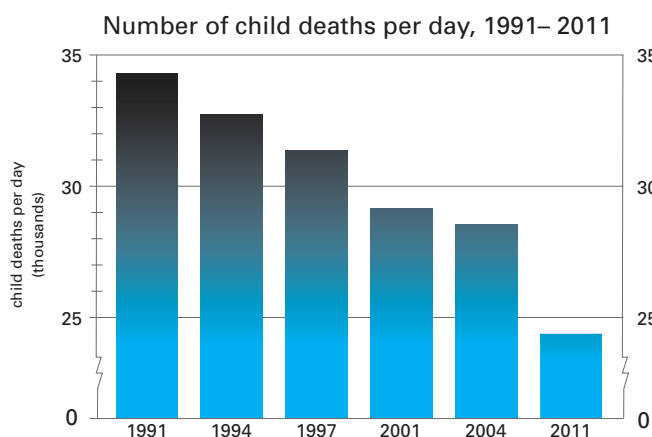


# Together We Can Get To **Zero**

## ~~21,000~~

Every day, more than 21,000 children die — and they don't have to. They die from causes most people in the U.S. rarely worry about. Malnutrition. Unsafe drinking water. Lack of a fifteen-cent vaccine. UNICEF is doing whatever it takes to reach a day when the number of children dying from preventable causes is zero.



UNICEF began its lifesaving work fighting preventable child deaths in 1946 and has since saved more young lives than any humanitarian organization in the world. Recently, UNICEF was able to announce that the number of children under the age of five who die each day has once again significantly dropped: from 25,500 five years ago to 21,000 today. In fact, in the last 20 years, UNICEF and its partners have helped cut the worldwide child mortality rate by more than one-third. And the drop in child mortality is actually accelerating. UNICEF's practical, low-cost strategies are working, as this graph shows. Our expertise, efficiency, resolve, and reach are bringing us closer and closer to the day when the number of children dying needlessly is zero.

### And there is more good news to celebrate:

- Thanks to UNICEF's leadership, the number of the world's children who have been immunized against 6 of the top killer diseases has risen from 5% to 80%.
- Measles used to kill more children than war, famine, and natural disasters combined. But since 2000, UNICEF has helped cut measles deaths by 78%.
- In 1988, polio caused death and disability among children in 125 countries. Since then, polio cases have been reduced 99%, and the disease is now endemic in only 4 countries — Afghanistan, India, Nigeria, and Pakistan.
- Some 4,100 children under age 5 die every day from diarrheal dehydration caused by unsafe water. Since 1990, UNICEF has helped over 1.6 billion people get access to safe drinking water.
- Maternal and neonatal tetanus (MNT) was a scourge in more than 100 countries when UNICEF began its effort to combat the disease. Now the number of countries where MNT is a health threat has fallen to 39.

This progress shows that we can and, therefore, we must believe in zero. Join us. Together we will work toward the day when zero children die from preventable causes. Visit [unicefusa.org](http://unicefusa.org)



## Our mission:

The U.S. Fund for UNICEF saves and protects the lives of children by supporting UNICEF's work through fundraising, advocacy, and education in the United States. Our mission is to work toward the day when zero children die from preventable causes by doing whatever it takes to give them the basics for a healthy childhood.

## The U.S. Fund for UNICEF makes the most of your donations:

- 90.5% of contributions to the U.S. Fund for UNICEF go directly to program services that save children's lives.
- The U.S. Fund for UNICEF has earned 6 consecutive 4-star ratings from Charity Navigator. Only 3% of charities evaluated by this trusted organization have received its highest ranking for at least 6 straight years.
- We meet all 20 of the Better Business Bureau's Wise Giving Alliance Standards for Charity Accountability.
- UNICEF is a leader in responding to humanitarian emergencies. These are often high-profile cataclysmic events — like Haiti's devastating earthquake — and typically garner very strong support from our donors.

But many of the greatest threats to children's survival are "silent emergencies" that take their deadly toll outside the headlines. Malnutrition and the quiet calamity of preventable diseases — UNICEF combats these and other child killers wherever they appear.

By making an unrestricted gift to the U.S. Fund for UNICEF — a gift that underwrites *all* of our core lifesaving programs — you enable UNICEF to provide critical aid where it is needed most. These crucial donations give UNICEF the ability to respond quickly and effectively, saving the maximum number of young lives.

- Every dollar donated to the U.S. Fund for UNICEF is leveraged for the greatest impact. Using innovative, low-cost, and proven methods, UNICEF is able to save and protect millions of children's lives each year in more than 150 countries around the world.

**Join us. Together we will work toward the day when zero children die from preventable causes.**

Visit [unicefusa.org](http://unicefusa.org)

**21,000**

**unicef**   
united states fund

