

EVERYCHILD

Nº. 1, 2013

unicef 
united states fund



BUYING POWER

How UNICEF Is Shaping Markets,
Cutting Costs and Saving Lives

SURVIVAL

**DROWNING:
FIGHTING A
HIDDEN KILLER**

DEVELOPMENT

**TEXT
FOR CHANGE**

PROTECTION

The NBA
Stars Road-Trip for Kids

EMERGENCIES

SYRIA
MALI & DRC

Welcome

A Message From Peter & Caryl

Dear Friend of UNICEF,

Make every dollar go further. Spend every dollar where it can do the most good for children. At the U.S. Fund for UNICEF, this is what we strive to do with every contribution we receive.

Recently, we were heartened to learn that America's leading non-profit watchdog, Charity Navigator, has recognized our fiscal discipline by awarding the U.S. Fund for UNICEF its highest rating, 4 stars. This "exceptional" designation means the U.S. Fund "exceeds industry standards and outperforms most charities in its cause."

It is also a reflection of the dedication of our staff and the generosity of our donors. And it is a reminder that no matter how committed we are, no matter how much we all care — we will not succeed if we do not spend our money wisely.

Charity Navigator notes that more than 90 percent of our expenditures go directly to programs that help children. UNICEF makes sure that these funds are put to optimum use on the ground.

And for UNICEF, making the most of each dollar goes far beyond the careful allocation of resources. As noted in this issue's feature story (see page 7), UNICEF

is using the power of these dollars to shape markets, lower costs, increase quality and ensure the availability of lifesaving supplies around the world.

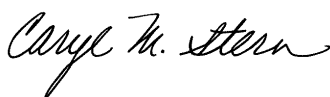
When a devastating food crisis struck Africa's Sahel region last year, UNICEF's efforts to broaden availability of therapeutic food, both locally and globally, ensured that ample supplies of this critical commodity were on hand. As a result, dangerously malnourished children did not have to wait to be treated.

The U.S. Fund's new UNICEF Bridge Fund is another example of how we leverage each dollar for absolute maximum impact. The fund is designed to provide UNICEF Supply Division with immediate access to capital when critical help is needed, dramatically reducing the bureaucratic time lag that can delay funders in times of crisis. This capital can be recycled, which adds to its utility. Recently, the Bridge Fund helped advance the eradication of polio with a \$17 million guarantee to support the purchase of 4 billion doses of oral polio vaccine.

We could do none of these things without you. Thank you for standing with UNICEF and with the children of the world.



Peter Lamm, Board Chair



Caryl M. Stern, President and CEO

**Just
Back
From...**

U.S. Fund for UNICEF President and CEO Caryl M. Stern traveled to Senegal in April with a group of National Board Members.



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On the Cover:

Workers unload vaccines for a UNICEF-supported polio immunization drive in Aweil, South Sudan.

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FieldNotes

News, Facts & Figures from UNICEF

UNICEF Team Makes “Time 100”

Each year for the last decade, *Time* magazine has published the Time 100 – an annual list honoring the most influential people in the world.

This year, two of UNICEF’s own have made the prestigious list: Erica Kochi and Christopher Fabian, leaders of the organization’s Innovation unit.

What exactly do Erica and Chris do? Think of them as the Johnny Appleseeds of technology and innovation as it impacts the developing world. Using open-sourced SMS technology (a form of text messaging), they’ve helped create systems that have led to birth registrations of more than 7 million Nigerian children and have tracked the distribution of 63 million insecticide-treated mosquito nets. They’ve helped invent a direct feedback loop for more than 190,000 young Ugandans to engage with their government and change policy in real time (see story on page 6).

“Erica and Chris won’t take no for an answer, and that’s why they’re making a difference,” says Caryl M. Stern, President and CEO of the U.S. Fund for UNICEF. “Their work is leveraging advances in process, product and technology to transform the face of humanitarian aid and international development.”

Erica Kochi and Christopher Fabian work together on mapping the future of UNICEF Innovation.



THE TOPLINE

UNICEF has helped quadruple global immunization rates since 1980 – but one in five children remains unvaccinated.

Up to **3 million** lives saved every year by immunization

\$28.60

Cost of immunizing 100 children against measles

1.5 million

Children who died in 2011 from diseases that could have been prevented by vaccines

Chain of Life

Vaccines are fragile, biological products that must be kept within a very narrow temperature range. A system of refrigerated storage and transportation, called “the cold chain,” ensures that vaccines aren’t ruined by heat or power failures.

UNICEF goes to extraordinary lengths to set up and maintain cold chains in dozens of countries, overcoming unreliable electricity, impassable roads and sweltering heat to reach every child, everywhere, with lifesaving vaccines.

STOP 1

Juba, South Sudan

The national cold store receives and stores all vaccines for South Sudan.



fastfact

To reach a woman in remote South Sudan, the tetanus vaccine travels over 5,000 miles.

BANDUNG > MOMBASA > NAIROBI > JUBA

fastfact

The tetanus vaccine must be kept between 36-45° F.

South Sudan: February 2013

In South Sudan, women and babies still die of maternal and neonatal tetanus, virtually unknown in the developed world today. UNICEF — along with Kiwanis International, BD and other supporters — is determined to add South Sudan to a list of 29 countries that have eliminated tetanus since 2000. But the tetanus vaccine requires continual refrigeration, and temperatures in South Sudan can easily soar above 100° F.

fastfact

Roads are scarce and often impassable. Vaccines are flown to state cold stores.

STOP 2

State Cold Store, Warrap

24-hour generators power refrigerators that keep vaccines fresh and ice packs frozen.



Kuajok Hospital, Kuajok

Vaccines are transported overland or by boat to county health facilities.

STOP 3

STOP 4

Primary Health Care Unit, Block 14, Kuajok

A vaccine team collects a carrier, which holds ice packs and 200 doses of tetanus vaccine.



fastfact

Vaccine teams include a community organizer, vaccinator, and data recorder.

STOP 5

Here, women receive the immunizations that will keep them and their future newborns from dying of a tragic but easily preventable disease.



UNICEFTranslator

WHAT'S A MUAC TAPE?



GREEN ▼

Indicates a healthy child.



YELLOW ▼

Indicates acute malnutrition.



RED ▼

Indicates severe acute malnutrition.



MID UPPER ARM CIRCUMFERENCE TAPE

This field tool lets health workers quickly screen children for malnutrition. Colors indicate risk level when the tape is wrapped around a child's arm.



Marjia, 15, (at left) gives swimming lessons in Bangladesh

A Hidden Epidemic

UNICEF Zeroes in on a Pervasive, Once-Overlooked Killer — Drowning

At night, Nguyen Thu Thao and her husband lie in bed before they go to sleep, talking about their son, Tong, and the things they might have done to save him.

Two years ago, while his mother was at work in a brick factory, 9-year-old Tong went off on his own. He never came home, drowning in a river near the family's village in Vietnam's Lap Vo District. Tong had never learned to swim — there was no one to teach him. But in Tong's death and the deaths of thousands of other children is a lesson that UNICEF is trying to teach across Asia.

Drowning causes nearly one in four deaths among children after infancy in Bangladesh, Cambodia, Thailand, Vietnam and provinces of China. That's more than the toll of measles, whooping cough, polio,

tetanus, diphtheria and tuberculosis combined.

In many areas, drowning is the single biggest killer of children over the age of 1.

A recent UNICEF report seeks to change those numbers, pointing out that simple water-safety pro-

In parts of Asia, drowning is the biggest killer of children over the age of 1.

grams have already proven remarkably effective. Says Gordon Alexander, director of UNICEF's office of research, "Now we know that drowning is as preventable as other leading causes of child death, and it's time to act."

The problem was little known until now, largely

due to under-reporting. Financial worries and a fear of legal consequences lead many parents in developing countries to bury their children without reporting a cause of death, and the sudden nature of these deaths means that few victims reach a hospital. As recently as 2005, 114 countries reported limited or no data on death by drowning.

Armed with the new findings, UNICEF is working to introduce more of the simple, affordable prevention programs that can save thousands of lives. One UNICEF-funded trial in Bangladesh — a village child care program where mothers can drop off young children for four hours a day — reduced drowning deaths by 80 percent from 2006 to 2010. Another program, SwimSafe, which teaches swimming and rescue skills to older children, reduced drowning deaths by more than 90 percent. It's so effective that community swimming instructor Shahinur Alam calls it "a vaccine against death."

Text for Change in Uganda

Innovative UNICEF Program Helping Young Ugandans Participate in Democracy, Transform Their Country

Teens in Uganda are proving that cellphones are a powerful tool for improving their communities, thanks to a UNICEF Uganda program that has given more than 190,000 young “U-reporters” a chance to speak out on issues that impact their lives.

Simply by texting “join” to a toll-free number, any cellphone user can join the program. By sharing their observations and responding to questions on a range of issues, U-reporters are monitoring health programs, helping to change government policy and even saving lives by reporting on disease outbreaks in their local communities.

“U-report is a game changer,” says Sharad Sapra, UNICEF’s Representative in Uganda. “It taps into community-based knowledge and helps us understand the real impact of policy and development programs and health interventions, and also provides an early-warning channel on health

outbreaks.” For example, a recent uptick in U-report messages about an epilepsy-related illness called “nodding disease” in one region gave UNICEF early warning about the epidemic. UNICEF quickly reached affected communities with information about symptoms and treatment.

Simply by texting “join” to a toll-free number, any cellphone user can join the program.

Every U-reporter receives weekly poll questions, which are determined by a select group of U-reporters who work with UNICEF and its partners. Questions range from: “Do you know female circumcision is illegal?” (76 percent of respondents did), to “Is there water in your village’s well?” (59 percent answered yes; 41 percent no), to “How would

you tell students to protect themselves from AIDS?”

But U-report is more than just a grassroots information tool. U-report data is used by the Ministry of Health, and the most pressing issues raised by U-reporters go directly to Uganda’s Ministry of Gender, Labor and Social Development, which publicizes the poll results. Discussion of these issues continues — on a U-report television show, on the radio and in newspaper articles.

U-report uses RapidSMS, an open-source software framework that works with any phone currently on the market. By leveraging phones that already exist in communities, UNICEF can implement low-cost tools to capture and connect communities in ways that weren’t previously possible.

As one young U-reporter says, “Now I feel like I can really be part of something to change our country.”

To learn more about U-report, please visit www.ureport.ug.

EMERGENCY UPDATE

Every year, UNICEF responds to some 250 emergencies — from floods to conflict to drought. Here is the latest information on where your dollars are at work.

SYRIA

With the brutal conflict now in its third year, UNICEF is working to save a generation of children. Within Syria, UNICEF is supporting the immunization of 3 million children and providing clean water for 10 million people. Outside Syria, UNICEF has supported 300,000 refugee children with clean water and sanitation, health services, education and counseling to help them overcome the psychological impact of the violence they have witnessed.

MALI

War has been the cruelest blow for Mali’s children, driving families from homes, destroying hospitals and shuttering schools. In 2013, UNICEF plans to protect children from unexploded mines, rehabilitate ex-child soldiers, counsel victims of gender-based violence, provide schooling for 400,000 children, bring safe water to 1.5 million people and treat over 150,000 children for malnutrition.

DEMOCRATIC REPUBLIC OF THE CONGO

Clashes between the Congolese army and rebels have displaced more than 130,000 people and disrupted the lives of thousands of children. UNICEF has set up child-friendly spaces and plans to cover the educational needs of all 240,000 children.

fastfacts

■ Uganda has both the world’s youngest population — with more than half of Ugandans under the age of 18 — and the world’s highest youth unemployment rate.

■ In 2011, Uganda announced that it had eliminated maternal and neonatal tetanus.



U-report gives young Ugandans a powerful voice.



AS ONE OF THE WORLD'S LARGEST BUYERS OF LIFESAVING GOODS,
GO FURTHER — GETTING MORE FOR LESS, AND ULTIMATELY SAVING

There could hardly have been more bad news in the Horn of Africa in 2008. Rains failed, crops withered, food prices skyrocketed and political violence spiraled out of control.

Caught in the middle, more than 3 million children were critically affected. Malnutrition rates began to soar.

UNICEF was there, having forecasted and prepared for the crisis. As one of the world's largest purchasers of emergency supplies, UNICEF had plans in place to treat growing numbers of severely malnourished children in six countries with ready-to-use therapeutic food (RUTF). This miracle product can help dangerously malnourished children gain as much as two pounds in a single week.

But as the crisis unfolded, one thing was missing: critical supplies of therapeutic food required to save children on the brink of starvation. "There simply wasn't enough available on the global market," says Shanelle Hall, Director

Grow Supply

Manufacturers produced
3 tons of ready-to-use
therapeutic food in 2000.

By **2011**, global
production reached

**27,000
TONS**

of UNICEF Supply Division. Less than a third of UNICEF's orders arrived on time. As a result, dangerously malnourished children had to wait for the treatment they needed — and many died.

At the time, ready-to-eat therapeutic food was produced by just a handful of manufacturers, and as a group, they simply did not have the capacity to meet demand. Compounding the problem: a lack of suppliers in the fragile Horn of Africa region itself.

To UNICEF, the situation was simply intolerable, so it set out to do something that no other humanitarian organization could do — use its size and buying power to reshape the global marketplace for therapeutic food, ensuring that shortages of this product would never again threaten the lives of children in need.

"We knew we couldn't rely on one supplier, and we wanted suppliers on the same continent, or even in the same country, as where the product was needed," says Hall.

To boost the number of suppliers and



UNICEF USES ITS MARKETPLACE MUSCLE TO MAKE EVERY DOLLAR MORE CHILDREN'S LIVES. **by Michael Sandler / Illustration by James Steinberg**

diversify their location, UNICEF Supply Division staff spread out around the world, taking the business case for therapeutic food production directly to industry. They presented specifications, explained the market and convinced potential manufacturers of the demand.

"Manufacturers were very responsive," says Hall. "In 2008, we only had four qualified suppliers. This year, we have 21. That's a huge increase."

The growth in manufacturers meant that three years later, when the Horn of Africa and the Sahel region were struck by back-to-back, resource-draining nutrition crises, UNICEF was ready and able to mount a mammoth response. In 2012, during the Sahel emergency, UNICEF and its partners treated over 800,000 children for severe acute malnutrition in the largest intervention of its kind the region had ever seen. The supply of therapeutic food was ample. Catastrophe was averted.

What's more, UNICEF's market intervention also resulted in a huge reduc-



"In 2008, we only had four qualified suppliers. This year, we have 21. That's a huge increase."

—Shanelle Hall,
Director of UNICEF Supply Division

tion in shipping costs.

"In 2008, nearly three-quarters of the RUTF that we supplied to the region was shipped by air, which is the most expensive method of transportation," explains Hall. "Last year, worldwide, less than 1 percent of RUTF procured by UNICEF had to be airlifted to where it was needed."

Part of the reason for this reduction in shipping costs was the burgeoning local supply from Société de Transformation Alimentaire, a new manufacturer in Niger. For the first time in the Sahel region, as a direct result of UNICEF's actions, a significant quantity of therapeutic food was being produced right where it was needed most.

WHY BIG IS BETTER

Why does UNICEF have this kind of influence? Simply put, size matters. UNICEF's muscle in the marketplace is one consequence of the massive scope of its work. There is no other children's organization active in as many countries



(190 and counting), and that global reach gives UNICEF the power to influence markets, cut costs and save more lives.

In fact, with annual expenditures exceeding \$2 billion, UNICEF Supply Division (headquartered in Copenhagen) is one of the world's largest buyers of lifesaving commodities — and it's only getting larger. In the last decade alone, the value of goods bought by Supply Division has quadrupled.

Most of that growth has come in "strategic essential supplies" — items like therapeutic food that help save the absolute maximum number of children's lives. UNICEF Supply Division now spends 5 times more on vaccines than it did a decade ago, 11 times more on medicines and bed nets and 10 times more on nutrition. With growth comes leverage, and this purchasing muscle gives UNICEF a unique ability to affect price as well as supply. Despite rising demand during the Horn of Africa famine, the price of RUTF fell some 8 percent between 2010 and 2011.

The savings are greatest in vaccines, Supply Division's largest procurement



Buy Big

UNICEF purchases of vaccines, pharmaceuticals, nutrition supplies and bed nets grew from \$263 million to nearly

\$1.5 BILLION

between 2002 and 2011.



category. In 2011, UNICEF bought over \$1 billion worth, and its status as the largest provider of vaccines to the developing world gives it exceptional clout. That year, UNICEF decided to begin publishing the price it paid for every vaccine on the organization's website. Within weeks, some of the world's largest vaccine manufacturers voluntarily announced they would cut prices for vaccines used in developing countries. For UNICEF, the decision to make vaccine prices public was a necessary step toward a healthier market. That move, said the Executive Director of UNICEF, Anthony Lake, "encourages new suppliers and further increases competition."

In the years since, other manufacturers from both the industrialized and emerging markets have responded with better pricing, permanently changing the vaccine market and making it possible for UNICEF to purchase more vaccines for less, and again — save more children.

Supply Division's ability to buy in bulk has even produced staggering cost benefits with new vaccines, which usual-



ly cost substantially more than those that have long been on the market. Backed by partners like the GAVI Alliance — the public-private partnership that works to increase access to immunization in developing countries — UNICEF can assure large-volume purchases over extended periods of time. In the case of the new rotavirus vaccine, which protects children against deadly strains of diarrhea, “volume guarantees and some special financing terms let us launch the vaccine at a price that normally would have taken years to achieve,” says Hall. The projected savings: nearly \$500 million dollars. This savings will allow an additional 50 million children to be immunized against the second-biggest killer of children under five.

UNICEF is reaping similar monetary benefits in the battle against the third-leading cause of death for children under five — malaria. Here, the weapons are long-lasting insecticidal bed nets, which shield children from disease-bearing mosquitoes while they sleep. As with vaccines, UNICEF brought transparency and multi-year

SAHEL NUTRITION CRISIS 2012

When Supply Saves Lives

She brought him to the hospital by donkey, traveling along dusty roads into Biltine, Chad. How long was the journey? Kaltuma Brahim wasn't sure.

All she knew was that her son Hassam badly needed help. He was vomiting and losing weight. When Kaltuma finally arrived, the 20-month old boy weighed a paltry 12 pounds.

Doctors at the UNICEF-supported hospital in Biltine gave Hassam antibiotics and fortified milk. Later on, they fed him ready-to-use therapeutic food

(RUTF), the lifesaving protein-packed peanut paste. Over the next 17 days, Kaltuma's baby boy got better and started gaining weight. For little Has-



sam, and thousands of other children across the Sahel in 2012, plentiful supplies of RUTF had meant the difference between life and death.

And the existence of these

supplies was due in part to the diversified supplier base UNICEF helped create in the years immediately preceding the crisis.



awards to the bed net market and has helped drive the price of a net down to as low as under \$3 in 2012. That's about a 20 percent reduction over recent prices — huge for an organization that distributes 25 million or more nets each year. "Never before have bed nets been so accessible and affordable," Hall says.

Not all savings happen overnight. In 1999, UNICEF and WHO developed a policy to promote auto-disable syringes. With a plunger that can only retract once, re-use is impossible, and the syringes prevent the transfer of blood-borne diseases. When UNICEF first began using auto-disable syringes, there were very few makers, and the syringes were costly — up to five times more expensive than traditional ones. But for the better part of a decade, UNICEF worked diligently to nurture a healthier supplier base, encouraging manufacturers to increase capacity. By 2009, the price of an auto-disable syringe had dropped below a nickel, just a penny or two more than an ordinary syringe — a tiny price to pay for helping children avoid hepatitis or AIDS.

Save Lives

Volume purchases of just one vaccine — rotavirus — will save \$498 million through 2015 and ensure an additional

50 MILLION children are vaccinated.

QUALITY & INNOVATION

Whether syringes, vaccines, therapeutic food or bed nets — supply and price are not UNICEF's only yardsticks. Quality counts, too, and Supply Division regularly uses its market influence to demand higher standards for the commodities it procures. "With bed nets," says Hall, "we're working on durability as a factor in our orders. How often do the nets need to be replaced? How long does the pesticide last after several washings? Hopefully, by the next tender, we'll have a durability standard."

A relentless drive to improve products also fuels UNICEF's innovation, and Supply Division is continually unveiling new ideas. School furniture is one example — UNICEF buys millions of dollars worth each year in Africa and Asia, and is calling on design companies to create furniture that will help children learn more easily. In developing countries, students must often overcome poorly made, ergonomically inappropriate chairs and desks. UNICEF hopes to give them something better — comfortable, durable, child-friendly



furniture that is suitable for varied classroom setups and ideally, locally sourced from sustainable materials.

UNICEF innovation can also be seen in products like the SolarChill refrigerator, developed in collaboration with several partners and offered to the industry as open-source. This solar-powered refrigeration system stores the sun's energy in banks of ice without using electricity and can become a crucial link in cold chains, preserving vaccines in the remotest areas. SolarChill has undergone successful pilot testing in Haiti, Papua New Guinea, Rwanda and other countries. It's the kind of pioneering product that results when a growing pool of people use their creativity and skills to better the lives of people in developing countries.

As UNICEF combines its influence with ideas like these, Hall sees limitless possibilities. "We're really on the cusp of using so much interest and creativity to help improve children's lives," she says.

If Hall is right, the true dividends — the lives saved, the futures protected, the childhoods kept intact — will be immeasurable.

THE BRIDGE FUND

Making Buying Power Bigger

The U.S. Fund's UNICEF Bridge Fund helps make Supply Division's buying power even bigger. Created in 2011, the Bridge Fund is an innovative social investment tool that makes it possible to surmount temporary financial hurdles and expedite the delivery of essential commodities for children. A

recent transaction shows how the flexible funding it provides allows the Supply Division to get better pricing.

The Bridge Fund will use

its pool of funding to support UNICEF purchases of 4 billion doses of oral polio vaccine (OPV) from 2013-2016. In

total, the Fund is guaranteeing \$17 million in purchases, \$3-\$5 million in purchases each year.

Because of this guarantee, the OPV manufacturer will reduce its pricing, and

UNICEF will save \$10 million. That's an additional \$10 million UNICEF can plow into the fight to finally eradicate this crippling, lethal disease.

Because of this guarantee, the OPV manufacturer will reduce its pricing, and UNICEF will save \$10 million.



Kiwanis International members Taizo Yokoyama, Jeffrey Wolf and Steve Hinson listen as a UNICEF Cambodia staff member explains the operations of a health center.



New England Women's Luncheon Series Co-Chair Barbara Eisenson with Ishmael Beah, UNICEF Advocate for Children Affected by War, at a luncheon in February.

Out & About

U.S. Fund Supporters Advance UNICEF's Mission in the Field and at Special Events



U.S. Fund Midwest Regional Board Member Tamrah Schaller O'Neill and U.S. Fund supporter Kathy Longo at the Minneapolis UNICEF Profile Series event on child trafficking.



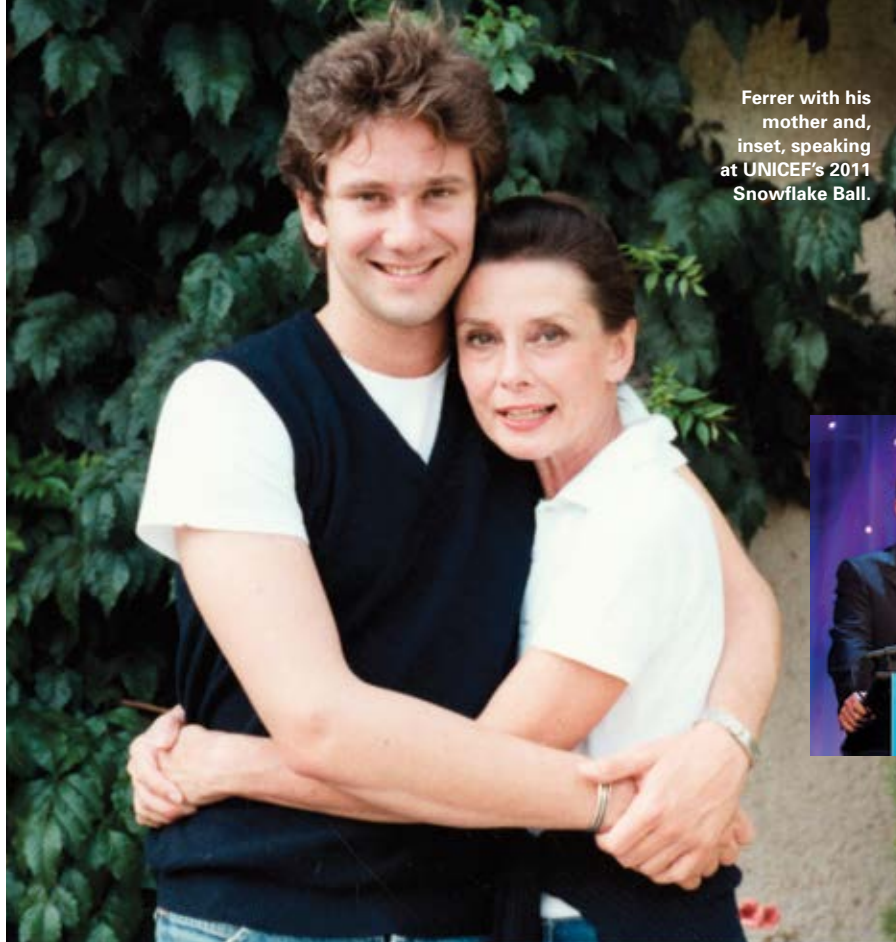
U.S. Fund North Texas board members Amee Joshi, Gowri Sharma, Selwyn Rayzor, Joyce Goss, Jill Cochran, Serena Simmons Connelly, Nancy Kurkowski and event Chair Rich Moses at the UNICEF Experience Dallas event in March.



Jaime Jimenez, Emily Grisct, Casey Rotter, Lauren Bush Lauren, Jillian Gumbel Robins, Danielle Abraham, Nell Diamond and David Lauren at a Next Generation New York Steering Committee meeting at FEED Headquarters.

(TOP TO BOTTOM, LEFT TO RIGHT) ©KIWANIS/GARING, ©LEESHA HALEY BOYLAN, ©U.S. FUND FOR UNICEF/INGRAHAM, ©KRISTINA BOWMAN, ©U.S. FUND FOR UNICEF/CHELSEA PETERS

Ferrer with his mother and, inset, speaking at UNICEF's 2011 Snowflake Ball.



continue to represent our family in supporting UNICEF's work is a great honor."

Ferrer says he is particularly thrilled to increase his engagement with the U.S. Fund for UNICEF at such a pivotal time in the fight for child survival. The recent news of a historic drop in

global child mortality — a more than 40 percent decline since 1990 — "makes you want to stand up and cheer," he says.

"It's astonishing progress, but none of us can forget how far we still must go," he says. "There are still 19,000 children dying every

day — that's a lot of children that need to be saved."

Part of Ferrer's job, he says, is to convey the power of UNICEF to do just that. "UNICEF is a beautiful, well-operated organization with lots of people who are terribly dedicated," he says.

He looks forward to learning about donors' priorities and interests and to sharing his own perspective on the changing landscape of philanthropy today. "I'm here to sit with people and talk about their wishes," he says. "I'm available to talk about the past, the present and the future. I think that's an interesting position to be in and one I'm very, very pleased to fulfill."

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

His Mother's Son

Ferrer to Helm Audrey Hepburn® Society

Sean Hepburn Ferrer wants to hear from you. The eldest son of Audrey Hepburn was named chair of the Audrey Hepburn® Society in August and is excited to build membership and momentum for the U.S. Fund's new donor recognition group.

"I would love to meet people who have joined and people who are thinking about joining," says Ferrer. "I'm very hopeful that we can maintain and increase the level of awareness and involvement we've experienced so far."

The Audrey Hepburn® Society was

founded in 2011 as a way to recognize the U.S. Fund's most generous individual donors, those making gifts of \$10,000 or more annually. Members are invited to participate in opportunities to connect with fellow donors and experience UNICEF's work. Miss Hepburn became a powerful advocate for children's survival and well-being as a UNICEF Ambassador in the late 1980s and early 1990s. She died 20 years ago, on January 20, 1993.

"She made this family so proud," says Ferrer. "For me to be able to

**TRICK-OR-TREAT
FOR UNICEF**
Salutes Partners

We are grateful to the partners and supporters who helped make last year's Trick-or-Treat for UNICEF campaign a success. Since its members first began Trick-or-Treating in 1994, Key Club International has raised more than \$6 million through this unique campaign. Last year, the high school student-led service

program of Kiwanis International dedicated its efforts to support The Eliminate Project. Kiwanis' Global Campaign for Children, in partnership with UNICEF, aims to put an end to maternal and neonatal tetanus. Longtime U.S. Fund partners American Airlines and Coinstar, Inc. returned as Promotional Supporters.

Chloë Grace Moretz, star of films such as "Dark Shadows," "Hugo" and "500 Days of Summer," served as the Trick-or-Treat for UNICEF Ambassador. Trick-or-Treat for UNICEF, the original Kids Helping Kids® campaign, empowers kids in the U.S. to help other kids in need around the world.



At a child-friendly space in Haiti, Charlene Engelhard helps children complete a project with materials from an Art-in-a-Box kit.

Charlene Engelhard

HOMETOWN:

Concord, MA

UNICEF SUPPORTER SINCE:

2004

A Harvard-educated artist and philanthropist, Charlene Engelhard has used her talents, resources and vision to help children around the world recover from trauma and hardship. Charlene joined forces with UNICEF in the aftermath of the 2004 Indian Ocean tsunami to create the Art-in-a-Box program, which trains teachers in art therapy, provides children with art supplies and helps facilitate healing in the wake of conflict and disasters. Piloted in Indonesia, Panama and Haiti, the innovative program is now being integrated into UNICEF's global emergency relief efforts.

How did you come up with the idea for Art-in-a-Box?

I was in Sri Lanka after the tsunami with a film crew, working on another project. I had brought some art supplies, and the children and I sat on a slab that had been one of their houses,

and we drew. Every day, we would draw. After a few days, I noticed that all the markers kept disappearing. There was this little girl, Nanda, and I realized that she had stuck all the markers in her dress. She was so resourceful and cool, and that's when I realized that these kids wanted their own things. Everything had been taken from them. That's how the idea for Art-in-a-Box started.

Why did you decide to partner with UNICEF?

I had heard about UNICEF my whole life, and I knew its reputation. I contributed to UNICEF after the tsunami for general emergency relief. I also knew that with Art-in-a-Box, UNICEF would be the organization that would reach the most children. To create a program like this, you have to have a very strong infrastructure as well as the staff to make it happen.

© STAN GROSSFELD

Some might question why an arts program is important for children who've been exposed to the trauma of conflict or disaster. How would you respond?

It helps traumatized children step outside of themselves and away from all they've been through. For a few hours, they are immersed in a safe world. It's a way for them to externalize all the sadness and the fear. These feelings are then focused and used to create something concrete and beautiful.

You have traveled to Haiti to witness the impact of Art-in-a-Box firsthand. What has stayed with you from that trip?

We met this little girl in Haiti. She lives in Port-au-Prince. Her life was harsh before the earthquake, and then it became even more difficult. We had an art competition, and children were given awards for their projects. The winners came to this ceremony. There, I met Woodlean. She was maybe 11. She stood up in front of the group and gave this speech to me about everything the program had done for her and how now she wanted to be a floral designer. And she handed me this bouquet of red paper roses that was just amazing. The supplies had come from the Art-in-a-Box kit. She was so proud, as was I.

What is Art-in-a-Box?

A \$275 kit that provides 50 children with art materials and guided activities.

What does the program do?

- Trains teachers in art therapy.
- Allows traumatized children to heal through creative expression.
- Fosters leadership skills and collaboration.

Where has Art-in-a-Box been used?

- Banda Aceh, Indonesia, following the 2004 Indian Ocean tsunami.
- Darien region, Panama in 2008.
- Haiti, following the devastating 2010 earthquake.

Marian Arens

HOMETOWN:

Cedar Rapids, IA

UNICEF SUPPORTER SINCE:

1964



Marian Arens is a former elementary school teacher and the founder of a real estate company in Cedar Rapids, Iowa. A loyal UNICEF supporter for more than four decades, she recently became a \$1 million lifetime donor. Marian has two grown sons.

How did you first become involved with UNICEF?

I think it was when my son trick-or-treated for UNICEF in 1964. He had his little orange trick-or-treat box, and he went around the neighborhood collecting change. When I read on that box what a dime could do, what a quarter could do, and what a dollar could do, I knew UNICEF was something that I would support.

You've traveled to Botswana and El Salvador with UNICEF. What have those trips taught you about UNICEF?

That UNICEF is an organization that

helps the whole child — they don't just stop at vaccinating children, or feeding children; they want these children to thrive. In Botswana, I remember driving out into the desert along these narrow roads. We stopped at a tent and met this man who lived there and had two little girls. I looked inside the tent, and there was almost nothing in there. This man was an automobile mechanic, and we learned that his wife had died and that he was raising these two little girls by himself. He told us he was very glad that his girls were able to go to a childcare center supported by UNICEF. They got good food to eat there. But it was more than that. We went to see this place — they had games, they had crafts, they had singing and dancing. And there was a nurse who stayed there and cared for the children. In El Salvador, we visited this center UNICEF was supporting. It was a big, long stretch of a building, and it had three sections. The first one was to teach women and girls hairdressing, the second to teach sewing skills, and the third to teach them how to serve people in a restaurant and make food. Many of these women had been abused and were down on themselves, and here, they were learning skills so they could have a better life.

How does being a former teacher influence your involvement with UNICEF?

I think it's very important to take care of children and get them schooled. But in many countries, girls don't get to go to school. The boys go to school, and the girls spend their days carrying a pail of water a mile or two for their family. These girls need a chance to get ahead and have a future.

Why have you stuck with UNICEF over the years?

I haven't yet heard of any other organization that does so much good in such remote places. UNICEF is so well organized. I know they work in more than 150 countries and already have supplies stationed there. After the earthquake in Haiti, it was nice to see how they could step in so fast, get right in there and help.



Team UNICEF

NBA Stars Road-Trip for Children

For well over a decade, UNICEF and the National Basketball Association have leveraged the power of basketball on behalf of the world's children. Through the NBA Cares initiative, the league and its players have supported numerous U.S. Fund campaigns, participated in field visits and raised awareness for UNICEF's work through Basketball Without Borders camps. After the 2010 Haiti earthquake, they responded with a \$1 million donation. Below are a few snapshots from our work together over the past year.

Learn more at unicefusa.org/NBA.

Basketball legend and NBA Global Ambassador [Dikembe Mutombo](#) proves he still has moves during a dance session with residents of Kenya's Lodwar district. Mutombo, a longtime supporter of UNICEF's work, mentored players on the region's child survival issues during the NBA field visit to Kenya.

The New York Knicks' [Tyson Chandler](#) has been a dynamic advocate for the U.S. Fund in social media and the press. In August, directly after a gold-medal-winning Olympic performance, the All-Star center flew to Tanzania to experience the impact of UNICEF's programs. He took part in school water and sanitation activities and spoke with street children at a UNICEF-supported shelter. An avid photographer, Tyson donated proceeds from a fall auction of his photos to benefit the U.S. Fund. He raised additional funds when "a day at Knicks' practice with Tyson" fetched over \$20,000 at the UNICEF Snowflake Ball auction.



(TOP) ©UNICEF/PAUL JOYNSON/HICKS, (BOTTOM) ©UNICEF/2012/TORFENN



NBA legend **Dikembe Mutombo**, Oklahoma City's **Nick Collison** (above) and Milwaukee's **Luc Mbah a Moute** traveled to Kenya with U.S. Fund President and CEO **Caryl M. Stern** in August. The trio assisted in a polio vaccination drive and ran basketball clinics for displaced South Sudanese refugees.



Pau Gasol of the Los Angeles Lakers just completed his 10th year as a UNICEF Ambassador. The two-time NBA champion traveled to Chad last summer to sound the alarm on the Sahel nutrition crisis after previously visiting UNICEF programs in Angola, Ethiopia and South Africa. In December, Pau spoke to a group of U.S. Fund supporters in New York where he launched a unique "Rebounds for UNICEF" pledge initiative that raised \$27,000.

TOP: ©UNICEF/2012/TORFINN, BOTTOM: © UNICEF ETHIOPIA/BILBO/2010/INDRIAS GETACHEW

Upcoming Events

UNITED STATES FUND
for **UNICEF**
2013
ANNUAL MEETING

U.S. Fund for
UNICEF
Annual Meeting
Friday, May 17
New York, NY

UNICEF'S NEXT GENERATION PHOTO BENEFIT

UNICEF's Next Generation
Photo Benefit
Friday, May 17, New York, NY

The UNICEF
Children's
Champion Award
Dinner
Monday, June 10
Boston, MA

THE UNICEF
CHILDREN'S
CHAMPION
AWARD
DINNER

*Audrey
Hepburn
Society Ball*

The UNICEF
Audrey Hepburn®
Society Ball
Friday, September 6
Houston, TX

The UNICEF
Drive for ZERO
Golf Classic
Monday, September 23
West Nyack, NY

UNICEF
DRIVE FOR ZERO
GOLF CLASSIC

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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.