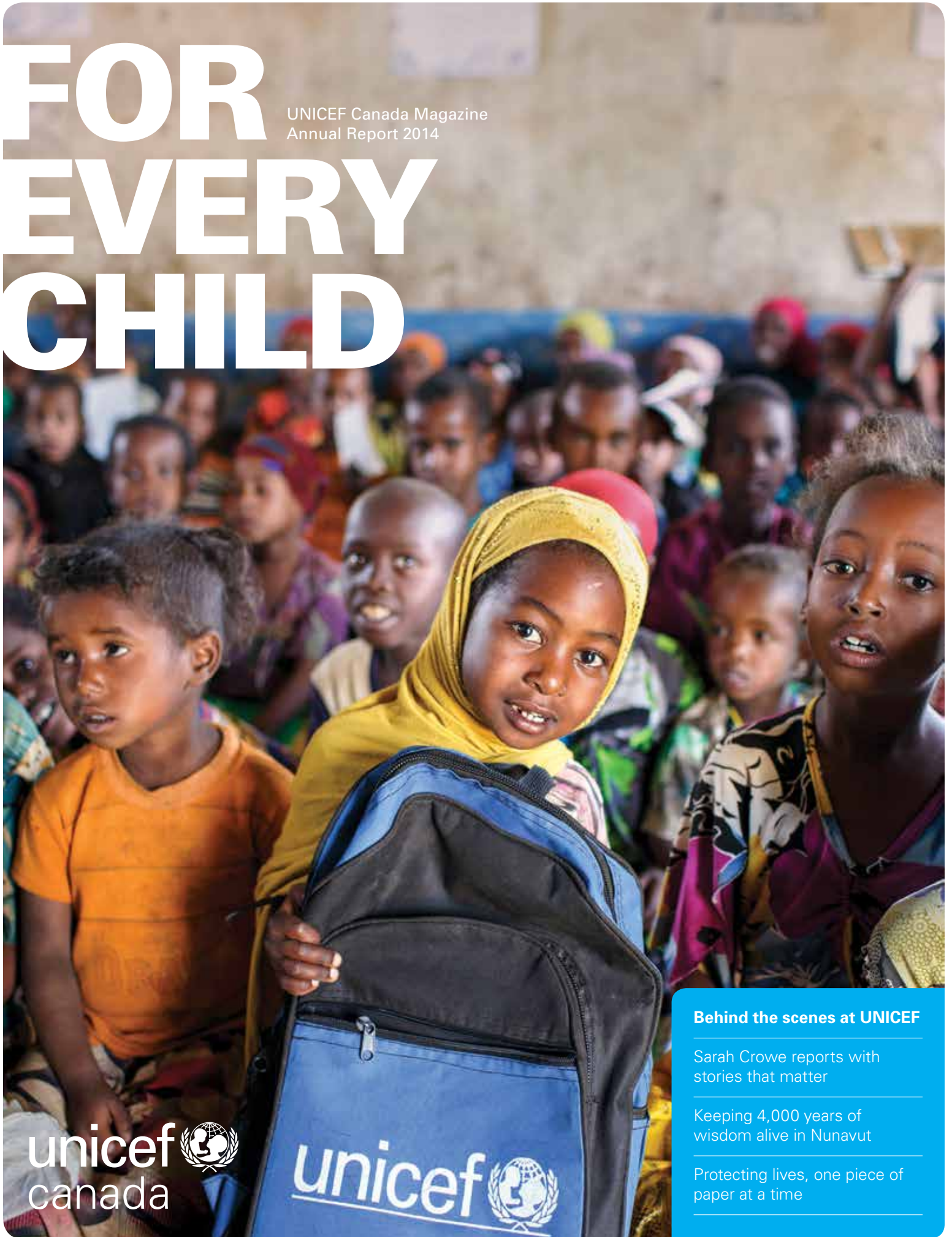


FOR EVERY CHILD

UNICEF Canada Magazine
Annual Report 2014



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Behind the scenes at UNICEF

Sarah Crowe reports with stories that matter

Keeping 4,000 years of wisdom alive in Nunavut

Protecting lives, one piece of paper at a time

Stories of Hope

A message from President and CEO, David Morley

Thank you for supporting UNICEF. It's only thanks to caring and committed friends like you that we can reach the poorest, most vulnerable children in the world's most inaccessible places. In this issue of For Every Child, you'll read about some of the ways you are helping to save children's lives and protect them from harm.

Get a first-hand account of life in the field – from waves of sadness to moments of heroism – as seen through the eyes of international journalist and UNICEF worker Sarah Crowe in “Telling Stories That Matter” (page 6).

In Uganda, where more than 55% of the population is aged 18 or younger, UNICEF has taken a bold and innovative approach to giving youth the opportunity to speak up and be heard. Learn all about it in “Giving Voice to Youth” (page 8).

Closer to home, yet no less remote, UNICEF is working with Inuit families in Nunavut to help bridge the gap between the traditional and the new. Learn more in “Listen to Your Elders” (page 10).

Discover why birth certificates matter in “Abigail’s Story” (page 15). Without legal proof of their existence, children such as Abigail can't enrol in school and have no protection against child labour or child trafficking. As the grandfather of a little girl about Abigail's age, I was profoundly touched by her story. I'm grateful to our donors who made it possible for UNICEF to register Abigail and 30,000 other children in the Central African Republic last year.

From northern Canada to South Sudan, your support is making a huge difference in the lives of children all over the globe. To truly understand the reach and impact of your generosity, turn to page 16.



On behalf of all of us at UNICEF, and the millions of children whose lives you help save every day, thank you for believing, as we do, that **no child is too far.**

PRESIDENT AND 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 Director:
Meghan D'Mello

Contributing Authors:
Peter Alexander
Madeline Logan
Jay Somerset
Tina Wayland
Lisa Wolff

Translation Coordinator:
Emmanuelle Gilbert

Photo on the cover:
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A first-grade girl is excited to receive her UNICEF backpack at Oda Aneso Primary School in rural Ethiopia.

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

Visit our website at unicef.ca.

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

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In early February, three women boarded a plane headed to Ethiopia. Their mission: to witness first-hand how we are making a difference in the lives of children and families in this east African nation.

The trip, led by Meg French, UNICEF Canada's Director of International Policy and Programs, marked the beginning of an innovative new four-year program called The 25th Team. The name of the team was inspired by the fact that 24 soccer teams comprised of exceptional athletes from around the world will compete in Canada in the Women's World Cup this summer. The 25th Team is comprised of 60 equally dynamic women from across Canada who have pledged to make a difference in the lives of children and mothers.

Unique to UNICEF Canada, The 25th Team is concerned with the elimination of preventable maternal and child deaths, and providing mothers and children with quality healthcare and nutrition.

Over the next four years, The 25th Team will focus its attention on five countries in three continents: Ethiopia, Peru, Namibia, Cambodia and Indonesia.

Since almost half (44%) of all child deaths occur within the first month of life, providing skilled care to mothers during pregnancy, as well as during and after birth, greatly contributes to child survival. In Ethiopia, for example, pneumonia, diarrhea, malnutrition and basic childbirth complications account for a significant percentage of the more than 64 out of every 1,000 children that die before the age of five.

“These are deaths that can be prevented with some basic tools and knowledge,” says French. “That’s what The 25th Team is all about.”

What’s better is that the investment made by The 25th Team in these five countries in maternal and newborn health will be multiplied. Our unique partnerships with governments, private sector supporters and donors, means that all gifts will continue to grow exponentially – all based on the proof that our programs work – meaning that more mothers and their children’s lives will be saved.

It didn’t take long for French, along with members of the team, Gail MacNaughton and Jessica Houssian, to see the massive impact UNICEF is having on children throughout the country. For example, the Health Extension Program, started in 2003, brings much-needed healthcare and resources to Ethiopia’s hardest-to-reach rural population, providing them with basic health services and teaching them about everything from nutrition to the importance of keeping livestock outside the home to using mosquito nets to prevent malaria.

“I came back with a much better understanding of how UNICEF delivers its programs and the extraordinary reach of its mission,” says MacNaughton, who was especially moved after visiting a Model Household, so called because the home has met most of the criteria set out by the Health Extension Program.

“I carry her face with me still,” says MacNaughton, referring to Sintayehu, the mother of six she met in that small mud hut where they live, in rural Ethiopia. Sintayehu volunteers to educate five other families in her community about the health benefits of creating a Model Household. The family earns its income through agriculture. For Sintayehu, this involves long days spent in the fields, tending to their stock and taking long walks – three times a day – to gather water. She does all this so her six children won’t have to, so they can attend school instead.

“She’s made it her mission to keep all her children in school thereby offering them a better future, hopefully one in which they can decide for themselves what sort of future they will have,” says MacNaughton. “When I see her face, I see sadness and strength. I see dignity and pride. I see the millions of women and children we’re going to reach through this program.”

For more information, contact: **Sharon Avery**, Chief Development Officer at savery@unicef.ca.

PROGRAM INFORMATION

CAMBODIA

In Cambodia, inequities in health and nutrition outcomes continue to persist between rural and urban areas, across provinces and between people with different educational levels and economic status. This program will scale up interventions to reduce mortality among children under five, focusing on the two provinces with the greatest need. **53,500 women, girls and boys will directly benefit.**



ETHIOPIA

In Ethiopia, only 7 percent of children under five are registered at birth. This project will help to put a birth registration system in place, **directly benefiting 3,379,734 women girls and boys.**



INDONESIA

Indonesia has some of the most troubling nutrition statistics in the world. Almost eight million children are stunted and there are an estimated three million cases of severe acute malnutrition every year. Addressing the nutritional status of adolescent girls and women is particularly important to improve these outcomes. **This program will directly reach 50,000 adolescent girls** with nutrition interventions.



PERU

In the Amazonian provinces in Peru, indigenous rural populations do not have access to culturally relevant health services or adequate care. This project will strengthen health strategies and interventions aimed at preventing maternal and neonatal mortality, and improving the nutritional status of pregnant women and newborns living in these vulnerable communities. **This will directly benefit 4,889 women, girls and boys.**



NAMIBIA

In Namibia, **320,400 women, girls and boys will directly benefit** from improved health and birth registration services.



Q&A

Pictured and below:
Sarah Crowe, UNICEF Chief of Crisis Communications, shares a moment with Abong Ojulu and her two year-old son Tek at a health post in Gambella State, Ethiopia.

Telling Stories That Matter

AN INTERVIEW WITH SARAH CROWE

by Tina Wayland

You could say Sarah Crowe is a rare breed. Born of Irish parents in Zimbabwe and raised in South Africa, she has gone wherever the story takes her – as an international journalist, an activist and as a humanitarian worker for UNICEF.

From covering the wars of Angola and the Democratic Republic of Congo, the HIV and AIDS crisis in Sub-Saharan Africa, conflict and floods in Pakistan, and the Ebola outbreak in Liberia, Sarah carries with her the stories of all the children she's met.

Here, she shares a few of those stories with us.

How did being a journalist prepare you for working with UNICEF?

I was used to “parachuting in” – telling people’s stories, and then leaving. But with UNICEF, I don’t just listen and leave. UNICEF is there before, during and after a crisis. There’s continuity. I can follow up with the children I meet – like Stick, the child soldier whose job was to walk ahead with a stick to protect his commander from bullets and landmines. UNICEF is helping to rehabilitate and train him; there is progress.



Five-year-old Anne-Marie is one of the many children Sarah has seen thrive, thanks to UNICEF and donors like you.

What makes UNICEF effective in even the most difficult circumstances?

When I first started with UNICEF, I was on the road every two to three weeks, working out of South Africa. Everywhere I went, I would find UNICEF. Even in the most remote villages, amongst the fighting, UNICEF was there, with supplies, training and opportunities, saving lives. In the midst of the AIDS crisis, we would find entire villages without adults; just children and their grannies. The very existence of small countries was under threat. I don’t know what would have happened to those children without UNICEF. You can see the difference our work makes right there, on the ground.

These sorts of circumstances are difficult to witness. What keeps you motivated?

When you are in the thick of it, it’s easy to be overwhelmed by the scale, the suffering and the sadness. But it’s almost always when you reach that point that you find a glimpse of everyday heroism, and more often than not, that heroism is children just being children. They almost always find something to laugh about, some game to play, and that helps you steel yourself and gather the courage and motivation to keep going.

You saw the Ebola outbreak in Liberia first-hand. Can you give the crisis a human face?

I witnessed so much suffering, yet so much bravery. I met a feisty five-year-old in Monrovia named Anne-Marie. She and her brother and sister were staying at a UNICEF children’s centre, since their parents were thought to have died of Ebola. The centre was a happy place with colourful rooms, mosquito bed-nets, activities and caregivers who checked children twice a day for symptoms. Then I heard Anne-Marie had symptoms – the same day they discovered her father and mother had in fact survived. I called every few days for news, and before leaving, I learned Anne-Marie was getting better. I even have a photo of the family holding their survivor discharge certificates, and I was able to locate that information once I left because of UNICEF’s presence on the ground. That’s what makes it all bearable, knowing that we are there, making a difference.

Given all the experiences that you have had in the field, what is your wish for children?

That I wouldn’t have to make a wish for children. That things would just be right.

Giving Voice to Youth

by Jay Somerset

How do you help engage Ugandans? By giving its largest demographic – youth – a chance to speak up and be heard.

The issues facing Uganda are not unique. Child poverty, disease, access to education and clean water; like many African nations, Uganda's problems are vast and pressing. More than 55% of the population are aged 18 or younger. For aid workers, this is especially difficult: how do you best help a country when the majority of its citizens – youth – aren't even being heard?

For UNICEF, helping Ugandan youth required a bold, innovative approach. The solution: reach youth where they already are – on their mobile phones. Nearly half of all Ugandan youth own a mobile phone with texting, or SMS capabilities. In fact, Uganda ranks among the top 10 African countries in terms of mobile phone users. In



comparison, internet usage isn't nearly as extensive among Ugandans because of high costs and poor infrastructure across the most remote regions of the country. But while kids might be offline, they're likely on their phones.

With this in mind, UNICEF created a free phone-based app called U-report, which gives young people a way to voice their concerns and communicate with their peers across the country. Anyone with a phone can become a U-reporter simply by texting "JOIN" to a toll-free short code, and then answering a few questions to verify identity.

Since its unveiling in May 2011, U-report has made a massive, positive impact. Today, more than 287,000 Ugandans use the tool as a way to speak out on issues. It's forced the country's decision-makers, including parliament, to not only listen to, but act on what young people are saying. For example, an MP discovered through U-report that immunization levels for children in her district were low. An awareness campaign was quickly launched.

"It helps to know that everyone in Uganda is struggling against the same hard things," says Fiona, an avid U-reporter who has helped raise awareness about a broken water pump in her neighbourhood. "It's nice to be listened to for a change."

Dr. Sharad Sapra, UNICEF's Principal Adviser on Innovation, calls U-report a "game-changing application" for Uganda, one that could be equally valuable to other countries. With this in mind, UNICEF is working with telecom companies in Uganda to help make it even easier for people to access U-report by adding U-report functionality into public phones.

U-report's success isn't limited to empowering and mobilizing youth and spurring responsive government. It also helps UNICEF and other field workers deploy aid in a more directed and timely matter. In a recent example, U-report helped identify a key piece of information related to an outbreak of an epilepsy-related illness, known as "nodding disease", that was affecting children aged 15 or younger in particular. When UNICEF asked about the disease, more than 3,000 U-reporters responded – the vast majority coming from northern districts. So, UNICEF immediately knew where to first provide necessary aid and treatment. Similarly, U-report proved itself to be an essential aid tool during the recent Ebola crisis, providing the latest information on how to prevent the virus from spreading and how to seek information for treatment.

Inexpensive, simple to use and easy to implement, U-report allows young people a chance to help mould their country and shape their futures. As U-report is proving, every voice and every child can make a difference.



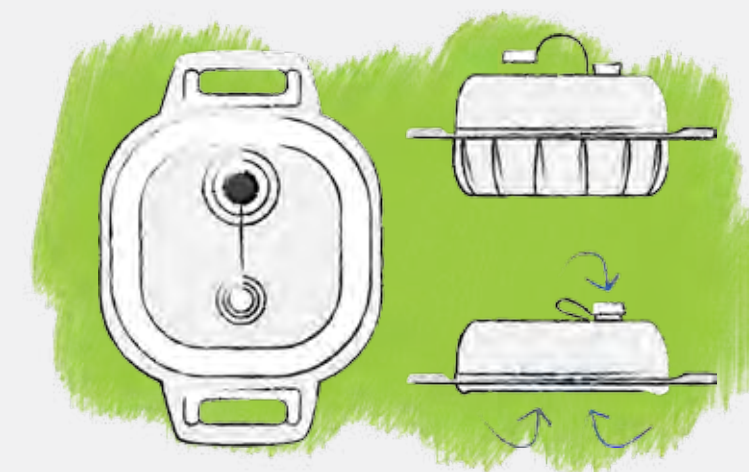
UNICEF INNOVATIONS

Innovation is not new to UNICEF. For decades we've pushed the boundaries of international development through our innovations. See two simple innovations that have transformed millions of lives:



IODIZED SALT

We're told to cut down on our salt intake today, but salt now carries iodine – a micronutrient that's essential to physical and mental well-being. At UNICEF, we found a way to deliver much-needed iodine to millions of people, through an inexpensive and easy-to-deliver carrier: salt. Today, UNICEF is helping deliver iodized salt to more than 13 countries. Simple and effective; one teaspoon a day, that's all it takes to save lives.



COLLAPSIBLE WATER CONTAINER

Everyone needs access to safe drinking water but even if you have a water source nearby, there's the problem of storing it and carrying it, especially if you're one of millions of people who must carry family-sized amounts by foot. UNICEF devised a collapsible water container that is rigid enough to stack and transport, light enough to carry and store and big enough – each jug holds 10L – to ensure every family has ample water at hand.



A group of adolescents record survey data using their mobile phones in Liberia.

© UNICEF/NYHQ2014-2011/Griffiths

© UNICEF/NYHQ2015-0130/Nafalain



A mother and child share a special moment in Baffin Island, Nunavut. UNICEF Canada is working alongside our frequent partner, National Centre for Aboriginal Health, to bridge the gap between Southern Canadian and Northern cultures.

Listen to Your Elders

by Lisa Wolff

Wintertime, for me, began in mid-August when I left humid Toronto and flew to the tiny northern Canada hamlet of Arviat. Located along the western shore of Hudson Bay, in the Kivalliq Region of Nunavut, Arviat is a picturesque gem. But the extreme climate and isolation make both traditional and modern living difficult. And yet, Inuit parents have been raising resilient, balanced children on this land for millennia. So, how do you raise “capable” children, the objective of Inuit parenting, in such challenging conditions? That’s what I came to find out.

The answer to this question isn’t found online or in a textbook. Instead, it is found within the memories, oral history and traditions of the Elders: those born pre-colonization, of which there are perhaps only 100 still living in Nunavut. Community leader Shirley Tagalik – who, along with her associates, was awarded the Arctic Inspiration Prize for helping to capture Elder knowledge – says that harnessing Elder wisdom will help subsequent generations of children not only survive, but thrive, in the North.

As Southern Canadians, we are used to hearing about the ills and injustices endured by indigenous peoples. But spend any time in Arviat and you soon discover a wealth of ingenuity, strength and talent that stretches well beyond what you’d expect to find in a community of just 3,500 people. Here, most children are bilingual, speaking both English and Inuktitut. Some have been able to excel at traditional skills, such as hunting and living off the land – not exactly easy in such a harsh climate – while also excelling at school. Like the young woman I met who is using modern technology to market cultural and ecological tourism, a venture that won her a global tourism prize.

For other children, “success” is a term not easily defined. Here, as with much of the North, life is paradoxical. Take one boy I met while in Arviat. Using just a small boat and his adept skills as a fisherman, he was able to singlehandedly catch a whale, and in doing so, helped feed his community with it. He’s clearly talented and resilient, but he struggles in school.

The clash between traditional and southern cultures (such as formal education and remote governments) is a challenge for many Nunavut youth. How do you marry the old ways with the new? Catching a whale or graduating high school: what’s more important? To the Elders, raising children has always been about balance, wherein children are raised to be neither “hard like a stone” nor “fragile like an egg”, as they describe it.

Working alongside our frequent partner, the National Collaborating Centre for Aboriginal Health, UNICEF Canada is helping bridge the gap between the cultures that Canadian children must navigate, whether indigenous or newcomer, girl or boy, or any other identity. Our work as Canadians is to build a nation where every child belongs.

As a mother, I understand how difficult it is to raise kids in a rapidly changing society. Listening to and documenting the Elders’ wisdom could benefit children across Canada. After all, what better lesson is there than one that teaches collaboration, resiliency and creativity?



See How They Grow

by Peter Alexander

Thirty-five years is a wonderfully long time to give. It's so long, in fact, that many of the children helped by Helen Mogensen's first donation to UNICEF will have since grown to adulthood and might now have kids of their own.

Even in her earliest years, Helen Mogensen cared a great deal for the little things. As a very young child, she woke up before the sun rose over the family farm to tend the garden with her mother. And she never stopped nurturing – becoming a teacher, then a mother to six beloved children. She passed her spirit on to her own kids, instilling in them a spirit of generosity they carry to this day.

The idea to first join UNICEF came to her simply and gradually. A friend of Helen's was a volunteer, and her stories of hope and need were an inspiration.



Hugh and Helen Mogensen pose for a family portrait. For 35 years, Mrs. Mogensen was a dedicated supporter of UNICEF, and countless children around the world.

All photos: © UNICEF Canada/Mogensen

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LEFT: A Sri Lanka-themed fundraising event, one of the many events Helen organized in support of UNICEF.

BOTTOM LEFT: Helen stands next to the art of renowned artist, Ted Harrison, at yet another fundraiser organized to help children around the world.

BOTTOM RIGHT: Surrounded by family and friends, Helen takes a well-deserved break at her granddaughter's wedding.



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Along with her husband, Hugh, Helen felt a powerful pull to be there for young people in their most difficult times. There was an opportunity to join an organization that spanned the globe, one that allowed them to reach out to those in need of a helping hand, no matter how far.

In her own community of Victoria, Helen did so many little things that would add up to big things in faraway corners of the world. In the days leading up to Halloween, Helen spoke to children at assemblies about the importance of helping others, distributing little orange UNICEF boxes so the young ghosts and goblins could collect donations. When the local UNICEF store closed, she sold UNICEF cards and other gifts from her home. And as the chair of UNICEF Victoria, she organized and inspired countless fundraising events, from tea parties to salmon bakes.

Helen never cared much for money, except as something to share with those less fortunate. And her heart hurt for children born into peril simply due to a lack of something that she could help provide, be it immunization, schooling or the timely delivery of emergency food or water. As Hugh says, today the need is greater than ever. With war in Syria, Ebola outbreaks in western Africa and many innocent young lives in peril, children today are in great need.

Helen's final wishes included generous donations to no less than 14 different beneficiaries, including a final legacy gift to UNICEF through the Victoria Foundation. It was a fitting tribute to the couple's three-and-a-half decades of helping. And while none of the people saved by her first donation so many years ago could possibly know Helen's name, the spirit of her gifts lives on.



Abigail's Story

WHY BIRTH CERTIFICATES MATTER

by Madeline Logan

Abigail was born in the midst of a coup d'état. It was March 2013 when a coalition of rebel groups took over the Central African Republic's government and went on a rampage, destroying health centres, schools and government offices.

Abigail's mother couldn't risk a trip to the mayor's office to register her daughter's birth. In any case, the birth registry was soon destroyed by the rebel groups.

Nine months later, the conflict came to Abigail's quarter. Abigail's family fled to the closest site for internally displaced people. Along with cooking pots and clothes, her family carefully packed up the two birth certificates of Abigail's siblings.

It was an act of hope. Abigail's parents knew that these slips of paper were essential for their children's future. With these certificates, their children could enrol in school and prove their age – instead of being recruited into the armed forces.

But not all children were so fortunate. No child born in the Central African Republic since March 2013 had a birth certificate. That's about 30,000 children in the capital city alone without any legal proof of who they are or that they even exist.

Why should we care about this little piece of paper? Because without it, children have no protection. They can't prove their age, can't prove who their family is and can't prove their nationality.



Let's compare Abigail to her six-year-old brother, Gaston.

Thanks to his birth certificate, Gaston can enrol in school. Gaston is protected against child labour, child trafficking and illegal inter-country adoption. Gaston's family could easily be traced if he became separated during a conflict, and he could be repatriated if he became a refugee.

Without a birth certificate, Abigail doesn't have this same protection. Abigail's parents knew this, but they had more pressing concerns. The family's house had been completely destroyed. Her father couldn't work anymore. How would they buy food?

So it was a relief when a volunteer came to their tent in the displacement site and offered to register Abigail. UNICEF and the government of the Central African Republic were holding a campaign in the capital city, Bangui, and the two neighbouring towns of Begoua and Bimbo, to register children born between March 2013 and March 2014.

More than 30,000 children were registered during that 10-day campaign. It's a great start. But there are thousands more babies and children throughout the Central African Republic who still don't have birth certificates. We won't stop until we've reached every last one of them.



Your Donations in Action

by Madeline Logan

Behind the scenes at UNICEF, we have the world's largest and most efficient humanitarian supply chain – a network of warehouses in Copenhagen, Dubai, Panama City and Shanghai. In Copenhagen alone we stock enough emergency supplies to meet the needs of 250,000 people for three weeks. Canadians are key to keeping those shelves filled and getting items out to nearly every country in the world, every day of the year.

This is just a small peek at the big impact you had on children in 2014:



CENTRAL AMERICA

UNICEF is helping to provide housing, food, medical care, education and legal assistance to the estimated **47,000 unaccompanied children** in Central America.



CENTRAL AFRICAN REPUBLIC

With your support, we mobilized **7,000 volunteers** to distribute **530,000 mosquito nets** in a single month, during the heavy rains when the risk of malaria was at its highest.

WEST AFRICA

You helped us send an estimated **3,000 metric tonnes** – the weight of about 250 buses – of protective equipment, essential medicine and other supplies to Ebola-affected countries in West Africa.

DENMARK

In just 27 days, our supply hub shipped **33 emergency cargo loads** of life-saving supplies to children caught in urgent crises in South Sudan, Iraq, Liberia, Syria and the Central African Republic. It was the biggest emergency supply operation in our history.

UKRAINE

You helped us provide **140,000 people** with safe drinking water caught in the conflict in Eastern Ukraine.

SYRIA

You helped vaccinate **2.5 million children** against polio and gave **4 million people** access to clean water and hygiene supplies.

PAKISTAN

Together, we took **1.7 billion doses of oral polio vaccine** out to the field to reach **500 million children**, persuading families to accept the vaccine in a country where the disease remains endemic.



SOUTH SUDAN

You helped our rapid-response teams deploy:

- food assistance to **more than 500,000 children and their families**;
- malnutrition screening for **64,000 children**;
- measles vaccinations for **100,000 children**; and
- safe access to water for **more than 62,000 children and their families**.

PHILIPPINES

You provided:

- clean water to **1.3 million people**;
- hygiene supplies to **500,000 children** at school;
- measles vaccines to **1.3 million children**; and
- **more than 2,000** temporary learning spaces.



REPUBLIC OF VANUATU

You helped us be on the ground with much needed medical supplies to reach **17,500 children**.

PHOTOS (LEFT TO RIGHT): © UNICEF/MEXA2015-00041/Ramos, © UNICEF/NYHQ2014-3479/Nesbitt, © UNICEF/NYHQ2012-2185/Nesbitt, © UNICEF/UNI176404/Holt, © UNICEF/NYHQ2011-2601/Zaidi, © UNICEF/PFP2014P-0024/Reyna



Partners in Saving Lives

by Jay Somerset

Canada has been a strong supporter of UNICEF since our establishment in 1946.

No other humanitarian agency has saved as many lives as UNICEF. UNICEF is the best-known UN agency in Canada and a trusted government partner. But while UNICEF is part of the UN, all of its funding comes from voluntary contributions from our donors – people like you – and from the Government of Canada. This is the only way that our life-saving work for children around the world is made possible.

Over the past 69 years, we have made remarkable progress and 2015 will be no different. Simply put, we must continue our work.

Around the globe, 17,000 children still die each day from preventable causes such as malnutrition, diarrhea and pneumonia. These children are exposed to brutality and horrors we can't even imagine. But your donations are helping UNICEF make a difference in children's lives.



AFGHANISTAN

The Problem

In Afghanistan we're on the brink of eradicating polio, a disease that can leave children paralyzed and disfigured, even dead.

The Solution

With close to \$20 million in funding from Canada, UNICEF is helping vaccinate more than seven million children each year, reducing polio cases by 62 percent and aggressively contributing to the worldwide decline of the disease.

Thank you to those donors who have responded to our vaccination appeals, who are helping to make this possible.



ETHIOPIA

The Problem

In Ethiopia, the problem is poverty. Drought, floods and landslides are exacerbating an already fragile situation, destroying crops and setting the stage for malnutrition, especially among growing children. The damage caused by a lack of nutrition is often irreversible, hindering a child's development and jeopardizing their potential.

The Solution

With \$50 million in aid from the Canadian government, UNICEF is improving nutrition for mothers and children in Ethiopia. To date, 90,000 severely malnourished children have received life-saving treatment and 1.6 million of Ethiopia's children have been reached by 28,000 health workers. Great strides are being made to ensure that this momentum is not lost and that these children have bright futures.

As innocent victims of these and other crises around the world, children's futures must not be among the casualties of conflict and poverty. Together with Canadians like you and the Government of Canada, UNICEF will be there for children, whenever and wherever they need us most.



IRAQ

The Problem

In Iraq, children are caught between two brutal conflicts, and are not getting the education and protection they need. These children are at risk of becoming a lost generation. They are caught in a cycle of severe hardship, facing violence and abuse. Many are living in camps and haven't been to school in months, even years.

The Solution

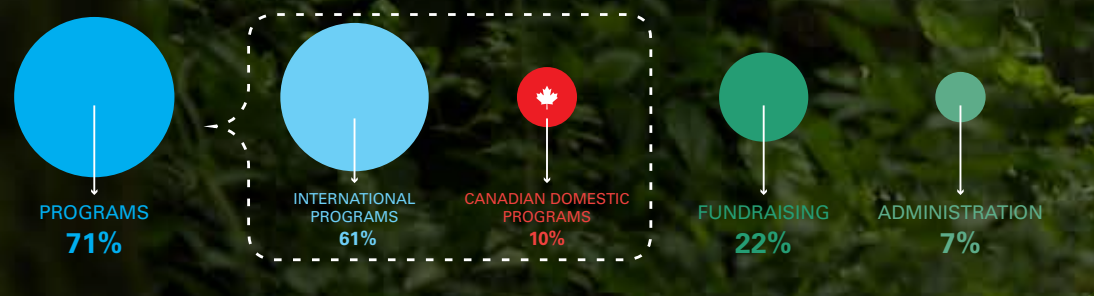
With an \$8 million commitment from Canada, UNICEF will be reaching up to 200,000 at-risk children with education, protection and activities that can help them heal, learn and start to imagine who they can be once the conflict subsides.

Savings Lives With Every Donation



I've always believed that not all dollars are created equal. Those that go to help children are especially precious. So when donors like you give, we believe passionately that we must use your dollars to bring the most possible good into the world.

And so I want to share two pieces of important information. The first is where your donations went in 2014.



Facts and figures don't tell the whole story, and behind the numbers lies something truly inspiring. Hope. The generosity of so many donors like you, combined with our commitment and experience, brings hope to millions of children who struggle to survive and thrive amid calamity, war and famine.

The second piece of news is our appearance on a select list. The Imagine Canada Standards Program establishes guidelines for charities, based on five areas.

- Board Governance
- Financial Accountability and Transparency
- Fundraising
- Staff Management
- Volunteer Involvement

Just 150 charities have met their strict guidelines, and UNICEF Canada is one. We're proud that this achievement means we're bringing more good into the world with the support you provide.

Your donations may begin as dollars, but they grow into something bigger, something profound. They nurture a life-giving network, one that reaches to every corner of the planet, because there really is **no child too far**.

Dave Spedding
Chief Operating Officer, UNICEF Canada



2014 DONOR LISTING

Entirely supported by voluntary donations from supporters like you, UNICEF works tirelessly to save children's lives. Your contributions bring critical, life-saving programs to the farthest corners of the world, to the children who need it most. Our work would not be possible without your support.

On behalf of children everywhere, thank you.

The following lists recognize gifts committed to UNICEF Canada between January 1, 2014 and December 31, 2014. UNICEF Canada apologizes for any omissions or errors; please contact UNICEF Canada at 1 800 567 4483 if you have any questions or changes.

INDIVIDUALS AND FAMILY FOUNDATIONS

The following individuals and families have generously contributed \$5,000 and above to UNICEF Canada.

Anonymous (40)	Dr. Piotr Czaykowski & Dr. Anne Worley	Jessica M. Houssian ★	Holly Miklas ★	Erica Shuttleworth at the Toronto Foundation
Alex Abraham	Dr. Frank D'Abadie	Joanne Houssian ★	Chris & Noella Milne ★	Hanita ★ & Christopher Simard ○
Bill Andrew	Glenn Dobby	Hugh & Helen Mogensen	John & Moira Misselbrook	George Stein
Kevin and Karen Angus	Claude Dussault ○	Fund through the Victoria Foundation	Dr. Liza Murrell ★	Dr. Andrea H. Stinson
Appleyard Foundation	N. Murray Edwards	Juan Jarrah	Stephen Neil	The Bennett Family Foundation
Faisal Arif	Charitable Foundation	Cyril Jones	Bernhard G. Nickel	The Grayross Foundation, held at Vancouver Foundation
Dr. Dina El-Sahrigy & Dr. Karim Aref	Najla Fasih	Kathryn Kennedy	Norlien Foundation	The Kitchener and Waterloo Community Foundation - Hughraine Fund
Drs. Paul & Karen Armstrong	Fonds Gabrielle Roy	Anne & Scott Kirker	J. E. Panneton Family Foundation	Tides Canada Foundation - Seaver Family Fund in honour of Jan Lisiecki
Edward Assh Foundation	Arlene & Don Fox ○	Karen Kirker ★	Ghulam & Mehrunnissa Pardhan	Shawn Tomlinson
Lee and Terri Baker	Leslie & Cliff Fryers	Martin H. Krippel	Walter R. Pela ○	A. von Hahn Family ○
Clive & Ruth Beddoe	Nancy & Carey Garrett ○	Dr. Ruth Kurdyak Memorial Fund at The Canadian Medical Foundation	Guy Podjarny	Wayne & Penny Whitlock
Allen W. Bell & Dr. Ola Dunin-Bell	Lauren Gehlen ★	Larke Family	Ali Pourghasemi	Dr. Ian & Joy Winterborn
Bertram Family Fund at the Toronto Foundation	Harman Gill	Yun Sum Li	Ptarmigan Fund at The Calgary Foundation	Joanna M. Wright ★
Ronald Bills	Anthony & Britt Giuffre	Gail MacNaughton ★	Monique Quirion van Gent	Dr. Chidam Yegappan
Michael C. Broderick	Joseph & Mary Giuffre	Madonna Foundation	Riddell Family Charitable Foundation	Amy Yu
Rocio Burger	Dr. Michael & Heather Giuffre	Ruth Mandel - WHO GIVES Fund	Michael Rose & Sue Riddell Rose ★	Rong Zhao
Christopher Burton	Alan E. Goodridge	Margaret & Wallace McCain Family Foundation	Kenneth Rouse	
Bitia Cattelan ★	Donna Gordon	Sunny & Stewart Marshall	Maria Sainz	
Mario Cavallancia ○	Angela & John Goyeau	Kathleen E. Marsman	Geeta Sankappanavar ★	
William Chambers ○	James K. Gray	Peter & Judith McCawley	Anthony Sharp	
Carolyn Phillips & John Cordeau	Dr. Paul & Lorie Grundy	Lesley McIver	JR Shaw	
	Kerrie & Bob Hale	Wayne McNeill		
	Richard & Lois Haskayne			
	Florence & Martin Haase			
	Linda Heathcott ★			

CORPORATE GIVING

Through sponsorships and partnerships, the following corporations and employee groups have supported UNICEF with a gift of \$10,000 and above.

Anonymous (1)	H&M	Microsoft Canada Inc. ●	Teck
Avenue Living	Halliburton Group Canada	Montblanc	The Walt Disney Company
Bennett Jones LLP	Hallmark Canada	MSC Cruises	TORC Oil & Gas Ltd.
CBRE Limited	Hatch Ltd.	Newalta Corporation	TransAlta Corporation
Cenovus Employee Giving & Cenovus Energy Inc.	Holt Renfrew	Nexen Inc.	Veresen Inc.
Chambers Electric	Husky Energy	Norton Rose Fulbright LLP	Viocast Solutions Inc.
Cisco Systems Canada Co. ●	IKEA Foundation	Perpetual Energy Inc.	
CSA Group	International Graphics ULC	Pier 1 Imports	
Deloitte	Ivy Financial Ltd.	PwC Canada	
Family Insurance Solutions	Johnson Inc.	RBC Foundation	
Google Ad Grants ●	JoMedia	Staff & Employees of Clearwater Seafoods Inc.	
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Gucci	Maple Leaf Foods	TD Securities	
	Matco Investments Ltd.		
	MICCO Companies		



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Board of Directors



Gift in Kind

COMMUNITY PARTNERS

UNICEF Canada is grateful to its community partners for their generous investment of time and resources. The following schools, events, clubs and groups have each contributed \$5,000 and above towards UNICEF's work.

Branton Junior High School	Queen's University
Chris Akkerman Elementary School	UNICEF Club
Crofton House School	Saskatchewan Council for International Cooperation
Fundraiser for Children in Gaza	Simon Fraser University UNICEF Club
Ingleborough Public School	Sisters of St. Joseph of the Diocese of London
Kiwanis Foundation of Canada	The Sisters of Saint Joseph of Saint-Hyacinthe
Manitoba Council for International Cooperation	University of Toronto
McGill Students for UNICEF	St. George - UNICEF Club
Peel District School Board	UT Chinese Network - New Year Concert

LEGACIES AND ESTATES

Many supporters honour UNICEF's work and invest in the future of children through legacy planning. The following individuals have informed us that they have included UNICEF Canada in their estate plans; their commitment ensures a brighter future for countless children.

Anonymous (141)	Élizabeth Dallaire	Santosh Kadel	Valerie Neaves	Mary Stevens
Natalie Anton & Family	Gerry Daly	Madeleine King	Ted & Josie Newman	Lori Suffredine
Shirley Arnold	Heather Dawkins	Mo Laidlaw	Lynn Nissenbaum	B. Vander Knaap
Patricia Bellamy	Marc Delucé	France Lamarche	Bonnie & Antanas Orvidas	Karen L. Watchorn
Lorna & Louis Berlinguette	Eve Drobot	Françoise Lavallée	Cornelia J. Out	George Weber & Mary-Ellen Morris Memorial Fund
David & Lynda Bird	Leila Fawzi	Bob Loveless	Jeanine Parker	Ling Weston
Supriya Mukherjee & Pinaki Bose	Deborah Gill	Neil MacCannell	Zahra Akbar Rabiee	Angela Wheeler
Muriel & Robert Buckley	Danielle Glaude	Susan Maciaczyk	Judith Robertson	Darlene A. Whitehead
Paolo & Bitia Cattelan	Angela & John Goyeau	Evelyn MacMillan	David Schurmann	Conrad Wyrzykowski
Orval Kenneth Chapman	Sandra Grismer	Pat Martin & Peter Varty	James Sikora	
Elizabeth Crawford	Kerrie & Bob Hale	Daphne McMullen	Alain Sirard	
	Mona Harper	Hugh Mogensen	John W. & Carol Somerset	

We extend our sympathies and sincere thanks to the families and friends of those whose legacies were recognized this year. They will continue to change the world, in passing.



Government
of Canada

The Government of Canada is consistently one of the top ten government donors to UNICEF allowing us to help more children in the hardest to reach places. In 2014, Canada supported UNICEF's work in emergencies and

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our work to help improve the health and well being of children in dozens of countries around the world. Through the Government of Canada's investment in UNICEF, your tax dollars are saving lives.



UNICEF Canada is an accredited member of Imagine Canada's Standards Program – one of only 134 charities with this designation in the country. Imagine Canada is the national umbrella for the Canadian charitable sector. With this accreditation you can be assured that UNICEF Canada has met the highest standards for charities in five key areas: fundraising, financial accountability and transparency, board governance and staff management, and volunteer involvement.



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**.