and subsequently as a filmmaker, I have travelled the world and am continually moved by the healing effect the arts can bring to children born into dire circumstances. For children traumatized by conflict and war, abuse and neglect, art can rekindle their childhood. The freedom to dance, sing and play is something every child should experience. Even more important, is the right for each and every child to have a name, a nationality and hope.



TURNING PASSION INTO ACTION

I have always cared deeply about the rights and needs of children. When I became a mother, those feelings only intensified. In 1992 when I was asked to become a UNICEF Canada Ambassador, my answer was a resounding “yes.” I’ve been a proud advocate, supporter and voice for UNICEF and the life-changing work they do ever since. From Child Friendly Spaces, and psychosocial support, to education and life-saving vaccines, I know UNICEF’s impact for children is real and lasting.

“When you see a little girl’s proud smile on her first day of school you know that there is hope.”

In my travels, I’ve witnessed the remarkable resilience of children. There are so many girls and boys in desperate need. In my heart of hearts, I felt I must do more. That’s why I made the decision to leave a gift to UNICEF in my Will. I want to help UNICEF be there for every child, now and in the future.

I WANT TO BUILD A LEGACY

I am humbled by the commitment of the thousands of UNICEF field staff who work tirelessly to mitigate children’s hardships. UNICEF reaches farther, stays longer, and saves more children’s lives than any other humanitarian organization. But lasting change takes time. Legacy gifts will ensure UNICEF can continue to provide food and clean water, deliver vaccines and medicine, and put vital programs in place to stop the cycle of poverty. If you believe, as I do, that every child deserves the chance to survive, to be nurtured, and to have the freedom to express themselves, I encourage you to join me. Leave a gift to UNICEF in your Will and help build a better and more just future for children everywhere.

LEARN MORE

For more on legacy giving visit [unicef.ca](https://www.unicef.ca) or call Jackie Jones at 1 800 567 4483 ext. 8852.



EVENTS

Every year, philanthropic Canadians across our country generously raise life-saving funds for the world’s most vulnerable children. Meet some of the donors who share your commitment and dedication to children.

© UNICEF Canada/2015/Bill Pringle



24TH CALGARY WATER FOR LIFE GALA

This year marked the 24th consecutive Water for Life Gala in Calgary. As the third-largest UNICEF event in North America, the Gala attracts the who’s who of the city.

Pictured above, Honorary Chair Sue Riddell Rose – President & CEO of Perpetual Energy Inc. and member of UNICEF Canada’s The 25th Team – hosted this year’s Gala. The event raised more than \$900,000 in critical funding for water, sanitation and hygiene programs in Mongolia and Chad.

“By attending the Water for Life Gala and by partnering with UNICEF Canada, our guests transform lives,” said UNICEF Canada National Events Manager, Holly Davidson. “I’ve seen the impact of their support first-hand and it is remarkable.”



GO BACK. GIVE BACK. WITH H&M CANADA.

H&M Canada launched their third annual *Go Back. Give Back.* campaign in partnership with UNICEF Canada to raise funds and awareness for a child’s right to education. To date, the incredible campaign has sent more than 1,365 kids to school.

© UNICEF Canada/2016/Antoine Raab



THE 25TH TEAM VISITS CAMBODIA

This June, five members of UNICEF Canada’s The 25th Team travelled to northeast Cambodia to witness how mothers and their children receive life-saving care at UNICEF-supported health centres. The centres screen children for acute malnutrition, immunize them against deadly diseases and provide them with Vitamin A and deworming tablets. Mothers also benefit from pre-natal health classes at the centres – the kind of work that helped Cambodia recently eliminate maternal and neonatal tetanus.

With the support of The 25th Team, a group of 60 influential Canadian women, the Government of Canada, the Garrett Family Foundation and Teck, UNICEF is reaching nearly 53,000 mothers and their children in Cambodia.

“The sense of hope resonated with me,” said Jeannine Bakeeff a member of the Team. “To see UNICEF in action, and all these mothers and children engaged to make their lives better—truly amazing.”



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 into the future. 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**.