

Monthly works!

GLOBAL PARENTS

Coming to the aid of children caught in a food crisis

Helping the poorest families hit the hardest in Nepal

Sitting in her tiny house on a parched hillside in the isolated district of Mugu in northern Nepal, 36-year-old Nawa Dumchi Bikar is worried.

"To earn enough money for two kilograms of rice, we have to do two days' work, but the rice is just enough for the family for one day," says Ms. Bikar. "It hurts my heart that we cannot provide the things my children need."

Three years of drought coupled with increased food prices have created a food crisis. Nearly half of all children under the age of five in Nepal are underweight. In Mugu, more than a quarter of young children are acutely or severely malnourished.

Thankfully, your monthly support as a UNICEF Global Parent is helping us tackle the alarming levels of malnutrition in this district. UNICEF and its partners have established a Nutrition Rehabilitation Unit and two outpatient therapeutic programs in Mugu. Outreach teams show local health volunteers how to identify malnourished children, who are then sent

to the treatment centres to receive fortified milk and therapeutic food. The program also teaches correct weaning and feeding procedures for infants.



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It is a vital intervention for children in crisis, in the poorest region of one of South Asia's poorest countries, and it could not happen without your support.

HAITI 365

Voices for Haiti

Children speak out for safe, quality education

In a convention centre in Port-au-Prince, nine-year-old Marie-Ange sketches the school of her dreams, "one that won't collapse if there is another earthquake." Josette, 14, suggests that giving children flashlights could protect them from becoming targets of violence.

They are just two of 100 children who have been brought together by UNICEF and its partners to have their voices and needs recognized in the reconstruction efforts following Haiti's devastating earthquake. "Children's suggestions have proven to be effective, and some of these

proposals are already being put into practice," says UNICEF Child Protection Specialist Virginia Perez Antolin.

Even the youngest, like Marie-Ange, stress the importance of rebuilding schools. At L'Ecole Nationale du Republique du Bresil, the School Director agrees. "Education is the only hope for Haiti," says Ms. Lambert. She is a mentor to students such as Judith, who lost her mother and her home in the January 2010 disaster and now lives with eight family members in a small, leaky room. "Without education, what will Judith become?"



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UNICEF continues to work tirelessly to meet the needs of children across Haiti. While there is still much to be done, your monthly support is making a real difference. As Ms. Lambert notes, "without UNICEF, we would have no school, no materials, nothing."

YOUR DOLLARS AT WORK

Your immunization dollars at work



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OUR GOAL:

1,000,000

OUR RESULT:

1,436,506!

In January 2009, UNICEF Canada set an ambitious goal to immunize one million children against measles, a deadly yet preventable disease. Thanks to your incredible support, we surpassed our goal by 46%, raising enough funds to vaccinate 1,436,506 children!

This year, your donations have been hard at work in Africa. In June, a nationwide immunization campaign was launched in Zimbabwe, targeting five million children between the ages of six months and 15 years.

Hundreds of women lined up at health clinics across the country, eager to have their babies immunized. "It was the sight of these women and children that made me realize and appreciate the

full scale of the immunization campaign," says UNICEF's Josphen Mugabe, who monitored and evaluated Zimbabwe's measles vaccination drive.

The response to the campaign was so overwhelming that health workers extended their hours at most centres, as long lines remained well after the scheduled closing times. "It was amazing to see that even some of the traditionally hard-to-reach communities had responded to the massive social mobilization campaign and brought their children for immunization," explains UNICEF's Dr. Aboubacar Kampo.

Thank you again for your incredible support of our immunization campaigns – your donations have truly made a life-saving difference to families.

Remember UNICEF this holiday season with all our great giving options. Give a loved one a Gift of Magic or choose from our inspiring collection of Cards & Gifts.

Visit shopunicef.ca or call 1 888 777 0380 today!



For more information or to let us know if you're moving, please contact us at 1 800 567 4483.
Charitable Registration Number: 122 680 572 RR0001



A Gifts of Magic supporter shares her story

Name: Lori B.
Type of Donation: Birth Registration
Donor since: 2005

Why did you first decide to give a Gift of Magic?

I first saw UNICEF's Gifts of Magic at an IKEA kiosk. I decided to bring some catalogues to the school where I teach and put them out for the teachers, along with a letter they could send to parents to solicit donations to UNICEF rather than the typical teacher gifts we usually receive. We ended up raising about \$800 that year to put towards Gifts of Magic.

Now, every September, I challenge my coworkers to raise funds for UNICEF. I also let my students know of my plans to collect for UNICEF. This way, they know not to buy me a gift, but to put their funds towards Gifts of Magic.

Do you have a particularly memorable experience involving Gifts of Magic?

I fondly remember my grade two class wanting photocopies of the catalogue pages to take home to encourage their parents to donate. They couldn't believe that some children didn't have accessible water or a school to attend every day – even something as small as a pencil or exercise book.

It's wonderful to involve the students in choosing the gifts. I send home photocopies of the Gifts of Magic certificates for the items we purchase, so each and every child in my class feels they've helped other children.

UNICEFworks

FALL/WINTER 2010

Your supporter action report

A shifting future for Pakistan's children

Your support helps hold back the flood of devastation

Having toured many submerged districts in Pakistan, UNICEF Executive Director Tony Lake didn't mince words: "The consequences of the flooding in Pakistan is very serious, and the most vulnerable of all, the children, are at the greatest risk. Unless the world responds immediately, more and more children will be at risk of contracting deadly waterborne diseases like dysentery, diarrhea and cholera."

The floodwaters delivered their first devastation in July. Within a month, 18.7 million people had been affected, including 8.6 million children. Schools, bridges, hospitals, roads, water and power supply systems, croplands and livestock had disappeared or been damaged. About 1.2 million homes had been destroyed, leaving tens of millions without shelter. Within three weeks, the number of affected persons increased five-fold. UNICEF has led the way in providing emergency aid as well as in monitoring the extent of the disaster



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A girl rides on a cart carrying her family's salvaged belongings in Khwas Koorona Village, Pakistan. Her family's home collapsed under the weight of heavy monsoon rains.

and the progress of relief efforts. With our network of partners, we are providing the largest humanitarian response mechanism for disaster-affected populations.

Is further suffering yet to come?

The need for aid won't recede with the floodwaters. With farmland gone, millions of children face hunger and malnutrition. Some will fall victim to diarrhea, dysentery or cholera. Children without schools may miss out on an education, with consequences not only for their quality of life but also for this generation's ability to one day play leadership roles in Pakistan.

Despite everything, unfaltering commitment

For Dr. Arshad Durani, an immunization specialist working for UNICEF, the

immensity of the ongoing challenge – including the loss of his own home – is more motivation than discouragement. "It couldn't – and will never – bend my determination to improve the lives of children."

As teams deliver safe water equipment, immunizations, education and protection in the flood zone, Tony Lake echoes the commitment felt by all of UNICEF and the generous donors who support our work in Pakistan. For the children of this struggling nation, "we are here today and for the long term."

INSIDE

Nigel moves on to help Haiti

The shocking truth about child trafficking in Canada

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Transforming lives through education

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unicef
canada

A farewell message from Nigel Fisher, UNICEF Canada's CEO since 2005

As some of you may know, in February I was temporarily posted to Haiti to lead the United Nations assessment of the impact of the earthquake, but then I ended up staying on to head up the UN relief and recovery efforts. The work has been difficult and the challenges great, but hope is alive and thriving in Haiti.

In an emergency like Haiti, or the current flooding in Pakistan, the road to recovery is long and arduous, and success requires continuous leadership. And so, after considerable reflection, I have decided to stay on in Haiti to

oversee the combined UN efforts to build Haiti back better.

The decision to leave UNICEF Canada has been a difficult one, especially because we have come far together – striving to ensure that every child has every opportunity, both in Canada and around the world.

Through my work over the past 30 years with various UN humanitarian missions and with UNICEF, I have seen time and again, *without fail*, the life-saving impact of your support. You help save lives, assure clean water, reunite lost children with their families, avert



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nutrition and disease crises, help kids get back to school and enable families and communities to rebuild their lives. These achievements would not be possible without your unwavering dedication to transform children's lives.

As we look toward the future I want to thank you for your support, I know that together we can continue to make a world fit for all children.

Nigel Fisher

ADVOCACY

Traffic is for cars, not children

A surprising look at child trafficking in Canada

Would it surprise you to discover that thousands of Canadian children are exploited in the human trafficking industry every year?

A new Royal Canadian Mounted Police study suggests that, across Canada, organized crime networks are actively trafficking Canadian-born women and girls, primarily for the sex trade. Social service organizations have estimated the number of trafficked Canadians to be as high as 16,000 a year, but the number of children trafficked within Canada remains virtually unknown.

Child trafficking happens when a person under the age of 18 years is moved by a person or group from one place to another – within a country or across a border – into a situation in which they are exploited. The definition of trafficking as a crime has only entered Canada's legislation in recent years.

Although the Canadian legal framework strongly addresses the

trafficking and sexual exploitation of children, Canada can still do more. Children who become victims of trafficking end up that way largely as a result of failures in the protective system. Many live in poor families without adequate access to support services. Many need educational support and mental health services but don't receive them.

Canada needs a national vision of what we want as a country for all our

children, and a roadmap to get there. As a party to the Convention on the Rights of the Child, the Government of Canada should develop and invest in a strategy for children, a step UNICEF Canada urged before the Standing Senate Committee on Human Rights as part of its recent study on the sexual exploitation of children in Canada.

To learn about what you can do to help today, please visit unicef.ca/trafficking.

What is the profile of a Canadian child at risk for sexual exploitation?

- Runaway and missing children
- Children victimized by predators on the Internet
- Minors living independently
- Minors living with older men
- Socially marginalized children, particularly Aboriginals
- Children between 12 to 17 years of age

COMMUNITY

Making October count for kids!

Through National UNICEF Day on October 31st, scores of Canadians have learned that they can make a vital difference for the world's most vulnerable children.

For the past five years, our annual Halloween campaign has supported the

Schools for Africa program, a worldwide joint initiative of UNICEF and the Nelson Mandela Foundation. Schools for Africa aims to create safe school environments where children can learn, play and have access to clean water and sanitation facilities.

Through the incredible generosity of Canadians, the campaign has exceeded its target of \$50 million – with Canadians contributing more than \$10 million since 2006! We're proud to report that nearly five million children are benefiting from Schools for Africa.

Every day, your contributions to Schools for Africa are hard at work:

In Malawi

In 2009, we constructed 327 new classrooms in 83 child-friendly schools – accommodating approximately 35,000 students every year.

Since 2006, we've trained 6,000 teachers, impacting more than 450,000 school children through improved teaching methods that are child-centred and gender sensitive.

In Rwanda

Thanks in large part to the success of the Schools for Africa program and UNICEF's ongoing advocacy, a commitment has been made at the highest level of government to make every school in the country child-friendly, starting with 300 schools within the next three years.



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CHILD PROFILE

Transforming young lives through education

As dawn breaks in a rural village in southern Niger, eleven-year-old Zhara lights the fire, warms a pot of water and sweeps the family yard.

"We're really happy to go to school. We want to do well and succeed. I want to become a nurse," says Zhara.

UNICEF's Schools for Africa program has helped train teachers, provide

classroom supplies, construct buildings and provide safe water and basic sanitation for children like Zhara.

"By giving girls the chance to go to school, we help them avoid under-age and forced marriages," says UNICEF's Adamou Matti Dan Mallam. "They also learn about health and maternity issues, and other things that can have a real impact on their everyday lives."



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Make October Count for Kids!

Donate to help Canadian children make a difference this fall. This year's campaign is aimed at saving the lives of millions of children around the world with simple, affordable solutions. Find out about National UNICEF Day at unicef.ca/oct31.



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IT'S TIME TO DRAW THE LINE

Your support helps babies be born free of HIV

Four-month-old Mankhube smiles up at her mother. "She is my miracle baby," says Malekena proudly.

In the African countries that are home to 90% of the world's 2.1 million children living with HIV, delivering a healthy baby can indeed seem miraculous – especially for women like Malekena, who are HIV positive. Until recently, treatment to prevent mother-to-child transmission of HIV required numerous trips to a clinic, an impossibility for many impoverished women living in remote communities.

Now UNICEF, along with partner organizations and through the support of our donors, has put health within reach for mothers and their vulnerable newborns. Our Mother-Baby Pack is a simple yet revolutionary kit of take-home drugs that empowers mothers to protect their children from infection. Colour coding and simple graphics direct them to use the right anti-retroviral medicines at the right times – during pregnancy, delivery and breastfeeding. With just one visit to a health clinic, Malekena received



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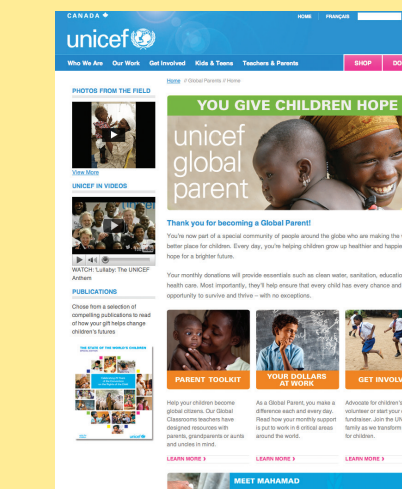
Thanks to the efforts of UNICEF Lesotho in distributing the Mother-Baby Pack, Malekena is able to enjoy the smile of her baby girl during a special moment of breastfeeding.

everything needed to protect Mankhube. "I followed all the nurses' instructions to the letter and this pack of medicine was a gift of life for my child."

Through your monthly generosity, by the end of 2011 over 100,000 mothers will have received Mother-Baby Packs. Together we can make the miracle of infant health a growing, thriving reality.

Message to Global Parents

We know you like to hear about the children you're helping every month. That's why we're replacing our child profile photo cards with a special website just for Global Parents. Visit unicef.ca/globalparentnews to read about your monthly donations at work and to learn more about the kids you're helping. The website puts the news at your fingertips.



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Children worldwide count on Global Parents

Thank you for all you do as a Global Parent! Your monthly gifts are put to work in one or more of the six critical areas that are fundamental to helping the world's children:

- 1 Child survival and development
- 2 Basic education and gender equality
- 3 Protecting children from violence, exploitation and abuse
- 4 Emergencies
- 5 Policy advocacy and partnerships for children's rights
- 6 Children and HIV and AIDS

Only with your regular contributions can UNICEF consistently reach the children most at risk, and deliver help where it will do the most good.

Thank you!