



unicef 

SURVIVAL GIFTS

Keep a child alive. Help a child thrive.
2012/13 gift guide

THE
#1 GIFT
THIS YEAR

NO CHILD
TOO FAR



© UNICEF/NHO2011-1265/Nesbitt

NO CHILD IS TOO FAR

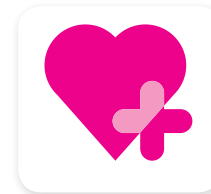
Every day, Canadian Nigel Fisher pulls on his boots and does whatever it takes to get vital aid to at-risk children. These are Nigel's boots. They have taken him all over the world – over 100,000 kms and counting – to help save the lives of millions of kids. Read his story at unicef.ca/boots



UNICEF SURVIVAL GIFTS

UNICEF saves children's lives. As the world's leading child-focused humanitarian and development agency, we have saved more children's lives than any other organization. We're part of the UN, so we have the reach and expertise to find and help children in the most remote and hard-to-reach places.

When you purchase Survival Gifts, you help bring the world's most vulnerable children the essentials of life and a chance to thrive. Honour your friends and loved ones with gifts from our Survival selection, and change the future for children no matter where they are.



Health
page 4



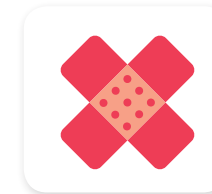
Education
page 6



Water
page 10



Food
page 12



Emergency
page 14



Play
page 16

HERE'S HOW IT WORKS:



Choose a gift



Select and send a card or personalized e-card to your friend or loved one



We'll send your gift to where kids need it most, guaranteed!

© UNICEF/NHO2006-0302/Pirozzi

SURVIVAL MAP

In 2011, UNICEF Survival Gifts helped children in 72 countries survive and thrive. With the help of generous Canadians like you, we delivered a staggering number of essentials throughout the world, including:

A child dies from malaria every **60 seconds**



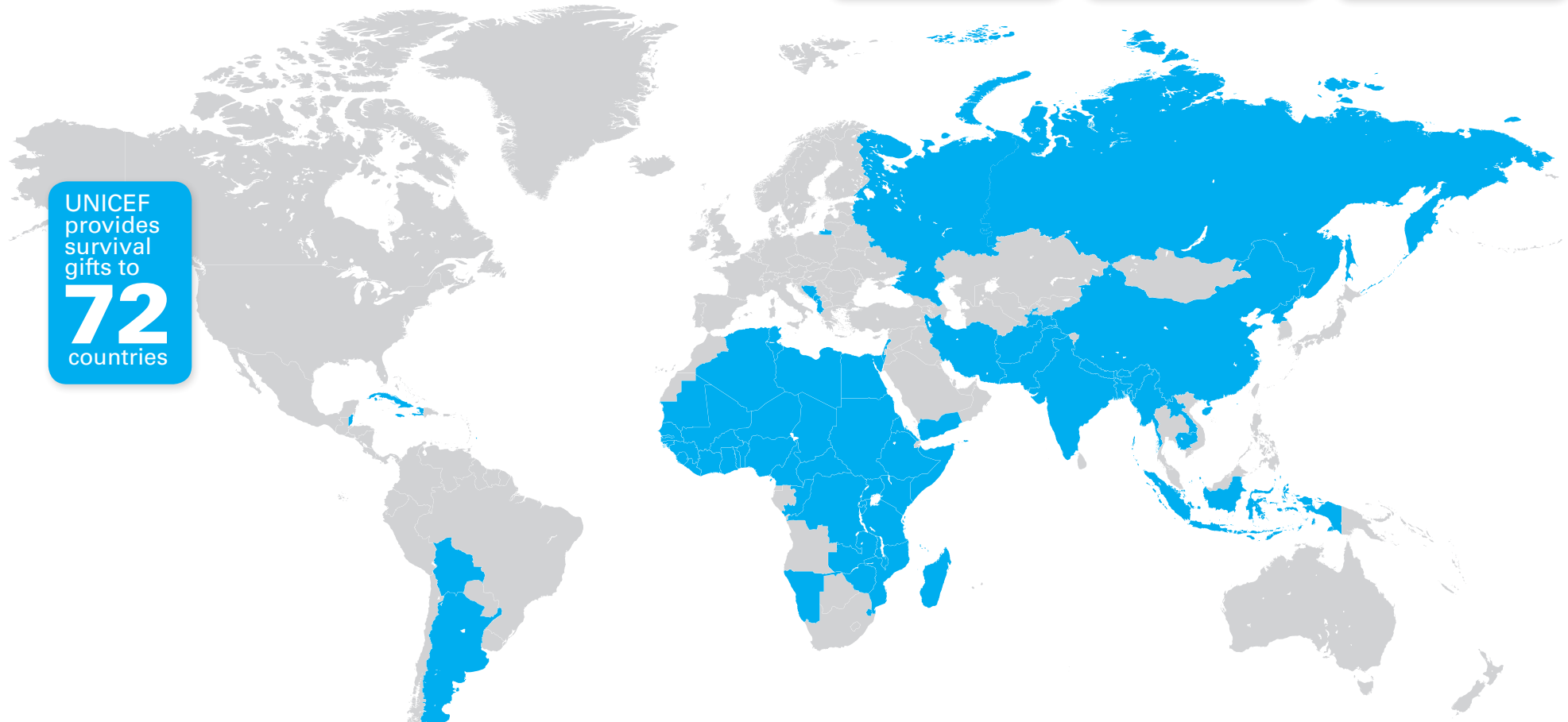
Nearly **3,000 children** die each day from unsafe water and a lack of basic sanitation



67 million primary school-aged children are out of school



UNICEF provides survival gifts to **72** countries



MADAGASCAR
326,800 oral rehydration salts

BURKINA-FASO
4,450,000 anti-infection tablets

KENYA
624,000 measles vaccines

CHAD
200,000 exercise books

COTE D'IVOIRE
1,850 school-in-a-box

NIGER
246,250 pencils

MYANMAR
90 water pumps

CAMBODIA
1,120,000 water purification tablets

LIBERIA
4,550 clean water kits

MOZAMBIQUE
132,000 storybooks

PAKISTAN
8,432 soccer balls

UGANDA
3,914 bicycles

HEALTH



In places with few health resources, children depend on UNICEF – and you – for survival. A child dies from measles roughly every 4 minutes and from malaria every 60 seconds – deaths that are completely preventable with your help.



New Life Bundle

This vital kit supplies a maternity ward with medical supplies and equipment, basic drugs, and sterilization and resuscitation equipment for the safe delivery of five babies.

CONTAINS: A kit for five baby deliveries

\$185
UNH7E



Vaccine Pack

With this gift, you will come between children and deadly diseases, ensuring more children have a chance to grow up. A critical pack of three vaccines.

CONTAINS: 73 Polio Vaccines • 73 Tetanus Vaccines
• 83 Measles Vaccines

\$42
UNH4E



Anti-Infection Tablets

Help kids grow stronger from the inside out. With your gift of deworming tablets, you will help children resist worms and stamp out deadly intestinal infections to which young bodies are particularly vulnerable.

CONTAINS: 540 Anti-Infection Tablets

\$20
UNH10E



Mobile Health Unit

Save dozens of young lives, including those of children living in remote communities. A bicycle equipped with a carrier and two critical vaccines is a simple, highly effective way to keep children healthy.

CONTAINS: 1 Bicycle • 1 Vaccine Carrier

- 50 Measles Vaccines
- 50 Polio Vaccines

\$136
UNH6E



New Mother Pack

Ensure babies get the best start in life by helping mothers protect them before they are born. Mothers receive HIV testing and tetanus vaccines, helping protect their child from devastating diseases that can be contracted during birth.

CONTAINS: 23 HIV Test Kits • 23 Tetanus Vaccines

\$30
UNH11E

EDUCATION



UNICEF is committed to providing every child with a quality education. Globally, 67 million primary school-aged children are not attending school. Give children the chance to experience the joy of learning!



Exercise Books

Put learning into children's hands. Exercise books are an important part of a child's schooling. This gift will help girls and boys practice writing and arithmetic, helping them develop new skills.

CONTAINS: 42 Exercise Books

\$23
UNE7E



School-in-a-Box

When crisis strips a community of its educational resources, this inspiring gift transforms a tent or the shade of a tree into a school. Includes a blackboard, exercise books, teaching posters, pencils and much more.

CONTAINS: Educational toolkit for 1 school



\$235
UNE5E



Learn and Play

Help children grow brighter, stronger and more imaginative. They may become the leaders of change for tomorrow! This bundle is a true pleasure to give – and pure joy for kids to receive.

CONTAINS: 1 Soccer Ball • 4 Storybooks
• 4 School Supply Sets

\$40
UNE8E



Pencils for a School

Rarely does something so simple hold the potential to make such an impact. Put a pencil in a child's hand – equip a whole school with pencils! – and open the door to learning.

CONTAINS: 1000 Pencils

\$20
UNE1E



Literacy Pack

For children living in poverty, achieving literacy can be a powerful, life-changing achievement. A stellar choice for the teachers and mentors in your life!

CONTAINS: 14 Exercise Books • 38 Pencils
• 6 Storybooks

\$30
UNE2E

GREATEST NEED GIFTS

Make the greatest impact! When you choose this gift, we'll put your contribution to work where the need is currently most critical. You'll play an invaluable role in bringing life-changing nutrition, education and relief to the children who need it most, wherever they are in the world.

Urgent Aid | **\$50** UNG1E | Urgent Aid | **\$100** UNG2E



© UNICEF/NYHQ2007-1642/Pirozzi

Did you know?

Every year, 1.4 million children die from pneumonia. It is the leading killer of children under five, yet only 30 percent of children with pneumonia are treated.

Over the course of 2011, UNICEF responded to 292 humanitarian situations in 80 countries.

292
HUMANITARIAN
SITUATIONS

80
COUNTRIES

SHAPE A FUTURE

The potential of children is limitless when they are given what they need to grow and thrive. These gifts will give children the best possible start in life.



© UNICEF/NYHQ2005-1407/Nesbitt

Support a Child Orphaned by AIDS

Imagine the difference you could make to children who have lost parents, particularly those who have been orphaned by AIDS. These children are often left to fend for themselves and care for siblings. Your gift provides a child with education, food, nutrition support, and the knowledge that someone cares.

CONTAINS: Support for one child

\$100
UNG5E



© UNICEF/NYHQ2011-2352/Zaidi

Girls Education

In many areas of the world, girls in particular face incredible hardships being enrolled and staying in school. Your gift will help identify and provide education for vulnerable girls, giving them an opportunity to gain the vital confidence and knowledge needed for a brighter future.

CONTAINS: Education for girls

\$85
UNE6E



© UNICEF/NYHQ2006-0403/Pirozzi

Send a Child to School

Who wouldn't love the gift of making a child's dream come true? Honour someone special by ensuring a child has a chance to go to school and receive a high quality education that sets them on track for a positive future.

CONTAINS: Education and supplies for one child

\$75
UNE3E

WATER



There is nothing more basic and vital to survival than water. Nearly 3,000 children die each day from unsafe water and a lack of basic sanitation. Help children gain access to clean water and give a gift that saves lives.



Local Water Pump

Where children are thirsty, where babies die for lack of hygiene, where girls must forgo school to find water, abundant local water is a magical, transformative gift.

CONTAINS: 1 pump for a community

\$500
UNW4E



© UNICEF Pakistan/2010

Clean Water Kits

Give peace of mind to parents and protection to children by providing kits that include collapsible water containers, soap and water purification tablets – everything needed for safe water collection and hygiene practices to help keep diseases at bay.

CONTAINS: Clean Water Kits for 2 families

\$28
UNW5E



© UNICEF/INYHQ/2010-2649/LeMoyné

Water Health Bundle

Waterborne diseases kill over a million children every year. Ensure that water is not only thirst-quenching but also life-saving by providing kits to help collect and purify water safely, and oral rehydration salts to treat the devastating effects of waterborne illness.

CONTAINS: 2 Clean Water Kits

- 60 Oral Rehydration Salts
- 650 Water Purification Tablets

\$38
UNW3E



© UNICEF/INYHQ/2006-0624/Noorani

Water Purification Tablets

A single tablet can mean the difference between a child's survival and mortality. Your gift provides a family of four with enough clean water for four months.

CONTAINS: 2,857 tablets

\$20
UNW1E

Globally, waterborne illnesses are the **second leading cause of death for children under the age of 5.**

2nd LARGEST CAUSE OF DEATH
for children under the age of 5

Of the 780 million people who lack access to clean water, **almost half are children.**

780 MILLION

UNICEF provides children with clean **water & sanitation** in more than **90 countries.**

90 COUNTRIES

FOOD



When food is scarce, these UNICEF gifts provide lifesaving nutrition. Formulated for maximum impact, these vital gifts save children and quickly strengthen weakened young bodies.



Family Survival Food Pack

When crisis hits, families are often cut off from food supplies. This highly effective, nutrient-packed ration bundle staves off malnutrition in children.

CONTAINS: 15 Plumpy'Nut® Packets • 70 Therapeutic Milk Sachets
• 40 Micronutrient Powder Sachets • 50 High Energy Biscuits

\$55
UNF6E



Plumpy'Nut®

Boost a child's chance of survival with this therapeutic, peanut-based food. Three packets a day will help a malnourished child gain up to two pounds in a single week.

CONTAINS:

22 Packets

\$10
UNF1E

110 Packets

\$50
UNF5E



Therapeutic Milk

Your gift provides 23 litres of milk – a necessity at emergency feeding centres. Added vegetable fats, carbohydrates, vitamins and minerals make this gift a life-saver for malnourished children.

CONTAINS: 38 Sachets

\$25
UNF2E



Malnutrition Relief Bundle

Malnutrition is the underlying cause in more than a third of all child deaths. Give nourishment that raises nutrition levels quickly to save children at risk. Therapeutic Plumpy'Nut® and High Energy Biscuits will help malnourished children quickly gain healthy weight.

CONTAINS: 42 Plumpy'Nut® Packets
• 420 High Energy Biscuits

\$30
UNF3E



Baby Booster Pack

Give young children a solid start in life by protecting them from the devastating, irreversible effects of stunting. A perfect gift for the mothers and fathers in your life, the Baby Booster Pack fills critical nutritional gaps for small bodies.

CONTAINS: 60 Therapeutic Milk Sachets
• 120 High Energy Biscuits
• 144 Micronutrient Powder Sachets

\$47
UNF4E

EMERGENCY



In the most devastating circumstances where families have been shattered by disaster, UNICEF is on the front lines saving children's lives. Give a priceless gift, and we guarantee delivery to children and families in desperate need of help.



Emergency Relief Pack

Having essential supplies when an emergency strikes makes all the difference. Every Emergency Relief Pack provides life-saving supplies to children and families in crisis situations.

CONTAINS: 1 First Aid Kit • 2 Water Sanitation Kits • 70 Measles Vaccines
• 149 Oral Rehydration Salts • 360 High Energy Biscuits

\$105
UNR5E



Winter Survival Pack

Give a struggling child what he or she urgently needs to survive – protection from diseases, essential nutrients to build strength and clean water.

CONTAINS: 100 Micronutrient Powder Sachets
• 85 Measles Vaccines
• 85 Polio Vaccines
• 500 Water Purification Tablets

\$46
UNR2E



© UNICEF/NYHQ2006-1039/Chalasan

Child Survival Kit

Weakened by conditions of disaster, children easily fall prey to preventable diseases. Intervene for child survival with strength-boosting rations and vaccines.

CONTAINS: 50 Plumpy'Nut® Packets
• 53 Measles Vaccines
• 230 High Energy Biscuits

\$44
UNR3E



© UNICEF/NYHQ2011-2439/Gararup

Silent Emergency Bundle

Help protect children from two of the most devastating, yet commonly overlooked threats during early childhood – stunting and severe dehydration from waterborne illness. Your gift will reach those children whose struggle is often silent, but easily treatable.

CONTAINS: 150 Oral Rehydration Salts
• 180 Micronutrient Powder Sachets

\$20
UNR6E



© UNICEF/NYHQ2012-0465/Brandt

First Responder Kit

Provide first responders with the vital supplies they need to save and protect the lives of vulnerable children in a disaster. Your gift includes food, clean water, and protection against severe dehydration.

CONTAINS: 75 Plumpy'Nut® Packets • 100 Oral Rehydration Salts • 900 Water Purification Tablets

\$50
UNR7E

PLAY



Play is essential for every child! It heals the effects of trauma, teaches teamwork, fuels imaginations and gives children relief from the burdens of their circumstances. Help kids to be kids with these wonderful gifts.



“When I was 6, I got my first soccer ball – it was the best present I ever had.”

David Beckham, UNICEF Goodwill Ambassador



Soccer Balls

Join David Beckham in bringing joy and laughter to the world’s children! It’s as easy as a soccer ball tossed into eager hands. Your gift of sport helps teach teamwork and heal the effects of trauma.

CONTAINS:
2 Soccer Balls

\$12
UNP8E

11 Soccer Balls for a team

\$60
UNP9E



Bicycle

Few children affected by extreme poverty ever own a bicycle. Through your gift, a child can fetch water, do chores, get to school faster – and have fun.

CONTAINS: 1 Bicycle

\$102
UNP7E



Writing & Sketching Pack

Put notebooks and pencils into the hands of children who might not otherwise have a chance to write or draw, and give endless possibilities for learning and creativity!

CONTAINS: 20 Notebooks • 20 Pencils

\$10
UNP1E



Art-in-a-Box

Help children overcome the traumatic effects of disasters and conflict. With enough paint, chalk, crayons and paper for six children, this caring, creative gift opens doors to healing.

CONTAINS: 1 kit for 6 children

\$27
UNP3E



Storybooks

Inspire children’s minds in wonderful ways. Books fuel a child’s intellect and imagination. Give children the chance to read and learn with your gift of local-language storybooks.

CONTAINS: 6 Storybooks

\$23
UNP2E

PACK A POWERFUL GIFT!

Make a great difference in a child's life with a single high-impact item, or choose a multi-pack to reach more needy children with your gift.



BED NET

1 Pack **\$10**
UNH1E

4 Packs **\$40**
UNH3E

In Africa, one in six child deaths is due to malaria. An insecticide-treated net is a simple, very effective way to save precious lives.



PLUMPY'NUT®

Box of 22 **\$10**
UNF1E

Box of 110 **\$50**
UNF5E

Malnourishment plays a role in one-third of child deaths. This calorie-rich food helps to quickly bring malnourished children out of the danger zone.



SOCCER BALLS

2 Balls **\$12**
UNP8E

11 Balls **\$60**
UNP9E

Play is essential for every child. It fuels imaginations, teaches teamwork, and heals the effects of trauma.



Be kind to the environment. Please recycle. **Thank you.**

unicef
canada



Shop today! unicef.ca/gifts 1 888 777 0380

UNICEF Canada
2200 Yonge Street, Suite 1100, Toronto, ON M4S 2C6