

EVERYCHILD

Nº. 2, 2014

unicef 
united states fund

South Sudan: A Triple Threat

UNICEF Responds
to Cholera,
Food Crisis,
Displacement

UNICEF
Ambassador
**Selena
Gomez**
in Nepal

Millions
Join UNICEF
Tap Project

In Indonesia,
**Leading
Long-term
change**

WELCOME

Dear Friends of UNICEF,

Throughout its history, UNICEF has invested in innovation with a range of partners to employ cutting-edge solutions in the field.

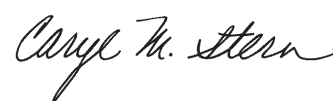
In this issue, we examine how UNICEF has formed productive partnerships that make a lasting difference. Our centerpiece story focuses on Indonesia, where UNICEF Innovation Labs recently completed a pilot project that uses text messages to get information to midwives in isolated communities. Another story introduces the work of nine innovators working on groundbreaking projects with UNICEF, from Santiago to Khartoum. Their impact on the futures of the world's children promises to be significant.

We are also thrilled to share the story of the success of the UNICEF Tap Project. This year's campaign, the first of its kind, inspired supporters to go 220 million minutes without their mobile devices, raising \$1.6 million to support UNICEF's global efforts to provide clean water to children and families.

With your continued support, exciting things are happening. Every innovation means more children surviving and thriving. We couldn't do any of it without you. Thank you.



Peter Lamm, Board Chair



Caryl M. Stern, President and CEO

IN MEMORIAM

Celebrating the Life of Pat Lanza



The U.S. Fund for UNICEF lost an incredible champion and friend in Patricia A. Lanza this year. During Pat's lifetime, she and the Lanza Family Foundation donated more than \$5.8 million to the U.S. Fund. Pat had a huge heart and was always ready to respond for children around the world. Pat was particularly moved when she traveled to Vietnam to experience UNICEF's work for children with disabilities firsthand. Her generosity forever changed the lives of many of the children she met. Most recently, Pat demonstrated her true visionary spirit in seeding the U.S. Fund for UNICEF's Global Citizenship Fellows program, through which a group of emerging leaders have engaged tens of thousands of Americans in thinking and acting globally on behalf of children, paving the way for others to support its growth. Pat will be dearly missed, but her legacy will continue through the world's children.

Pat Lanza visiting children with disabilities in Vietnam in 2009

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NEWS, FACTS & FIGURES FROM UNICEF

A displaced family gathers inside their temporary shelter at a base in the city of Malakal, where some 16,000 people are taking refuge.

UPDATE

South Sudan Crisis Deepens

Violence, a cholera outbreak and looming famine put children at risk

By June, just six months into the conflict in South Sudan, more than 1.3 million people had been displaced by violence. Nearly half of the displaced are children, living in harsh conditions in overcrowded camps where vital resources are scarce. Cholera cases have surged with the onset of the rainy season, and growing food insecurity—3.7 million people are at high risk—is heightening concerns that famine is imminent. Many people are surviving on wild bulbs and other “famine food.” As many as 50,000 children under the age of five could die.

Meanwhile, as many as 9,000 children have been recruited by armed groups, either abducted and forced into service or volunteered by impoverished parents who see no alternative. UNICEF continues to work with South Sudan's National Disarmament, Demobilization and Reintegration Commission to secure the release of these child soldiers, reunite them with their families and help expand their access to education and vocational training.

UNICEF has already set up an emergency school

in Mingkaman, where many of the displaced have sought refuge. There is a UNICEF-supported maternal and primary health care clinic operating there as well. UNICEF is also working to increase the supply of clean drinking water and improve sanitation and hygiene inside camp settlements, while immunizing children and treating them for malnutrition. A new treatment center for cholera in Juba is providing lifesaving supplies, including medicines, protective gear and equipment.

To help bring international attention to this conflict, renowned photojournalist Kate Holt documented the plight of children in the region earlier this year. “Many are shocked by the war and very confused by it,” Holt says. “Everything they have known has fallen apart.” The 2005 Comprehensive Peace Agreement that ended the last war was supposed to be a new beginning for South Sudan. Now that “last hope,” Holt says, “has been shattered.”

—Maryanne Murray Buechner



INNOVATION

Bright Ideas for the Future

In May, the UNICEF Innovation team identified its “9 to Watch,” a group of thinkers and leaders in advocacy and entrepreneurship who are finding promising new solutions to problems affecting the world’s children. Clockwise from top left, they are: **Deo Niyizonkiza**, founder and CEO of Village Health Works in Kigutu, Burundi, which provides medical care while pursuing community development and education initiatives; **Nicholas Haan**, Director of Global Grand Challenges at Singularity University and creator of a development financing startup called Global Good Brokerage; **Elizabeth Gore**, the UN Foundation’s first entrepreneur-in-residence and an expert in cause marketing and strategic partnerships; **Julian Ugarte**, the brains behind Socialab in Santiago, a massive open innovation platform; **Gada Kadoda**, an educator with a computer science and engineering background building the first UNICEF Innovation Lab in Sudan, and the first to function inside academia (the University

of Khartoum and Sudan University of Science and Technology will both be involved); **Jeff Rosenthal**, co-founder and curator of Summit Series in Eden, Utah, whose enormous network of entrepreneurs, activists, scientists and artists presents new possibilities for a UNICEF Innovation fellowship program; **Panthea Lee**, co-founder and lead designer at Reboot in New York City, where she helps development practitioners incorporate design thinking (her previous work with UNICEF Innovation involved developing mobile learning tools in Surinam and Sudan and new technology platforms to support child rights advocacy in Iraq); **Rui Ma**, the Silicon Valley venture capitalist leading seed investment firm 500 Startups’ expansion into China; and **Shiza Shahid**, a former business analyst who is founder and CEO of the Malala Fund, a nonprofit based in New York City dedicated to helping girls across the globe gain access to an education. Learn more at UNICEF.org/Innovation.

VOLUNTEERS

Five Days, Six Quarters, Three Meals



The U.S. Fund for UNICEF challenged supporters this spring to spend five days living like 1.2 billion people around the world do: with only \$1.50 to spend each day on everything they eat and drink. The “Live Below the Line” challenge is an effort to raise awareness about poverty and food insecurity and generate support for a solution: participants donated the money they saved to support UNICEF nutrition programs. Justin Hemenway, the U.S. Fund’s social media officer, took the challenge for a second time this year. “It reinforces what we do and why, and how important it is,” he says. It wasn’t easy living on fried rice he cooked himself while others tweeted photos of more appetizing meals of fruit and grains. “I was jealous.”

PARTNERSHIPS

You Shop, Amazon Gives

Thanks to Seattle donor **Lori Liddle**, the U.S. Fund for UNICEF is now a registered charity with AmazonSmile, a convenient way of shopping that allows you to support causes you care about without spending an extra dime. For every eligible purchase you make at smile.amazon.com, Amazon will donate 0.5% of the total to the nonprofit organization of your choice, including the U.S. Fund for UNICEF. Almost all of the millions of products on Amazon, the world’s largest Web marketplace, are eligible, with very few exceptions. So get clicking!

CLOCKWISE FROM TOP LEFT: COURTESY OF VILLAGE HEALTH WORKS; COURTESY OF NICHOLAS HAAN; MICHAEL MULLER, UN FOUNDATION; TESSY OF JULIAN UGARTE; SONDRAL HALE; COURTESY OF JEFF ROSENTHAL; COURTESY OF REBOOT; COURTESY OF RUI MA; COURTESY OF SHIZA SHAHID

FROM TOP: © UNICEF/ANYH02008-0255/BROOKS; COURTESY OF DSNEY; © UNICEF/WALLACE



EMERGENCIES

Working to Educate All Syria’s Children

UNICEF’s emergency education programs in Syria just got a huge boost from the Education Above All Foundation, which was founded by Sheikha Moza Bint Nasser of Qatar, who serves as its chair. The foundation’s gift of \$10.8 million over two years will help Syrian children throughout the region who have been forced out of school by the conflict and traumatized by violence. The funds will help provide opportunities for 500,000 children inside Syria, plus another 86,600 Syrian children living in

refugee camps in Jordan, Lebanon, Iraq and Turkey, to continue their education in UNICEF-supported child-friendly safe spaces. It will also help pay for teacher training and school supplies. For teachers in the U.S., the U.S. Fund’s TeachUNICEF website offers a multimedia package to enhance students’ understanding of the Syrian crisis. The first in a series of “Global Citizenship Briefs,” it includes a video series produced by Syrian children, student magazines and lesson plans.

INNOVATION

May the Force Be With You

A new campaign is offering fans of UNICEF and *Star Wars* a chance to win a VIP trip for two to the London set of *Star Wars: Episode VII* and to film a scene for the movie (directed by J.J. Abrams, below). The *Star Wars: Force for Change* campaign, in which fans give \$10 or more to UNICEF via Omaze, supports UNICEF’s efforts to develop innovative solutions to the most urgent problems facing the world’s children. (Visit omaze.com/StarWars for details.) Recent UNICEF Innovation projects include *Mobi-Station*, a solar-powered portable learning kit, and *RapidFTR*, a mobile tracking app that helps reunite children with their families in emergencies. In addition, Disney has committed \$1 million to the campaign.



Q&A

UNICEFUSA.ORG: Better Than Ever

Tara Broughel, the U.S. Fund for UNICEF’s digital project manager, worked on the relaunch of the U.S. Fund’s website, unicefusa.org. We asked her for the inside scoop.

What’s special about the new site?

It’s living on a completely new software platform that is open source, so we’ll be joining a community of developers who are constantly working to improve it. We have more flexibility and control over our own online presence.

What about the content?

We created 16,000 new elements, including some new visuals, such as infographics that go nicely with our narrative storytelling. Fast facts are very popular. News stories

appear more prominently and the photography displays better. UNICEF has some amazing photos.

What else has changed?

The biggest difference is how the site looks on smartphones and tablets. Around 30 percent of our visitors are using their phones. The new site is designed to automatically reformat to fit these smaller screens, so the pages look better and are easier to navigate. Already, people are spending more time on our site.



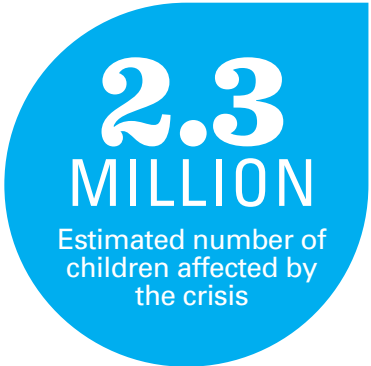
A mother cradles her child at the UNICEF-supported Bangui Pediatric Hospital—the only one in the Central African Republic. Many parents are unable to bring their sick children to the hospital because of security problems.

© UNICEF/GRAPUP

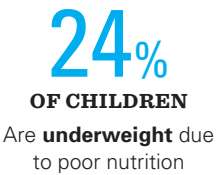
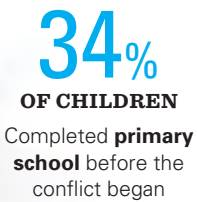
EMERGENCIES

Central African Republic

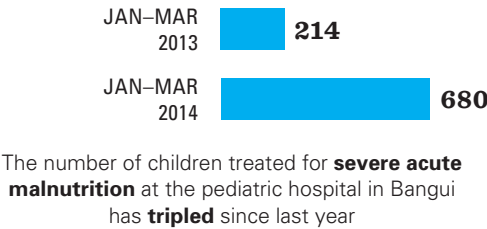
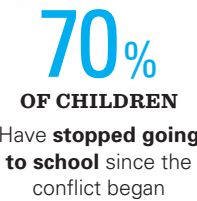
The Central African Republic has been engulfed in violent clashes between rival political factions since December 2012. Insecurity and lawlessness are widespread. Children have been separated from their families, abducted, maimed, raped and killed. UNICEF helped release more than 1,000 child soldiers this year, while the number of recruited children has doubled. Thousands more are suffering from severe malnutrition. ■



Children were struggling before the recent conflict began



The crisis is having a profound impact on children





Unplugging for Clean Water

A fresh idea from the UNICEF Tap Project

BY CLAIRE MANIBOG

Consider these staggering numbers: 748 million people do not have access to clean water, and an estimated 1,400 children die every day from diseases linked to unsafe water, inadequate sanitation and poor hygiene.

Now consider these numbers: 2.7 million people from 223 countries and territories took part in the UNICEF Tap Project in March, generating more than \$1.6 million to support UNICEF in its vital efforts to provide clean water and improved sanitation. UNICEF and its partners have helped more than 2.3 billion people around the world gain access to safe water since 1990.

This year's UNICEF Tap Project team created a new mobile web app based on a simple idea: for every 10 minutes people spent away from their smartphones, our sponsors could fund a day of clean water for a child in need. Within 24 hours of the app's beta launch in mid-February, 12,500 people had used it, spending more than 290,000 minutes away from their phones. Within 48 hours, users generated \$100,000 in sponsor donations. By March 1, as World Water Month began, the app had received more than 1.6 million visits, generating more than 72 million minutes of phone downtime. By March 31, as the campaign came to a close, more than 2.6 million people had used the app, spending 220 million minutes

away from their phones—a powerful gesture to remind themselves and the whole world of the importance of clean water.

The UNICEF Tap Project mobilized volunteer and advocacy efforts, too. Nearly 20,000 people signed up to volunteer for the U.S. Fund for UNICEF, and more than 1,700 people signed letters to their congressional representatives urging support of the Water for the World Act to keep clean water high on the U.S. Government's foreign aid agenda.

Dedicated sponsors are at the core of the Tap Project's success.

National Sponsor Giorgio Armani Fragrances donated \$500,000 through their Acqua for Life campaign, and Premier Supporter UNICEF's Next Generation pledged \$100,000 to sponsor users' time away from their phones. In a month-long partnership with the U.S. Fund, the NBA's Sacramento Kings helped raise more than \$60,000, recorded two videos about the Tap Project and encouraged fans to donate, too. Founding Agency Partner Droga5 created the app with developers Modern Assembly, and National Media Sponsor MediaVest provided a high-profile national advertising campaign through pro bono media placements. ■



This Halloween, your child can make a difference
by **Trick-or-Treating for UNICEF!**



TRICK-OR-TREAT FOR UNICEF

You and your child don't have to wait until October 31. In addition to using the Trick-or-Treat for UNICEF collection box, you can set up your own Trick-or-Treat for UNICEF fundraising page this fall at trickortreatforunicef.org. With just one click, your friends and family can help save kids' lives, too.

Visit TrickorTreatforUNICEF.org to learn more!



Adelia, 9, recovered from malaria with prompt treatment. She lives on remote Sabang, which has eliminated the disease.

UNICEF/WHO2014/EST/1

THE LAST MALARIA SURVIVOR ON SABANG

HOW **UNICEF'S CULTURE OF COLLABORATION** SAVES CHILDREN'S LIVES

BY MICHAEL SANDLER

AS NINE-YEAR-OLD ADELIA GLIDES HER BICYCLE through the streets near her home in Batee Shok village, Sabang Island, Indonesia, it's hard to believe she was once caught in the grip of a life-threatening disease.

"We thought it was a normal fever, but it didn't go down," her mother recalls. "She was shivering and shivering. When we brought her to the health center, she tested positive for malaria."

Adelia recovered fully—she was treated immediately—but her story is more than a personal victory. Adelia is the last malaria victim on Sabang. Her good

health is a triumph for an entire community and powerful proof of UNICEF's unique ability to produce long-lasting change.

The need for children's programs isn't always as obvious as it is in the poorest nations, but middle-income countries such as Indonesia are home to nearly 75 percent of the world's poor. UNICEF works in these countries to make sure that children remain at the center of policy debates about health and development. By collaborating with governments, convincing them to put children's needs first

and direct resources toward those needs, and by providing technical knowledge, UNICEF is helping to save children's lives, at scale, over the long term.

AMID GREAT WEALTH, CHILDREN IN NEED

At first glance, Indonesia looks like a shining star of development. It has been a middle-income country since the early 1990s and has an annual per capita income of about \$4,000. Yet huge segments of the population, including millions of children, have not benefited from Indonesia's impressive race forward, particularly in the slums of Jakarta and other cities and in rural areas such as Sabang. The country has the world's third-highest number of children who have not been immunized and the fifth-highest number of children suffering from stunting. More than 130,000 Indonesian children die each year from preventable diseases such as malaria, diarrhea and pneumonia.

UNICEF's role as a provider of emergency relief after the 2004 Indian Ocean tsunami is well known, but the organization's work helping Indonesia focus on the disparities that have accompanied its development is just as important. Peter Lamm, the U.S. Fund for UNICEF's National Board Chair, visited the country in August 2013. He explains, "Often, UNICEF's most important role is to advocate, to help identify where the most vulnerable children are lagging behind and help ensure that the government is effectively targeting the most marginalized."

TARGETING MALARIA

UNICEF's efforts to free Sabang from malaria's grip illustrate how this works. Despite Indonesia's prosperity, nearly half of the country's 240 million people are still at risk for the disease. Estimates of annual infections run into the millions, and more than 10,000 people may die each year from *Plasmodium falciparum*, malaria's most severe form.

UNICEF Indonesia's malaria team is led by two experts in the field: Dr. William Hawley, a researcher in mosquito biology and malaria epidemiology on assignment to UNICEF from the U.S. Centers for Disease Control and Prevention, and Dr. Ferdinand Laihad, who served for 11 years as manager of Indonesia's National Malaria Control Program. In 2008, they began a project that focused a broad array of government and community resources on eliminating malaria in Sabang to create a replicable, scalable program for the whole country.

"Sabang is like a living laboratory," says Dr. Herdiana Herdiana, UNICEF's Child Survival and Development Officer in Aceh. "We've started to build a model for elimination."

The model requires an extensive range of partnerships. Working with the World Health Organization and the Indonesian Health Ministry, UNICEF rallied

INDONESIA IS
A YOUNG NATION —
THE COUNTRY'S
85 MILLION
CHILDREN MAKE
UP A THIRD OF ITS
POPULATION.

local and provincial governments behind the effort, engaging mayors, military officers, health workers, public information officials and even authorities at the island's ports to prevent the reintroduction of the malaria parasite by sea. Field volunteers were taught to recognize and treat the disease, and lab technicians were trained to test blood samples. This first phase was followed by a powerful public awareness campaign and a massive community-by-community effort. Waves of volunteers went house to house, collecting blood samples, distributing insecticide-treated bed nets and finding and eliminating the hiding places where mosquitoes could breed.

The blood testing earned many volunteers the nickname "Dracula," but the dedicated health workers didn't mind in their pursuit of a lofty goal. "I want malaria to be eliminated from my island," says Sri-kayanti, one volunteer. "It's ridiculous. No one should die from a mosquito bite, especially no child."

MOVING FORWARD AND SCALING UP

Srikayanti was the volunteer responsible for Adelia's treatment in Batee Shok village. Each day, she arrived at Adelia's home to make sure that she followed her combination therapy treatment and avoided becoming a vehicle for the disease's continued transmission. This intensive, broad-based effort succeeded. Since Adelia's recovery, there hasn't been a single additional case of indigenously transmitted malaria on Sabang. It's a sea change for a once badly afflicted community. "Almost all my neighbors had fever and headaches," noted Ibu Symani, a mother of eight children and grandmother of five, as a volunteer health worker drew her blood. "Now, the situation is changing."

The lessons learned in Sabang are being applied in seven more districts in Aceh province. While Sabang is a small island, at the far tip of this nation of 18,000 islands there are many reasons to believe the program



UNICEF Executive Director Anthony Lake, UNICEF Japan Board Vice-Chair Yoshihisa Togo and U.S. Fund for UNICEF Board Chair Peter Lamm visited the family of Adelia (below right), the last childhood malaria victim on the island of Sabang. Despite the prosperity of booming cities like Jakarta (above), nearly 120 million people in Indonesia are at risk of malaria.



Sebang

NEARLY HALF OF INDONESIA'S 240 MILLION PEOPLE ARE STILL AT RISK FOR MALARIA

is replicable on a much larger scale. The success of the program was determined less by geography than by intangible human factors: committed health workers, political commitment and strong community support. If a community is motivated to carry out a technically sound program, then malaria elimination will likely be achievable anywhere in Indonesia.

For the U.S. Fund, Sabang's success drives home the value of UNICEF's sometimes invisible work in leading long-term change, through advocacy, collaboration and a deep well of technical expertise. Says Lamm, "UNICEF can counsel and enable governments and communities to take on sustainable change to deliver results for children."

For Adelia and every other child on Sabang, the results have already been invaluable. ■

In Remote Villages, A Simple, Scalable Program for Midwives

In rural Indonesia, midwives are often responsible for children's health—they played a key role in the Sabang malaria elimination pilot. Yet many of the country's 150,000 midwives have limited education and little access to the latest medical information. A new UNICEF-supported program changes that, using text messages to get information to the women who are often the only source of medical care for mothers and children in isolated communities.

The Info Bidan program (the name means "information for midwives") sends three text messages a week on topics such as nutrition, safe pregnancy and early childhood development to midwives in remote villages in Pemalang and West Lombok provinces. Defitriani, a midwife in West Lombok, describes the benefits. "I was in the middle of a class for mothers, and I got two text messages. I immediately shared them. Before we relied on leaflets and had to bring them everywhere. This... well, we just put it in our pocket."

Evaluations after the first year show a positive improvement in midwives' knowledge of lifesaving medical information and the quality of health services. Collaboration was essential for success. UNICEF worked with Indonesia's Ministry of Health, the mobile handset maker Nokia and the Indonesian telecom provider PT XL Axiata to get Info Bidan up and running.

The results so far are encouraging, says Dr. Robin Nandy, UNICEF Indonesia's Chief of Child Survival and Development. "We would, of course, like to scale this up to the entire country."



A group of midwives in Lombok celebrate after completing an Info Bidan training session. The new program sends them crucial health information three times a week via text message.

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U.S. Fund for UNICEF
Annual Meeting
NEW YORK CITY



(CLOCKWISE FROM TOP LEFT): Ted Chaiban, UNICEF Director of Emergency Operations, presenting at the U.S. Fund Annual Meeting on May 9; *New York Times* columnist Nicholas Kristof with U.S. Fund President and CEO Caryl M. Stern; a group of Youth Ambassadors stand for the #bringbackourgirls movement in support of kidnapped schoolgirls in Nigeria; the U.S. Fund’s Matt G. Meyersohn (seated left) with Sport for Good panel members Jessica Holtz Steinberg, U.S. Fund National Board member Dikembe Mutombo, Todd Jacobson and Dr. Richard Lapchick.

© JULIE SKARRAT



UNICEF
Message of Hope Gala
CHICAGO



(CLOCKWISE FROM TOP): Linda Havlin, Robert T. Brown, Carol Dawley and Wendy Serrino, co-chairs of UNICEF’s Message of Hope Gala, which raised \$1.2 million for The Eliminate Project; Midwest Board Member Camille Julmy and his wife Natacha enjoy the gala’s live auction; UNICEF Young Ambassador Kinar Prasad (left), UNICEF Young Ambassador Chair Ashley Prasad, Ashish Prasad of the Midwest Regional Board of Directors and UNICEF Young Ambassador Dillan Prasad; gala committee members and décor chairs Martha Metz and Tina Trott.

TOP & BOTTOM RIGHT: © ANETA WISNIEWSKA; BOTTOM LEFT & MIDDLE: © LILIANE CALFEE OF SOLEIL MEDIA

BOSTON

A Child Advocate's Inspiring Journey

The U.S. Fund's New England regional office hears an amazing story of hope amid conflict

Mariatu Kamara, a UNICEF Canada Special Representative, author and child advocate, was the fourth and final speaker for the New England region's 2013–2014 Women's Luncheon series, held in Boston. Kamara (below left) described what it was like to be a child caught in conflict and to challenge conventional notions of what it means to be a victim of war. Now 28, Kamara lost both hands at the age of 12 when rebels attacked her village in Sierra Leone. She has written a memoir, *The Bite of the Mango*, published in 2008 by Annick Press, and has become a passionate supporter of UNICEF's work. National Board Member **G. Barrie Landry** (below right) described her as someone who "proves the incredible resiliency and strength of the human spirit."



SAN FRANCISCO

The Northwest Region kicked off its Speaker Series on April 30 in San Francisco with an event featuring UNICEF Specialist **Cara Yar Khan (above)**, a longtime advocate for children with disabilities. Khan, who at 30 was diagnosed with a rare form of muscular dystrophy, spoke about the many issues children with disabilities face and how those concerns factor into virtually all areas of UNICEF's work, from education and protection to health and nutrition. Khan also shared a video about her experiences assisting UNICEF's recovery efforts in Haiti after the 2010 earthquake.



WASHINGTON, D.C.

Several of the U.S. Fund's Regional Board members and staff traveled to Washington, D.C., in March to meet with legislators in both the Senate and House of Representatives. Their mission: Remind policymakers that they have constituents who care about UNICEF's work and urge them to support funding for programs that help the world's most vulnerable children. The U.S. Fund also lobbied in support of the Water for the World Act and Senate ratification of the Convention on the Rights of Persons with Disabilities. Members of the DC Advisory Council also participated. Pictured above: Southern California Region Deputy Director **Amber Hill** with Rep. **Adam Schiff** of California.



ATLANTA & DALLAS

This year's UNICEF Experience in Dallas and Atlanta invited supporters to immerse themselves in interactive exhibits featuring the stories of children who have benefited from UNICEF's work. At the Atlanta event on April 27, children applied their creative instincts to learn about UNICEF (left). **Dr. Sanjay Gupta** and **Mrs. Rebecca Gupta** (below left) hosted a patron dinner in Atlanta on March 21. At the Dallas event on Feb. 28, **John Burns** took part in a "water walk" (below center), in which guests filled and carried jugs like those used by a young girl in Nicaragua before UNICEF provided her village with access to clean water; **John** and **Angela Crates** (below right) learned what is included in a School-in-a-Box kit, with help from a UNICEF Campus Club volunteer. Together, the Atlanta and Dallas UNICEF Experience events raised nearly \$900,000.



LOS ANGELES

The Southern California region held its 17th Speakers Series luncheon on April 30. Actress **Téa Leoni** (center, in blue), a UNICEF Ambassador and National Board member, was the featured guest. She was interviewed by three Young Ambassadors, part of a group of more than 50 middle school students in Southern California who support UNICEF. They discussed issues affecting children around the world and the importance of kids taking action to help other kids. About 70 people attended, including a dozen Young Ambassadors and their mothers. Clara Nevins, president of the Young Ambassadors, reported that the team raised \$120,000 last year to fight maternal and neonatal tetanus—enough to protect more than 66,500 women and their future newborns against the disease. This year, Nevins announced, the group will direct its fundraising efforts to supporting child-friendly spaces in China.





BOTSWANA

Making a Connection

In Botswana, a field visit highlights UNICEF’s work with youth centers and early childhood education

UNICEF supporters **Jesse Metcalfe**, star of the hit TNT series “Dallas,” and his girlfriend, actress and fashion blogger **Cara Santana**, traveled with the U.S. Fund to rural Botswana in May to observe UNICEF-supported programs firsthand. They visited health clinics, where they met children who were being treated for malnutrition with zinc and vitamin A supplements and young mothers who were receiving postnatal care and treatment for HIV and AIDS. They visited a makeshift preschool for children who were benefiting from a UNICEF-supported early childhood development program. And they spent time at UNICEF-supported youth centers that provide street kids with shelter, food, access to education and medical care. Metcalfe says he came away from the experience deeply moved, and he was particularly impressed with how UNICEF works with partners on the ground—ministry of health officials, NGOs, village elders and church groups—to tackle community problems and solve them on a grassroots level.



Top: Metcalfe and Santana spend time with a young boy receiving UNICEF support in Jwaneng. Left: Metcalfe plays with children enrolled in a UNICEF-supported early development program in Mabutsane. Above: Metcalfe chats with a child at a UNICEF-supported youth center.



HAITI

Saving Lives, One Village at a Time

Kiwanis members visit Haiti to see The Eliminate Project in action

A delegation from UNICEF partner Kiwanis International and the U.S. Fund for UNICEF traveled to Haiti in April to observe UNICEF’s work in immunization. These efforts are at the core of The Eliminate Project, a global fundraising campaign to protect women and their future newborns from maternal and neonatal tetanus. Kiwanis and U.S. Fund donors worldwide have contributed more than \$53 million in support of the campaign to date. During the five-day trip, the group visited a maternity clinic among the rice fields of Saint Marc that serves more than 42,000 people, some of whom walk for hours to get there. In rural Cap-Haitien, they joined one of the 93 four-person vaccination teams working to reach all women of reproductive age. They also met mothers and infants who have benefited from the campaign. **Lance Incitti**, president of the Kiwanis International Foundation, said he was especially impressed by the health workers who go door-to-door to reach vulnerable women in both cities and villages. “Their dedication is amazing.”



SENEGAL

A Team Effort to Educate Children

World Cup champion **Patrick Vieira**, a midfielder for the French national soccer team who retired in 2011, traveled to Senegal in May to promote Western Union’s PASS initiative and to visit UNICEF-supported education programs in the country. Vieira, who was born in Senegal but moved to France at age 8, traveled to Dakar as an ambassador for the PASS initiative, a three-year campaign during Western Union’s sponsorship of the UEFA Europa League to help provide better education for vulnerable children in Senegal and around the world. During his field visit, Vieira met with students and teachers, took part in a reading lesson and organized a soccer match at a local primary school. As part of the PASS initiative, the Western Union Foundation has committed a minimum of \$1.8 million from 2012–2015 to support UNICEF education programs in 10 countries.



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JUST BACK FROM...

UNICEF Ambassador Selena Gomez in Nepal

The actress and multi-platinum recording artist meets students, community health volunteers and children who have survived abuse during a three-day visit to the Himalayan country.



Calling the trip “extraordinarily powerful,” Gomez says she was impressed to see Nepali youth working to change their communities. Adolescents she met in one village help spread the word about the importance of sanitation and hygiene; members of a child club she visited are influencing their peers and adults on issues that affect their lives.



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UNICEF does whatever it takes to save and protect the world's most vulnerable children. The U.S. Fund for UNICEF supports UNICEF's work, and other efforts in support of the world's children, through fundraising, advocacy and education in the United States.

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“I get a greater sense of reward, a greater sense of satisfaction, a greater sense of fulfillment out of my work with UNICEF than almost anything else I’ve ever done in my life.”

—*Danny Kaye, UNICEF’s first Goodwill Ambassador, 1954–1987*

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Danny Kaye used his gifts to put the needs of children center stage. Join the Danny Kaye Society and leave a lifesaving legacy for future generations of children.

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