

# EVERYCHILD

unicef   
united states fund

No. 2, 2013

## EVERY LAST CENT

UNICEF's Biggest  
Individual Donors  
Give Their All  
for Children

Crisis in Syria  
Escalates

Winning the  
Fight Against  
Tetanus

**5 WAYS** UNICEF IS CHANGING THE WORLD

# Welcome

*A Message From Peter & Caryl*

Dear Friend of UNICEF,

Simple solutions save children's lives. That's a lesson UNICEF learned many years ago. Since 1990, 90 million children have survived because they had access to lifesaving help, according to a report released in September by UNICEF. Child mortality — the number of children under 5 who die each day of things we can largely prevent — has dropped nearly 50 percent, from almost 35,000 every day in 1990 to 18,000 today. Those are heartening numbers, but they're not enough. The number of children who die from things we can prevent should be ZERO.

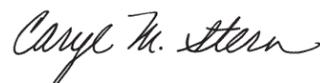
It can be. With new vaccines, technology and programs, we can finish the job we started. Right now, more than a million babies die on the day they are born, and a total of 2.9 million die within their

first month of life. That's almost half of all under-5 deaths in 2012. If we don't accelerate our efforts, as many as 35 million children could die from preventable causes between 2015 and 2028. We need to redouble our efforts and deliver more of what we know works for children: vaccines, nutritional supplements, safe water, sanitation, insecticide-treated mosquito nets, safe childbirth practices and good quality care for pregnant women. And we must focus on the areas where the need is greatest: sub-Saharan Africa and South Asia, which together account for four out of five under-5 deaths globally.

We won't achieve any of this, however, without determination and action. Stefan and Susan Findel, the inspiring couple featured in this issue (see page 11) are examples for us all. Thank you for standing with UNICEF and with the world's children.



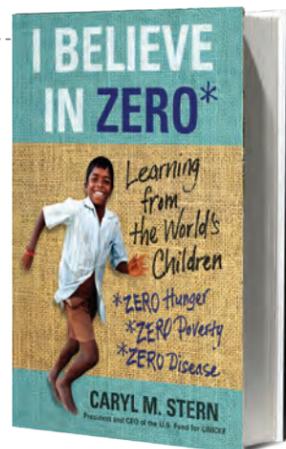
Peter Lamm, Board Chair



Caryl M. Stern, President and CEO

## Children's Stories

In her moving new book, "I Believe in ZERO," President and CEO of the U.S. Fund for UNICEF Caryl M. Stern offers memorable stories from her travels around the world. Each of the stories focuses on a particular place — Bangladesh, Mozambique, Haiti — and weaves together material on the country and its history, recent humanitarian crises and encounters with ordinary people. Stern tells of mothers coming together to make their communities better and of children who continue to hope and dream even in the most dire situations. "The book reflects the essence of UNICEF's mission," says Stern. "I hope that by telling the stories of the remarkable mothers and children I've met in my travels, I can inspire others to support this important work."



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### On the Cover:

Stefan and Susan Findel  
photographed by Flynn Larsen  
in their home in Rhinebeck, N.Y.

# FieldNotes

News, Facts & Figures from UNICEF



Three young Syrian children at the Domiz refugee camp in northern Iraq.

## The World's Worst Humanitarian Disaster

4 million children, nearly half of Syria's under-18 population, need immediate aid

In June, Modar Sibai braved eight checkpoints to deliver his daughter to school. Normally, the trip takes ten minutes. But nothing is normal in Homs, Syria, where bloody conflict has disrupted life for young and old alike. Sibai's journey took two hours and nerves of steel. But the stakes were high; his daughter Roua needed to take her final exams. If she did not, she told her father, the year would have been a total loss.

Fifteen-year-old Roua Sibai remembers "normal life" and hopes for its return. But for thousands of younger children, who've known little else, "normal life" is marked by fear and deprivation.

Syria is ground zero for the world's most urgent emergency

and home to 4 million children who require immediate assistance. Quite literally, a whole generation is at risk. Since the beginning of the conflict, more than 7,000 children have died; at least 1,700 were under 10 years old.

In Syria and in nearby refugee camps, UNICEF is doing everything it can to save lives and ease suffering — delivering clean water, vaccinating against killer diseases, providing safe spaces for education and recreation, restoring health centers and advocating for regular access to children and mothers in need.

UNICEF has condemned the ongoing violence. Ted Chaiban, Director of Emergency Programs, has called on all parties to acknowledge that "children have no place in war."

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# Big Strides in Battle Against Tetanus

Disease eliminated in more than half of high-risk countries

**T**etanus was killing 200,000 newborns each year when UNICEF made a commitment in 1999 to eliminate the disease among mothers and their babies. UNICEF convened a powerful international partnership to fight the disease in the countries where the risk was highest. UNICEF reported an important milestone this year: more than half of 59 high-risk countries have successfully eliminated maternal and neonatal tetanus (MNT).

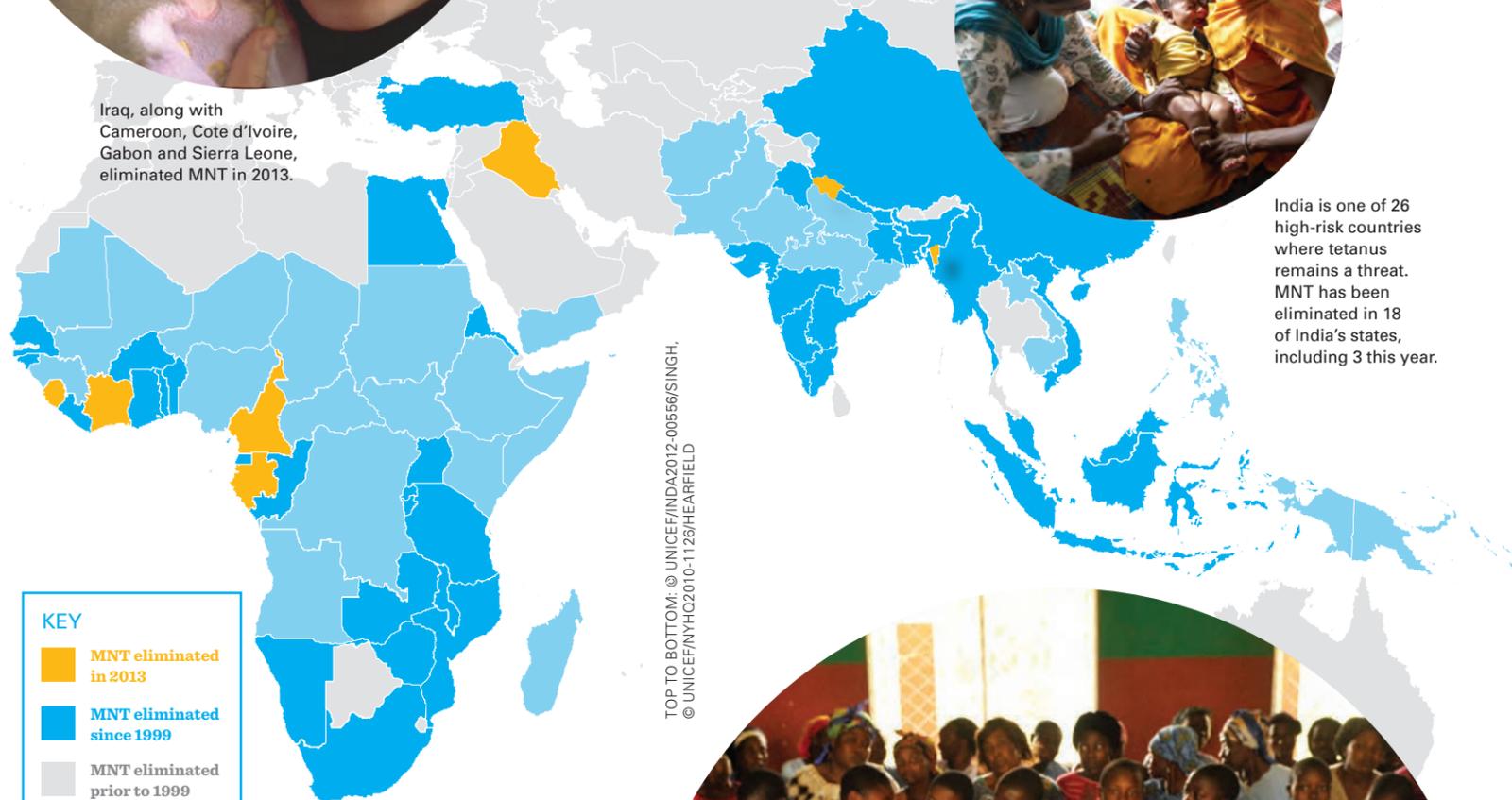
MNT is typically contracted through unhygienic childbirth practices. The key to its elimination is a three-step series of immunizations for women of childbearing age. The vaccination program, which includes health education and worker training, costs just \$1.80 per person, but when UNICEF and its partners launched the initiative, most global vaccination funding was directed toward polio and other diseases. By focusing attention on tetanus, UNICEF and its partners have helped protect 118 million women from contracting this easily preventable disease — as well as the newborns these women will have. Tetanus deaths among newborns have been reduced by more than 70 percent in just a decade. In all, 33 high-risk countries have been designated MNT-free since 1999, with five of these successes occurring in 2013 alone: Cameroon, Cote d'Ivoire, Gabon, Iraq and Sierra Leone.

The drive to defeat tetanus is central to UNICEF's mission of "reaching the world's poorest, most difficult to reach women and children," says Caryl M. Stern, President and CEO of the U.S. Fund for UNICEF.

With 26 countries still at high risk from MNT, UNICEF is grateful to its partners who continue their commitment to fighting this disease. Kiwanis International, the medical technology company BD and the consumer products firm Procter & Gamble are among the biggest supporters. U.S. Fund donors throughout the country are also joining the fight against tetanus, and the Midwest Regional Office has launched a two-year campaign to raise \$3 million for The Eliminate Project, the U.S. Fund's partnership with Kiwanis International. This fundraising campaign is moving UNICEF significantly closer to the ambitious but achievable goal of eliminating maternal and neonatal tetanus worldwide. The Eliminate Project was started in 2011 and has raised more than \$39 million through a network of more than 600,000 volunteers. In June, Tom DeJulio, Immediate Past President of Kiwanis International, called The Eliminate Project the "most awesome and audacious" program Kiwanis has ever undertaken.



Iraq, along with Cameroon, Cote d'Ivoire, Gabon and Sierra Leone, eliminated MNT in 2013.



TOP TO BOTTOM: © UNICEF/INDA2012-00566/SINGH, © UNICEF/NHQ2010-1126/HEARFIELD

A pregnant woman is vaccinated against tetanus in Freetown, Sierra Leone.



TOP TO BOTTOM: © UNICEF/NHQ2003-0002/NOORANI, © UNICEF/SLRA2013-0817/ASSELIN



India is one of 26 high-risk countries where tetanus remains a threat. MNT has been eliminated in 18 of India's states, including 3 this year.



A health worker administers a tetanus vaccination at the Bome Health Center in Cameroon.

## EMERGENCY UPDATE

Every year, UNICEF responds to more than 250 emergencies, from floods to conflict to drought. Here's how UNICEF and its partners have responded to three of them:

### CENTRAL AFRICAN REPUBLIC

More than 2.3 million children are at risk from the country's civil war. Many schools have been shut down since a coup in March, and there are severe shortages of nutritious food, clean water, medicine and health care. UNICEF and its partners have treated more than 14,000 children with acute malnutrition and vaccinated more than 217,000 children against measles. The security situation has slowed down vaccination programs, and there have been measles outbreaks this year in nearly every region of the country.

### HAITI

People in Haiti are still reeling from a series of natural disasters. The January 2010 earthquake killed more than 200,000 people and displaced hundreds of thousands more; a subsequent cholera epidemic killed more than 8,000. In November 2012, Hurricane Sandy destroyed homes, schools and water and transportation systems and ruined thousands of acres of crops, increasing food insecurity. In 2013, due to drought and the impact of Hurricane Isaac, malnutrition rates soared. To address Haiti's complex needs, UNICEF's work includes therapeutic feeding for acutely malnourished children; cholera treatment and vaccinations; HIV-prevention; water and sanitation services; child protection and family unification assistance; and repair of damaged schools.

### MALI

Mali's political and security situation remains volatile since last year's coup. The conflict, along with seasonal flooding and a nutrition crisis, has disrupted the lives of more than 800,000 children. As part of a Back-to-School initiative, UNICEF is working to help 500,000 of the most vulnerable children return to their classrooms. About 9,000 teachers will be trained this fall, and 15,000 students will be sitting at new desks. "This school year in Mali has to be different from the last one and we need to make every effort to have children back to school," said Françoise Ackermans, UNICEF Representative in Bamako.



Children at the Center for Rehabilitation of the Paralyzed in Dhaka, Bangladesh, race their wheelchairs.

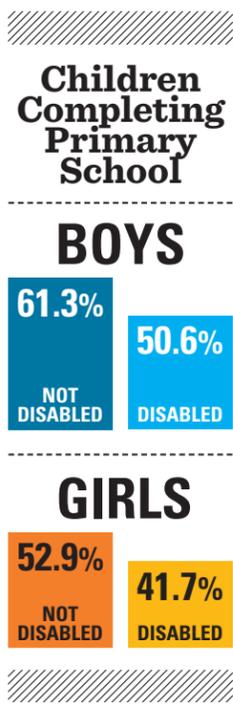
# Equal Dreams, Equal Lives

New report details the special risks facing disabled children

Children with disabilities are the most neglected and most vulnerable group of children in the world. They are three to four times more likely than other children to suffer physical violence, sexual assault or abuse. They are more likely to be malnourished and less likely to be educated or treated for common childhood diseases. Of the 57 million primary-school age children who are not in school, an estimated one-third have a disability. Globally, only 51 percent of boys with disabilities finish primary school, and the numbers are even worse for girls: only 42 percent of disabled girls finish primary school.

These are serious violations of a child's rights. As UNICEF's 2013 State of the World's Children report explains, "Discrimination on the grounds of disability is a form of oppression."

UNICEF has been a defender of children's rights for more than 65 years and has advocated on behalf of children with disabilities in every region of the world. It is a challenging mission;



for too many governments, children with disabilities literally don't count. Organizations committed to serving them are hampered by a lack of data. This discrimination follows them into adulthood. In many low-income countries, less than 15 percent of people who need assistive technology like canes, wheelchairs, hearing aids or ramps receive them. UNICEF is actively engaged in research that will strengthen the case for more inclusive services and policies.

In the United States, the 1990 Americans with Disabilities Act prohibits discrimination on the basis of physical or mental impairment. The U.S. Fund for UNICEF is calling on Washington to maximize the force of this landmark piece of legislation by supporting an international treaty guaranteeing the same legal protections to children everywhere. "Universal human rights can't exist unless these rights are enjoyed by everyone," wrote U.S. Fund President and CEO Caryl M. Stern in a recent editorial. "People with disabilities are more than capable of overcoming barriers, when given a chance."

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## #ENDviolence Against Children

What we've been hearing following our recent campaign to End Violence against Children.



**ALYSSA MILANO**  
@Alyssa\_Milano  
Retweet if you agree! Every child deserves to be protected from abuse/exploitation

**VERN YIP**  
@VernYipDesigns  
Every child deserves 2b protected! We are taking a stand! Together we can #ENDVIOLENCE

**JAMIE FOX**  
@iamjamiefoxx  
RT Be part of the

global movement to #ENDviolence against children

**UNIVISION NOTICIAS**  
@UniNoticias  
Univision y UNICEF se unen para combatir la violencia contra los niños #ENDviolence

**ANGIE HARMON**  
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RT if you agree! #ENDviolence

To learn more, visit [unicefusa.org/endviolence](http://unicefusa.org/endviolence).

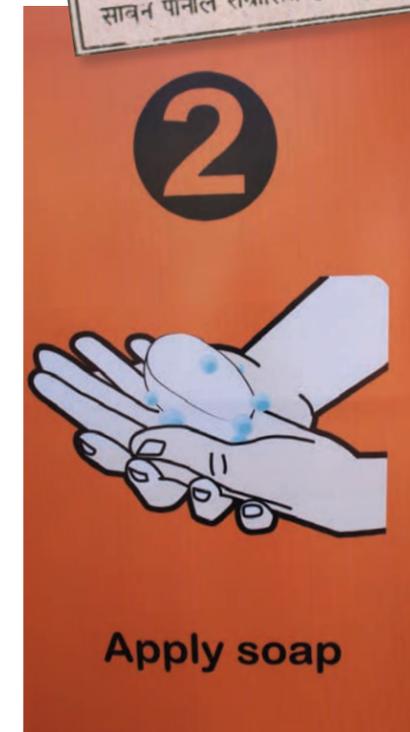
UNICEF TRANSLATOR

# What's WASH?

WASH, or Water, Sanitation and Hygiene, is a critical focus area for UNICEF. Nearly 2,000 children die each day of causes linked to unsafe water, lack of sanitation or poor hygiene. UNICEF began its WASH work in response to a crippling 1966 drought in India and has since provided WASH programs in more than 100 countries. Since 1990, some 2 billion people have gained access to clean water. The drawings and posters below show UNICEF's efforts to promote better hygiene.



Counterclockwise from top: **Nepal:** Hygiene lesson from a UNICEF kit to reduce maternal mortality. **India:** One of a series of signs with step-by-step handwashing instructions. **Malawi:** A clean-latrines-at-school awareness raising poster.



# 5 Ways UNICEF Creates Lasting Change for Children



1

## By Inventing Low-Cost Solutions

**Responding** to devastating water crises in India, UNICEF led the development of a locally manufactured hand pump, the India Mark II, in 1976. This durable, easy-to-maintain machine provides fresh, clean water to millions of families and children. For decades, it has set the standard for water pumps all over the world.

## By Thinking Long-Term

**Breastfeeding** is a baby's "first immunization" and the most effective and inexpensive lifesaver ever. UNICEF helps governments educate their country's mothers; those mothers educate their daughters — and so on. These efforts have had created long-lasting results. In Cambodia, for example, exclusive breastfeeding rates for infants under six months have soared from 12 percent in 2000 to 74 percent in 2010.



2



3

## By Thinking Big

**A little** over three decades ago, only 20 percent of the world's children were immunized against the six top killer diseases — polio, diphtheria, tuberculosis, whooping cough, measles and tetanus. Then UNICEF helped lead an unprecedented global movement to distribute vaccines. The worldwide immunization rate quadrupled, reaching nearly 80 percent in 1990. This historic triumph was the largest peacetime mobilization in history and is estimated to have saved more than 20 million lives.

## By Starting Early

**Malnutrition** plays a role in nearly half of all deaths among children under five. Children who are malnourished are smaller and much more likely to get very sick from ordinary infections. By treating malnutrition in the first 1,000 days of a child's life, UNICEF has helped cut the number of children badly affected by stunting by nearly 100 million since 1990. The benefits of a healthier childhood last for a lifetime.

4



## By Multiplying Results

**Supporting** girls' education isn't just the right thing to do. Communities where girls are educated have higher productivity, better health, less poverty and a lower incidence of HIV/AIDS and other diseases. UNICEF works to eliminate the barriers that keep girls out of school, such as a lack of sanitation, discrimination or the threat of violence. That generates dividends that pay off for generations.

5



TOP TO BOTTOM: © UNICEF/INDA2009-00187/PIETRASIK, © UNICEF/NYHQ2011-1752/PIROZZI

TOP TO BOTTOM: © UNICEF/NYHQ2004-0650/PIROZZI, © UNICEF/NYHQ2012-0579/JOSE, © UNICEF/NYHQ2011-1549/HALAWANI

# In 2012 UNICEF...

**RESPONDED** to **286** emergencies in **79** countries

**PROVIDED** almost **19** million people with **clean water**

**WORKED** in **40** COUNTRIES to promote the rights of children with disabilities

**PROCURVED** **\$1.86** billion worth of supplies for children and women

**FOUGHT** acute malnutrition in more than **65** countries

**PROMOTED** birth registration for **30** million children

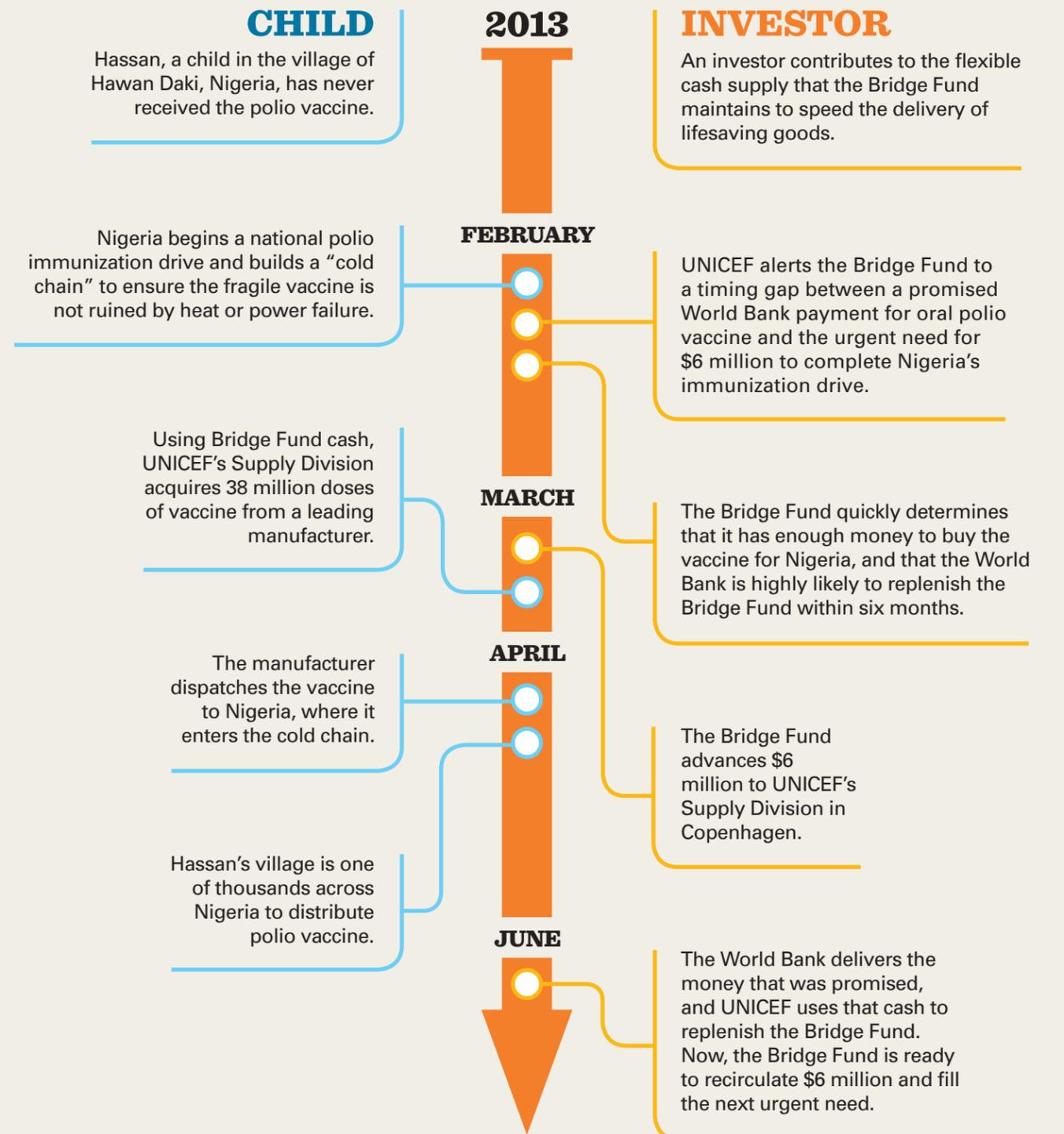
**SUPPORTED** social protection interventions in **104** countries

*Making a Better World for Every Child*

TOP TO BOTTOM: © UNICEF/INDA2012-00312/SINGH, © UNICEF/NYHQ2004-1392/NOORANI, © UNICEF/BANA2012-01759/KHAN, © UNICEF/JUGDA2012-00075/ZNIDARFIC

## Case Study: Polio in Nigeria

The Bridge Fund (see page 16) is an innovative financial tool created by the U.S. Fund for UNICEF to help UNICEF overcome timing gaps that can affect the delivery of lifesaving assistance to children. Here's a look at how Bridge Fund investors helped children in Nigeria this year.



Susan and Stefan Findel play "sheep and wolves" with children from Ferooz Behar in Bamiyan, Afghanistan.

# every last cent



*Stefan and Susan Findel,  
**UNICEF**'s biggest donors  
give their all for children.*

*by Adam Fifiield*



Stefan Findel chats with children at a middle school in Ferooz Behar.



Meeting village elders and educators at the home of a public health official in Borghasoon.



Susan Findel and a group of students read together.

**STEFAN FINDEL IS A QUIET MAN.** He listens intently. When he speaks, he is measured and thoughtful, choosing his words carefully. Like his wife, Susan, the bespectacled photographer does not give off even a mote of self-importance. The largest individual donors in UNICEF history, the Findels don't want their names displayed on a building. They refuse to fly first class — even on the longest flights. They prefer subways to cabs. But there is one thing they demand, without compromise: Don't waste time, and don't waste money — not where children are concerned.

Over the last 20 years, the Findels have contributed more than \$25 million to UNICEF, providing crucial support for an array of programs, including an ambitious new education initiative, called "Let Us Learn," benefiting children in five countries. Their mission: reach the most under-privileged children — especially those in remote and forgotten places — and give them a chance. Their generosity has already made a profound and immeasurable impact on the lives of thousands of vulnerable children. But they're not done yet — not even close.

The Findels plan to give away all of their wealth — every last cent — to make a better world for children. "When our lives end, why should we have anything left?" Stefan says.

The two come from vastly different backgrounds. Stefan is from a small town in Germany, where he was born after the end of World War II. His grandfather was an extremely successful entrepreneur who built a profitable family business

that still exists today. Stefan's childhood was comfortable and sheltered — in his words, "almost picture perfect."

Susan's childhood was, as she puts it, "the exact opposite situation." She grew up in an orphanage in South Korea, where she was placed at the age of 3. "I learned what it's like to feel insignificant," she says. "This really transformed me in terms of who I am and why I feel so committed to helping children without a voice."

At the age of 12, she was adopted by an American family in Michigan. She studied art and eventually became an interior designer.

The Findels now live in upstate New York but frequently travel all over the world. During UNICEF field visits to observe the education programs they have funded, they have played with kindergarteners in Bangladesh, met mothers in a remote mountain village in Nepal and joined a volleyball game with teenagers in Afghanistan. They have also traveled to Madagascar and Liberia, and to Copenhagen to see UNICEF's supply warehouse. "It was out of this world," says Susan of the warehouse. "It was all computerized — state-of-the-art equipment that saves children's lives. We couldn't believe it."

Seeing UNICEF in action has deepened the Findels' commitment. "Every time the Findels experience UNICEF in the field

or meet staff, they are further convinced that UNICEF is the best philanthropic investment they have ever made," says U.S. Fund staff member Ann Putnam Marks, who works closely with them on their giving. This fall, Stefan visited UNICEF programs in North Korea. The Findels are already supporting child survival programs in North Korea — a country where UNICEF is one of the only humanitarian agencies able to operate.

The Findels place a high premium on innovation — one reason they were the founding donors to the UNICEF Bridge Fund. The pioneering financial tool bridges funding gaps and speeds lifesaving assistance to children who need it most.

"Stefan knows exactly what he wants to do," says Marc Diaz, who oversees the UNICEF Bridge Fund. "He is very purposeful with his time and energy. He is also very direct and is always focused on results — what results are we delivering?"

Stefan is a quick study, according to Diaz, who says he only has to mention something to him once before he internalizes it. "I never have to revisit anything," he says. No matter where they are in the world, the Findels are "there to serve," says Diaz. "They are strategic and thoughtful about how they spend their time and money, and it comes through every time you meet with them."

The Findels recently agreed to speak with *Every Child* about their philanthropic goals and how they hope to advance their — and UNICEF's — vital cause.

#### How did you each first become interested in helping others?

**SUSAN:** When I was a young child, society decided I was

## For Every child, a Chance to Learn

An education can change everything. It can break cycles of poverty and ill health, create otherwise impossible opportunities, and give both girls and boys in even the most remote places a chance to pursue their dreams. The "Let Us Learn" initiative, funded by a \$20 million contribution from Stefan and Susan Findel, is a major partnership with UNICEF that strives to erase inequality in education by giving the most excluded and marginalized children — especially girls and children affected by crises — a chance to learn. The program is currently focusing on five crisis-affected countries: Afghanistan, Bangladesh, Liberia, Madagascar and Nepal.

unworthy, because I was an orphan. I felt very burdened by this injustice, but also it strengthened my determination to do something with my life. I made a promise to myself when I was around 8 years old that, if and when I was able, I would help those less fortunate, especially children and those born into poverty and other difficult situations. So many people gave me opportunities when I was a child, and now I would like to do the same for other children.

**STEFAN:** My first contact with philanthropy was as a young student. Once a year, we had a fundraising drive where

THIS AND PREVIOUS SPREAD: © ALISTAIR GREYARSSON, UNICEF

students were asked, for one week, to go out with little cans and collect money for a good cause. It was the idea that here's something you can do, even if you don't give of your own money, you can give your time to it.

#### You have decided to give away all of your wealth to make the world a better place — why?

**STEFAN:** We are one humanity, even though we're from different nations and speak different languages. If you take a real look at how we live versus how other people live, you begin to recognize that we have an obligation to help those who are less fortunate. For me, I want to help those that are at the absolute opposite end of where I am in terms of need. We live very comfortably. We have a home, we can pay for food and cars and travel, and we don't need luxury. And since we do not have children, we are not concerned about, or worrying about what to leave our kids. So we can give it to other kids. When our lives end, why should we have anything left over? It's much more fun for me to give the money now rather than leave a will and say, "OK, once I'm dead, then other people can have it."

**SUSAN:** I try to remind myself where I came from, what it's like to be a vulnerable child, and to see things from a child's perspective. This is not just about financial wealth; it's human wealth and empathy. I feel that when you say "wealth," it should be your human heart wealth. As a child, when someone cared about

of my annual financial routine. You know, year-end, you think about taxes and about investing in this and that. At some point, I said, OK, 'I have to somehow figure out what to do and where to give.' And UNICEF in Germany has a very positive image, so it was definitely on my mind. Over the years, as I got more involved, I met more UNICEF people and was amazed at how they got things done. We saw how they work seven days a week. Nobody has a nine-to-five attitude. We also came to understand the power of UNICEF's relationships with governments. UNICEF understands that they can't pick and choose who they work with — they simply have to be where children need them. There are international UNICEF staff in Afghanistan. They are also in many African countries where there is civil war. They stayed in Liberia during the entire war there. UNICEF doesn't back down. They are there for the long run.

#### Of all the causes you could support, why is helping underprivileged children so important to you?

**STEFAN:** There are so many important causes, but one that gives me the most hope for the future is kids. If you focus on children, you are focusing on the coming generation. Education is particularly important — you cannot take that away from somebody. If we take care of the kids today, then even if we do not see a big difference right away, the next generation will be that much more successful. Worldwide, there is too

**“We are one humanity even though we are from different nations and speak different languages.”**

you and helped you — you cannot buy that with money. I want to give financial wealth but also my wealth of compassion. So children know that they really feel loved and cared for.

I am also so inspired by the students I have met who are so desperate and eager to go to school. That's what we see when we go to the field. Knowing that we can provide the means for them through the UNICEF program to have an education, to have that basic human right, is what drives my giving — giving of money and heart.

#### How did you each first become aware of, and then involved with, UNICEF?

**SUSAN:** I am living proof of the power of UNICEF. My first encounter with the organization — and I didn't find this out until later — was when UNICEF came to our orphanage in South Korea. I was 10 years old. I remember we had to get special permission from school to come home to the orphanage after lunch. We were asked to line up. And the next thing you know, we are getting immunizations! UNICEF had provided them. It was unbelievable. When I learned about this later, I always felt a very special connection with UNICEF. When I moved to New York City in my 20s, I was working hard, but contributed what I could to UNICEF during the holidays. I would volunteer to sell Christmas cards for UNICEF on the weekends.

**STEFAN:** When I was around 30, I started making giving part

much of a discrepancy between the poorest and the richest in terms of everything — especially education — and we need to work on that gap and not let it get bigger and bigger.

#### Why is education so critical?

**STEFAN:** With education, you can give children a much better understanding of their situation and what they can do to help themselves. You can also help them get a better understanding in many cases of what their government is doing, whether they are a good government or bad. Education opens your mind, your perspective on everything.

**SUSAN:** That's why the focus of our education program, "Let Us Learn," is on reaching the poorest children, the hardest-to-reach. Helping the children and communities that have been forgotten. The countries that we will be working with through UNICEF all have the potential to be stable and thriving — education is a big part of getting there.

#### You were the founding donors to the UNICEF Bridge Fund — why?

**STEFAN:** We had a meeting at the U.S. Fund to talk about this new project, the Bridge Fund, and I found the idea and the construction of it so exciting that I made the decision right then and there to give the first \$1 million for the endowment. I've never made a decision that fast over that much money. I



The Findels pitch in at the UNICEF Supply Division headquarters in Copenhagen.

can agonize over buying something for myself privately that costs 200 bucks that takes longer than it took me to decide on this. What I like about the Bridge Fund is that the money keeps revolving. It's a catalyst that is not diminished. It's like a little engine that can drive a much, much bigger car.

#### How have you benefited from your giving to UNICEF, and what have you learned?

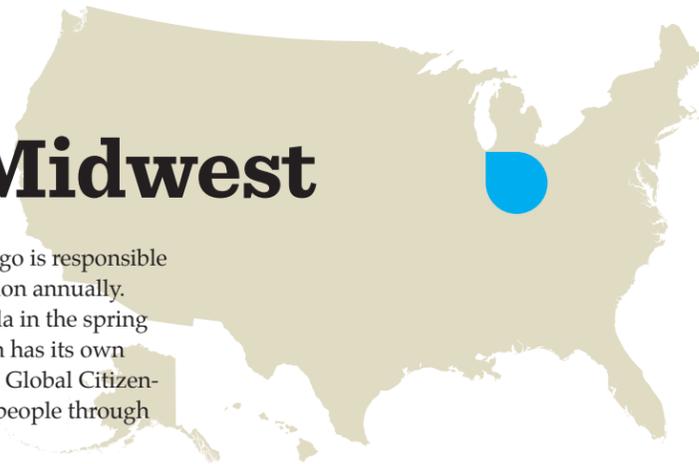
**SUSAN:** During our field visits, we have encountered so many people who astonish us with their courage, spirit and dignity — considering they are facing unimaginable hardships. Some of their stories are just utterly heart-wrenching, but what we continue to witness is their resilience. That is humbling for me personally and really completely changes one's perspective about life.

No matter where you go in the world, you will always confront some sort of suffering. That is just human nature. War, natural disasters or manmade crisis — that's going to happen no matter what. We'll never live in a perfect world. But we cannot be discouraged. We cannot give up fighting for children's rights. I talk to people over and over again who say, 'I wish, I would like to do something ...' but they always have some skepticism. Now, I can tell them — and I have seen it firsthand — that you can do something. Because of UNICEF, we have an amazing opportunity to make a difference. We are all responsible for children's futures.

## The Bridge Fund: Worth Its Weight

Established in 2011 with a donation by Stefan and Susan Findel, the UNICEF Bridge Fund is an innovative financial tool created by the U.S. Fund for UNICEF to fast-track lifesaving assistance to children in need around the world. UNICEF began discussing the use of revolving loan funds in 2006. It was a tool that had been pioneered by the community housing development sector, and UNICEF first considered it as a way to fund the development of pediatric anti-retroviral drugs. In 2010, a timing gap in funding nearly held up completion of a critical anti-malarial bednet program in Sierra Leone. That highlighted the need for UNICEF to have a flexible source of short-term bridge financing. The U.S. Fund for UNICEF established the UNICEF Bridge Fund to fill that need and in 2012 completed the first two transactions. When Nigeria embarked on a massive polio immunization drive in February, it used \$6 million from the UNICEF Bridge Fund to close a timing gap to meet an urgent need for oral polio vaccine. (See infographic on page 10.)

# Spotlight on the Midwest



The U.S. Fund for UNICEF Midwest Regional Office in Chicago is responsible for fundraising in 12 states and generates more than \$3 million annually. It hosts two major events — UNICEF’s Message of Hope gala in the spring and UNICEF’s Chicago Humanitarian Awards in the fall. The region has its own UNICEF Next Generation Steering Committee and recently added a Global Citizenship Fellow, Mandy Sharp Eizinger, who has already reached 2,500 people through grassroots activities.



## MESSAGE OF HOPE

This spectacular annual gala celebrates the generosity of Midwest donors and partners and the life-changing work they make possible. Last year, Message of Hope broke a record, generating more than \$930,000. The water-themed evening was styled by Kehoe Designs and began with a cocktail reception and silent auction. A UNICEF field tent served as the entrance to the “UNICEF Experience,” an interactive exhibit that showcased UNICEF’s work.



## FIELD VISITS

The office made two field visits this spring. In April, board member Joseph N. Silich traveled to Indonesia to witness the range of UNICEF’s activity. In May, Midwest Regional Director Casey Marsh led board members on a visit to Mozambique for a firsthand look at UNICEF’s education programs. Taking part were board member Rob Brown and his wife, Amy; Ashish Prasad and his wife, Ashley; and Miller Shivers Vance and her husband, Byron.



Ashley Prasad visits a UNICEF-supported program during the Midwest Regional Office field visit to Mozambique.

## WHERE WE WORK:

- Illinois
- Indiana
- Iowa
- Kentucky
- Michigan
- Minnesota
- Missouri
- Nebraska
- North Dakota
- Ohio
- South Dakota
- Wisconsin

## MIDWEST REGIONAL BOARD OF DIRECTORS:

- Kapila Anand
- David Bossy
- Robert T. Brown, *Vice Chair*
- Mary Lou Giustini
- Paul Harvey
- Vince John Hemmer
- James W. Kelly
- Mindy Kairey
- John Luce
- Laura Myntti
- David Otte
- Tonise Paul
- Ashish Prasad
- Troy Reichert
- Dawn Rewey
- Mark Rewey
- Geoff Richards
- Larry Rogers, Jr.
- Tamrah Schaller O’Neil
- Wendy Serrino, *Board Chair*
- Miller Shivers Vance
- Joseph N. Silich
- Latha Sundaram
- Jeff Ward
- Ken Zaugh

TOP TO BOTTOM, LEFT TO RIGHT: © U.S. FUND FOR UNICEF/CASEY MARSH



U.S. Fund President and CEO Caryl M. Stern and Frida Giannini, Creative Director of Gucci, at the Sound of Change concert in June 2013.



Members of UNICEF’s Next Gen pose with children in a UNICEF-supported swimming lesson in Vietnam, where drowning is the leading cause of death of children.

# Out & About

U.S. Fund supporters advance UNICEF’s mission in the field and at special events



Bryan Rafanelli (left), Charlene Engelhard, Lauren Bush Lauren, David Lauren, Alli Ahtmeier and Bill Ahtmeier pose at the UNICEF Children’s Champion Award Dinner in Boston.



U.S. Fund New England Regional Office Managing Director Matthew Bane (front) and Board members Tiffany Ortiz (far left) and Susan Littlefield (center right) on a field visit to Belize in April.



Next Gen supporter Dr. Samuel Herschkowitz and New York Next Gen Steering Committee member Dr. Abby Herzig at the UNICEF’s Next Generation Photo Benefit in New York.

TOP TO BOTTOM, LEFT TO RIGHT: © U.S. FUND FOR UNICEF/C. BOTTNER, © GETTY IMAGES FOR CHIME FOR CHANGE, TIFFANY ORTIZ



Misha Ahmad, president of the Auburn High School UNICEF Club



**Q: How does your background affect your interest in UNICEF's work?**

**A:** My father is from Pakistan, and I feel a responsibility to stay connected, even though I was born and raised here in the U.S. When I was in Pakistan in 2009, I encountered a child asking us to buy cloth from him so he could buy food for himself. I realized that he was just one of thousands and thousands of children living in such conditions. After reading more about UNICEF's work, I knew that this organization was probably the best at dealing with the problems children face every day. I started my first UNICEF High School Club after that trip.

**Q: Why do you think UNICEF resonates with people your age?**

**A:** There is only one other humanitarian organization represented on campus. UNICEF resonates because we are all at an age where we can try to understand what children around the world are going through. We can step in their shoes and make personal connections and see what we can do to help them fulfill their dreams of a better future.

**Q: What are the club's goals for the next school year?**

**A:** We would like to plan multiple fundraisers and workshops; we hope to help other schools start UNICEF clubs; we want to make Rockford a city that is active in UNICEF volunteer work; we hope to make students understand that UNICEF is much more than an activity that looks great on a resume.

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## What's in a Movement?

Illinois students join UNICEF's mission

The UNICEF High School Club program harnesses the talents of thousands of compassionate teenagers. More than 250 high schools have joined us since this effort started in 2009. The Auburn High School UNICEF Club in Rockford, Illinois, stands out. This club's 30 students raised about \$6,200 for the U.S. Fund for UNICEF during 2012-2013.

We spoke with **Misha Ahmad**, the 17-year-old founder and president of the club.



In November, Ferrer spoke with Margaret Alkek Williams at a dinner in Houston.



At a May event in Chicago, Ferrer signed books and met Society members Joan Rubschlager and Laura Myntti.

## On the Road for UNICEF

Ferrer meets Audrey Hepburn® Society members

When Sean Hepburn Ferrer became chair of the Audrey Hepburn® Society last year, his first priority was to make a personal connection with members of the Society, a group of the U.S. Fund's most committed supporters. Ferrer, the eldest son of the late UNICEF Goodwill Ambassador Audrey Hepburn, took to the road to meet members across the country. A May tour brought him to five cities on behalf of the Society, and Ferrer attended U.S. Fund events in Boston, Chicago, Houston and Washington D.C., before arriving at the U.S. Fund's Annual Meeting in New York. At the Boston event, which was covered by the Boston Globe, Ferrer honored New England's storied tradition of higher learning. "Our mother believed in education above all," Ferrer said.

You can email Sean Hepburn Ferrer at [sferrer@unicefusa.org](mailto:sferrer@unicefusa.org). To learn more about the Audrey Hepburn® Society, please visit [unicefusa.org/AudreyHepburnSociety](http://unicefusa.org/AudreyHepburnSociety). Audrey Hepburn® trademark: property of Sean Hepburn Ferrer and Luca Dotti. All rights reserved.

## TRICK-OR-TREAT FOR UNICEF

### Salutes Partners

The U.S. Fund for UNICEF is grateful to all the supporters of the 63rd annual Trick-or-Treat for UNICEF campaign. Our national sponsor, HSNi, has been raising funds through special products sold at the Trick-or-Treat for UNICEF stores on HSN.com, Grandinroad.com and Chasing-Fireflies.com. At least 10 percent of the purchase price of these items will be donated to the U.S. Fund to help UNICEF's lifesaving programs. All three brands have also been inviting customers to add a donation to any purchases made online or via phone. National Sponsor Key Club International, Kiwanis International's student-led service leadership program, has continued its support for a nineteenth year. All the funds raised by Kiwanis-family organizations will support The Eliminate Project, which seeks to eliminate maternal and neonatal tetanus worldwide. American Airlines and Coinstar have both returned as promotional supporters. The Trick-or-Treat for UNICEF Ambassador for 2013 is Laura Marano, star of the hit Disney Channel television series "Austin and Ally."





**Top:** The U.S. Fund's Kristi Burnham with Zonta member Pauliina Aukee and Lynn McKenzie, Zonta International's president. The organization, which has 30,000 members in 65 countries, has supported UNICEF's work since 1972.

**Center:** A Rwandan mother and her child  
**Bottom:** McKenzie meets a young mother in Musanze District. Dorothe lives far from a health clinic, making it difficult to get regular prenatal care. With UNICEF's support, the Musanze District Hospital is using RapidSMS technology to track neonatal health and pregnancies throughout the region.



# The Power of Partnership

How Zonta International invests in a better future for the women of Rwanda

**A** global service organization founded in 1919, Zonta International has a long history of supporting UNICEF's programs to protect and empower women and their children. In Rwanda, this partnership is working toward an ambitious goal: an HIV-free generation by 2015. The U.S. Fund for UNICEF accompanied Zonta's leaders to several villages in Rwanda in February to see firsthand how investing in innovation yields results.

**Top:** Noala Skinner, UNICEF Representative in Rwanda, at a One-Stop Center in Gihundwe, funded by Zonta International. This model center provides holistic services to the survivors of violence. The staff works closely with law enforcement, medical teams and psychosocial experts to provide coordinated treatment. **Left:** Matyazo health center's new maternity ward, funded by Zonta International. The center is the first in the district to provide services for pregnant women with HIV to prevent transmission of the virus to their babies. Since 2007, no child delivered through this program has tested positive for HIV.

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**UNICEF**  
For Every Child.  
Everywhere.  
Join Us.

unicef united states fund

**EVERYCHILD**

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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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## Join the Danny Kaye Society

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.

To learn more about how you can create a legacy of life for future generations of children, please contact Karen Metzger toll-free at (866) 486-4233, or visit our website: [unicefusa.org/plannedgiving](http://unicefusa.org/plannedgiving).