

STEP BACK, LEAP FORWARD

Manual well drilling in the Democratic Republic of the Congo

Every morning villagers from Mabala, a remote community in the western province of Bandundu, fetch fresh water from the pump at the local primary school. Before this well was dug, schoolchildren here took a few hours of every day to travel to the traditional water source over a kilometre away. One simple, manually dug well has meant more time for their education, safe water for drinking and handwashing, and a dramatically reduced risk of waterborne illness for the three hundred families living in the village.

Currently in the DRC, less than three out of ten children have access to safe drinking water. UNICEF and community workers here decided to take a step back in order to take a huge leap forward: enter, manual well drilling.

Though the much more expensive mechanical drills get the job done faster, there are a number of barriers to using them effectively here: few drills means a lack of competition and very high cost, there is difficulty in acquiring spare parts, and inadequate roads and bridges make moving the equipment arduous. The past two years have seen



40 manual water supply wells drilled in the western DRC, with an equal number still to come.

And the story doesn't end here. UNICEF's program in the DRC will create a self-sustaining well-drilling industry, so that the region has the capacity and the skills to continue this work into the future. With this program, schoolchildren in the village of Mabala could see their lives transform from hiking miles every week for unsafe water, to employing other villagers in a well-drilling business all their own.



UNICEF volunteer Madeleine King leaves a lifelong legacy

Longtime UNICEF volunteer and supporter Madeleine King has had a lifelong desire to help people who are struggling to survive against famine, disaster and abject poverty. Especially children.

"Giving back is something that I've thought about a lot in my career in law, as a city councillor and as a longtime volunteer with UNICEF," says Ms. King. "It has driven me to want to make a difference. Not just for now, but for generations to come. That includes making a long-term impact in helping to change this world."

It is important to Madeleine to support the issues that matter to her now and after she is gone. And that's why she decided to name UNICEF as a beneficiary in her Will. "It was the natural thing to do. It was the right thing to do. And I'm proud to have done it."

Having been a part of the UNICEF family for many years as a volunteer, Madeleine feels confident in her decision to leave a legacy. She has seen first-hand just how unique UNICEF is in improving the lives of the least fortunate children in the world.

"I believe that leaving a bequest is making a long-term commitment. While it may be years before my commitment comes into effect, I have full confidence that UNICEF will still be here, continuing to do the work that I so admire now."

UNICEFworks

SPRING 2011

Your supporter action report

Child mortality drops again, but gaps widen

A focus on equity as the best approach to saving children's lives

UNICEF has announced some major news: the global under-five child mortality rate has yet again fallen significantly, dropping from about 24,000 deaths every day to about 22,000. This progress means that UNICEF's efforts, and the generosity of our supporters, continue to produce life-saving results, year after year. Millions of children are thriving today who otherwise would not be.

Although UNICEF and its partners have made major inroads against grave threats to children, disturbing new information calls for a redoubling of efforts to better aid those in greatest need. In many countries, a child mortality gap is widening between poor children and those from well-off families. In fact, children from the poorest 20 percent of households in the developing world are more than twice as likely to die before age five than those from the richest 20 percent.

In order to bridge these disparities in a cost-effective way, an "equity-



focused" approach makes the most disadvantaged communities the highest priority. UNICEF strategies have already yielded significant gains; what's planned now is an extra push to reach as many of the most deprived families as possible. A new study by UNICEF specialists estimates that for each \$1 million investment in a low-income, high-mortality country, the equity

approach could potentially prevent 60 percent more deaths.

Measures for carrying out the new approach include upgrading health facilities, expanding outreach initiatives, extending cash transfers to the poorest families, and recruiting and training more community health care workers.

To read the complete report please visit unicef.ca/equity

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How would you like to be remembered?

May is National LEAVE A LEGACY™ month. Choosing to leave a gift in your Will or estate plans gives you the opportunity to support causes meaningful to you long into the future.

To learn more about legacy giving in Canada visit leavealegacy.ca or email bequests@unicef.ca



For more information or to let us know if you're moving, please contact us at 1 800 567 4483.

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Africa's Warm Heart

Sharon Avery's Journey to Malawi

Malawi is often referred to as the warm heart of Africa, because the people and culture are so welcoming. This past September, I had the wonderful opportunity to journey to Malawi to visit a number of UNICEF projects that Canadian donors help support.

This was my first trip to Africa since becoming a mother. What a different perspective on need you have, when you look into the eyes of children and see your own child reflected back at you. So it was with trepidation that I arrived at a UNICEF supported child development centre, and was greeted by a group of children all around my daughter's age.

What became quickly apparent was these children were more animated and engaged than the children we had met over the previous few days. When asked why this might be, the UNICEF staff explained that it was the stimulation the children at this centre receive through organized learning, music and nutritional support that improves their development.

UNICEF currently supports 2,300 such child development centers in Malawi. At the facility we visited, UNICEF had given support in two very different but important ways: direct support through building a new structure for the centre, training staff, and providing materials for the children



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and indirectly by connecting the centre with another partner NGO who now supplies enough food for every child who attends to receive one nutritious meal a day.

It was inspiring to see the incredible work being done to help these children thrive and survive – work that without your support would not be possible. But most heartening of all was the energy I saw in the young faces that I met. The future of Malawi's warm heart was beating in each and every one of them.

ADVOCACY

Is Canada letting the poorest children fall further behind?

Would it surprise you to know that out of 24 affluent countries, Canada ranks 17th in material well-being?

This troubling finding was recently published in "The Children Left Behind," a UNICEF report that looks at child well-being by measuring, for the very first time, the gap between the average child and the most disadvantaged children.

In Canada, one in ten children lives in poverty. This statistic increases to one in three when considering recent child immigrants, and one in four for children in First Nations communities.

In addition to material well-being, the study also measured educational achievement and physical health. Canada fared much better in these areas, ranking

third in educational achievement and ninth in physical health.

The study points out that family income is a key factor influencing overall child well-being. UNICEF Canada believes that shifts in public policy can reduce inequality. For example, promoting fairly paid and highly skilled employment along with equitable taxation would help to close the gap between the advantaged and the disadvantaged. Services like health and education must also work to reduce, rather than widen, the disparities among our children.

Through supporters like you, UNICEF Canada has been lobbying the Canadian government to institute a number of practical and affordable steps that will help to ensure the rights of every

Canadian child. To this end, UNICEF Canada has been campaigning for a National Children's Commissioner – a crucial step needed to monitor the implementation of the Convention on the Rights of the Child in Canada and to raise awareness about children's rights.

Children themselves pay the heaviest cost of inequality, and society also pays through increased strain on health and hospital services, remedial schooling, welfare and the justice system.

Through ongoing advocacy work, UNICEF Canada is working to ensure that Canadian laws, policies and institutions guarantee rights for all children, and address in particular those most vulnerable and disadvantaged. Thank you for supporting this important work.

You can help Canada's children so no one is left behind. **Demand a National Children's Commissioner.** Sign our online petition at unicef.ca/irc9 and learn more about the report.

A YEAR IN REVIEW: 2010

Amid daunting challenges, your support helps transform lives

From earthquakes to flooding, from disease outbreaks to ongoing conflict, 2010 has seen its share of devastation. But ahead of the many adversities lies a bigger picture – a brighter one, in which you've played a crucial role.

Amid the most daunting challenges, your donations helped fuel life-saving initiatives for children and families worldwide. Here are a few highlights of our work together for children in 2010:

Survival:

UNICEF has procured **18 million doses of the polio vaccine** and is supporting a three-round emergency mass immunization campaign launched in the wake of a deadly polio outbreak in the Republic of Congo. Thousands of health agents and volunteers have been mobilized to vaccinate the country's entire population.

HIV and AIDS:

UNICEF Canada donors purchased more than **1,700 Mother-Baby Packs** – each kit containing all the antiretroviral medicines needed to help protect the health of an HIV-positive pregnant woman and her baby.

Protection:

UNICEF distributed **89,159 mosquito nets** in the Central Africa Republic to reduce the number of children affected with Malaria, which accounts for 19 per cent of mortality for children under five.

Emergency:

In Haiti, UNICEF is supporting **720,000 children and 15,000 teachers** since the earthquake and has helped with the construction of disaster-proof school buildings so that children can learn in a safe environment. *Read more about the difference your support continues to make in the ongoing Pakistan and Haiti emergencies.*

EMERGENCY UPDATE

Pakistan and Haiti

Your support restores a sense of normalcy for children in Pakistan

Four-year-old Zulifgar is bouncing back after the devastating flooding that forced him to flee his home in Pakistan. He now attends a UNICEF-supported temporary learning centre in a displacement camp.

More than 1,500 centres like this have been established across Pakistan, reaching more than 100,000 children in flood-affected areas with learning and recreational activities. UNICEF School-

in-a-Box kits provide all the educational supplies needed to re-establish learning in the aftermath of crisis.

Getting children back to school helps restore a sense of normalcy in their lives, and it is one of UNICEF's greatest priorities after an emergency. Thank you for helping to reach flood-affected children like Zulifgar through these crucial programs.



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Zulifgar and his classmates received small emergency school bags containing books, pencils, sharpeners, erasers and a chalkboard.

In Haiti, more children survive cholera's heavy blow thanks to donors like you

He started vomiting and crying until he lost consciousness. I was really, really scared," says Fabiula. Her son was one of the more than 84,000 Haitians affected by cholera, which causes severe diarrhea and rapid dehydration. Without treatment, it can

kill in a matter of hours.

Thankfully, Fabiula rushed her son to a UNICEF-supported cholera treatment centre, where he received immediate care. "He's much better now," says Fabiula, "and even playing a bit."

With support from donors like you,

UNICEF quickly ramped up urgent cholera response, providing tents, medical teams and life-saving supplies, including water purification supplies, antibiotics, diarrheal disease kits and therapeutic foods.