

October 28 2011

Dear Valued Volunteer,

UNICEF's first holiday card was painted in 1949 by a seven-year old Czechoslovakian girl, Jitka Samkova, as a thank you to UNICEF for the help given to her village after the Second World War. More than 60 years later, UNICEF has saved the lives of millions of children around the world through its Cards and Gifts Program.

I remember my Mother buying UNICEF holiday cards every year and sending them over to our relatives in England. It was a family tradition, and they were our favourite cards to receive! With valued supporters like you, the funds raised by the Program helped us respond to over 200 emergencies in 2010 alone and has enabled us to provide vaccines to more than 50% of the world's children. Thank you – we couldn't have done this without you!

I am writing to share the exciting news that we have launched a partnership between UNICEF Canada and Hallmark Canada. As a result of this partnership, UNICEF holiday cards will be available nationwide at our longstanding retail partner's stores, including IKEA, Pier 1 Import, and Ten Thousand Villages. The cards will also be available at most Hallmark stores and through Hallmark's retail partners including Loblaws and Walmart.

Partnering with Hallmark is a wonderful opportunity for UNICEF Canada to reach more people and ultimately, deliver more resources to children around the world. Hallmark is a well-respected, family-owned company that's been in business for over 100 years and is the undisputed leader in the greeting card market globally. We are therefore delighted that Hallmark will assume responsibility for creating, manufacturing, promoting and distributing the cards, which will continue to carry only the UNICEF logo. The first collection distributed through Hallmark became available for purchase at the beginning of this month.

As a result, no new cards will be made available for volunteers to sell during this upcoming holiday campaign. These are difficult changes to make, but we believe that more Canadians will be able to buy the cards through Hallmark stores and other retail partners. Your commitment and hard work has been extraordinary and very instrumental to UNICEF cards becoming known and loved by millions of Canadians. We hope that you will continue to play an active role in supporting UNICEF and increasing awareness on child survival and development issues.

We are asking all our loyal volunteers like you to consider shifting your time and efforts to other volunteer fundraising opportunities, such as our Survival Gifts campaign. Survival Gifts are a simple and effective way for someone to give a gift that also saves a life. You can choose from over 40 gifts that go directly to a child in need – food, health, education, emergency, and other



urgently needed gifts. For more information on survival gifts, please visit www.survivalgifts.ca. If you would like information on other volunteer fundraising activities, please contact Natalie Claireaux, Community Engagement Coordinator, at (416) 482-4444 ext. 8860.

I wish you and your family a wonderful holiday season!

Sincerely,

A handwritten signature in blue ink that reads "David Morley". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

David Morley
President and CEO, UNICEF Canada

P.S. We thank you again for your incredible commitment to UNICEF's vision and mission, and hope that we can count on your continued support as we move into this exciting new phase of our Program!