UNICEF’s Biggest Individual Donors Give Their All for Children

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
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.

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

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.”

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.

Caryl M. Stern, President and CEO
Big Strides in Battle Against Tetanus

Disease eliminated in more than half of high-risk countries

Tetanus 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 this easily preventable disease—as well as the newborns these women will have. Tetanus deaths and 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 being eliminated 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.

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, medicines and health care. UNICEF and its partners have treated more than 4,000 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 8,000 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 Ackermann, UNICEF Representative in Bamako.
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.”

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 FOXX @iamjamiefoxx RT Be part of the global movement to ENDviolence against children.

UNIVISION NOTICIAS @Univision UNICEF and UNIVISION unen para combatir la violencia contra los niños.

ANGIE HARMON @AngieHarmon RT if you agree! #ENDviolence

To learn more, visit unicefusa.org/endviolence.
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.

2. 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.

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.

4. 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.

5. 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.
In 2012 UNICEF...

**RESPONDED**
- 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

**PROCURED**
- $1.86 billion worth of supplies for children and women

**FUGHT**
- acute malnutrition in more than 65 countries

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

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**Making a Better World for Every Child**

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

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**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.

**CHILD**
Hassan, a child in the village of Hawan Daki, Nigeria, has never received the polio vaccine.

Nigeria begins a national polio immunization drive and builds a “cold chain” to ensure the fragile vaccine is not ruined by heat or power failure.

Using Bridge Fund cash, UNICEF’s Supply Division acquires 38 million doses of vaccine from a leading manufacturer.

The manufacturer dispatches the vaccine to Nigeria, where it enters the cold chain.

Hassan’s village is one of thousands across Nigeria to distribute polio vaccine.

**INVESTOR**
An investor contributes to the flexible cash supply that the Bridge Fund maintains to speed the delivery of lifesaving goods.

**2013**

**FEBRUARY**
UNICEF alerts the Bridge Fund to a timing gap between a promised World Bank payment for oral polio vaccine and the urgent need for $6 million to complete Nigeria’s immunization drive.

**MARCH**
The Bridge Fund quickly determines that it has enough money to buy the vaccine for Nigeria, and that the World Bank is highly likely to replenish the Bridge Fund within six months.

**APRIL**
The Bridge Fund advances $6 million to UNICEF’s Supply Division in Copenhagen.

**JUNE**
The World Bank delivers the money that was promised, and UNICEF uses that cash to replenish the Bridge Fund. Now, the Bridge Fund is ready to recirculate $6 million and fill the next urgent need.
Susan and Stefan Findel play "sheep and wolves" with children from Ferooz Behar in Bamiyan, Afghanistan.

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

by Adam Fifield
STEFA N 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 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 Findel chats with children at a primary school in Nepal.

Stefan Findel chats with children at a primary school in Nepal.

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.

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Stefan Findel chats with children at a primary school in Nepal.

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Stefan finds 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 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.

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 Findel chats with children at a primary school in Nepal.

Susan Findel chats with students at a public health official in Madagascar.

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. This fall, Stefan visited UNICEF programs in North Korea.

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

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Out & About

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

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.

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Missouri
Nebraska
North Dakota
Ohio
South Dakota
Wisconsin

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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.

Spotlight on the Midwest
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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.

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.
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.

A UNICEF representative for Rwanda, Noala Skinner, 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.

Top: The U.S. Fund’s Kristi Burnham with Zonta member Paulina Askew 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. McKenzie meets a young mother in Musanze District. Dorthe 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.

Every Child

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