

EveryChild

No. 1, 2012

The
Child Survival
Revolution 2.0

unicef 
united states fund



A MESSAGE FROM THE U.S. FUND BOARD CHAIR AND PRESIDENT

Dear Friend of UNICEF,

You were there for children imperiled by the nutrition crisis in the Horn of Africa, and your generosity is making a critical difference. In February, the UN declared southern Somalia famine-free, but a severe humanitarian emergency persists there and throughout the Horn of Africa. More than 300,000 children remain acutely malnourished. Without continued vigilance, hard-won gains could be erased.

What you may not know is that another major food crisis is now unfolding in a different part of Africa (see story on page 4). More than 1 million children face severe acute malnutrition in eight countries in western and central Africa, including Chad and Niger. One key lesson we learned from the Horn is that an early response is essential: if we act in time, we can help avert a large-scale loss of life. No child should die from hunger-related causes in the year 2012.

This alarming situation is among the dozens of “silent emergencies” that UNICEF is responding to around the world – quiet calamities both natural and human-made that do not get the media spotlight of “loud” events like earthquakes or tsunamis. This includes the deaths of millions of children every year from preventable diseases and malnutrition – what former UNICEF Executive Director James P. Grant called the “global silent emergency.”

As an invaluable partner, you have helped us make truly remarkable progress in the fight for child survival. Over the last four decades, the number of under-five child deaths has dropped by more than half. Now, UNICEF is at a pivotal juncture. New interventions and a concerted push to reach the poorest of the poor, combined with lessons from the groundbreaking “Child Survival Revolution” of the 1980s, could potentially save millions more lives within the next generation (see page 10).

We will be discussing recent gains as well as exciting new opportunities at the U.S. Fund for UNICEF Annual Meeting on May 3 and 4 in New York City, and we hope to see you there.

Thank you for helping UNICEF respond to emergencies both loud and silent.

Anthony Pantaleoni
Board Chair

Caryl M. Stern
President and CEO

P.S. Great news! The U.S. Fund recently earned its seventh consecutive 4-star rating from Charity Navigator, ranking it among the top 2 percent of charities reviewed by this esteemed organization.



On the Cover: A health worker measures the arm of a malnourished child in Niger. Even in good years, child malnutrition rates in Niger are alarmingly high. UNICEF is working to strengthen the capacity of the country's health system to fight malnutrition.



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EMERGENCIES UPDATE

HAITI

On the second anniversary of Haiti's calamitous 2010 earthquake, the country remains fragile, chronically beset by poverty and underdevelopment, but showing some measurable signs of progress. UNICEF marked the anniversary by releasing *Children of Haiti: Two Years After*, reviewing UNICEF's role in the ongoing recovery process and its commitment to keeping Haiti's 4.3 million children safe, healthy, and educated.

Highlights: Sanitation—distributing cholera prevention supplies for 2.2 million people; helping to open Port-au-Prince's first dedicated human waste treatment site. Health and nutrition—screening 393,000 children and treating 15,300 for acute malnutrition; providing nutrition and breastfeeding counseling for a half-million mothers and babies. Child safety—registering 8,780 unaccompanied children and reunifying 2,770 with their families. Education—building 193 earthquake-safe schools for 80,000 children; distributing learning materials for 750,000 children (never before have so many Haitian children received educational materials).

Significant challenges remain. 550,000 displaced persons, among Haiti's most vulnerable, still shelter in 800 crowded sites. The cholera epidemic continues, infecting 496,337 people to date. Still, as Françoise Gruloos-Ackermans, UNICEF's Haiti representative, notes, "There is evidence of little victories everywhere."

To learn more, please visit unicefusa.org/haiti.



PAKISTAN

Severe monsoon flooding in August and September revisited Pakistan's Sindh province, affecting 5 million people, displacing nearly 2 million, and damaging two-thirds of the province's schools. A region and people still recovering from the previous year's disaster were devastated, and UNICEF's response was massive: 800,000 people received clean drinking water; 1.2 million people received instruction in proper hygiene; 416,000 people were provided with temporary latrines; 300,000 children were screened for treatment in therapeutic and supplementary feeding programs, and 78,000 children attended classes at over 1,500 temporary learning centers. The displaced are gradually returning home, but a funding shortfall remains, and UNICEF urgently requires donations to cover the continuing needs of Sindh's children and women.

SOUTHEAST ASIA

This fall, widespread flooding disrupted 8 million lives in Southeast Asia. In Cambodia and Vietnam, UNICEF provided nearly 1.5 million water purification tablets, ceramic water filters, and drowning-prevention aids, like floating bags and life vests. In Thailand, hit by the worst flooding in decades, UNICEF distributed 350,000 water, sanitation, and hygiene items, 20,000 insecticide-treated mosquito nets, and 2,500 School-in-a-Box kits — helping nearly 100,000 students resume their studies while flood-damaged schools were repaired.





MAJOR ADVANCES IN ELIMINATING TETANUS

The global fight against maternal and neonatal tetanus (MNT) has gained significant ground as three West African countries, Ghana, Liberia, and Senegal, celebrate the recent elimination of this lethal, centuries-old disease.

The result of successive immunization campaigns carried out by national governments and supported by UNICEF and other partners, these important victories bring the total number of countries that have eliminated MNT since 2000 to 23. The disease now remains a lethal threat in 36 countries.

“They can tell you where every vial of vaccine is, who has been vaccinated, who hasn’t, and what villages they need to go into.”

This welcome news comes as Kiwanis International is ramping up its global campaign to fight MNT in collaboration with UNICEF and other organizations. The Eliminate Project aims to raise \$110 million to enable UNICEF and its partners to immunize more than 100 million

women who are at the greatest risk of contracting tetanus during labor and delivery. Kiwanis is mobilizing its nearly 600,000 members around the globe to help wipe out this cruel disease.

Tetanus strikes when tetanus spores, found in soil everywhere, enter the body during the birthing process and attack the central nervous system. The disease is almost always fatal for newborns who suffer excruciating pain and convulsions. Neonatal tetanus kills around 60,000 newborns each year; a significant number of women succumb to maternal tetanus every year.

Several members of Kiwanis International recently participated in a field visit to Sierra Leone to witness the third round of a UNICEF-supported tetanus immunization campaign. The group met mothers and children, visited a hospital and local health clinics, and accompanied vaccinators as they went door-to-door in remote villages.

“The thing that amazed me most is how hands-on UNICEF is,” says Mary Langdon, a Kiwanis International Foundation trustee who took part in the trip and who, with her husband Dick, recently made a \$100,000 contribution to The Eliminate Project. “They can tell you where every vial of vaccine is, who has been vaccinated, who hasn’t, and what



villages they need to go into.”

Kiwanis clubs all over the world have embraced The Eliminate Project, enthusiastically raising funds and awareness about this often overlooked global health crisis. This fall, the Kiwanis Middle School Builders Club in Jamestown, North Carolina, exceeded their fundraising goal for The Eliminate Project, generating \$1,250. In Bradenton, Florida, the Bradenton Christian School’s Key Club recently organized a “Ping Pong to Eliminate” tournament, raising \$350 for the campaign.

In January, UNICEF Deputy Executive Director Geeta Rao Gupta spoke about the fight against tetanus at the Kiwanis International Council 2012, a convening of Kiwanis International leaders. Dr. Rao Gupta said that the ambitious goal of eliminating this terrible disease is within reach and that members of Kiwanis International will be key partners in providing the crucial final push.

To learn more, please visit unicefusa.org/tetanus.





NUTRITION CRISES: *As UNICEF Continues to Save the Lives of Malnourished*

Inside one of the small white tents that nestle between the bullet-pocked walls of ruined Mogadishu buildings, a dozen Somali children skip rope and laugh. Outside the tent, more children gleefully scramble for a soccer ball. In all, about 200 children enjoy the resources of this UNICEF-supported child-friendly space, a handful of the 36,900 who use 354 such centers around the country. The children receive desperately needed access to clean water, nutritious snacks, health referrals, and literacy classes, but their playtime is key. It helps relieve the traumatizing stress of a crisis that has engulfed their lives and fractured communities across the Horn of Africa.

In July 2011, famine was declared, and at its peak the Horn's worst drought crisis in 60 years affected 13 million people in Somalia, Ethiopia, Kenya, and Djibouti. But by November, the United Nations Food Security and Nutrition Analysis Unit (FSNAU) announced that famine had been beaten in three of six districts in Somalia — the hardest-hit country — and that the number of people at risk of imminent starvation had dropped from 750,000 to 250,000. Then, in early February, the UN declared southern

Somalia famine-free. Humanitarian assistance had saved hundreds of thousands of lives.

The emergency is by no means over, and a serious food crisis still exists. The death rate among young children in Mogadishu's camps remains high, and over 300,000 Somali children are acutely malnourished — most in southern Somalia, where accelerating conflict makes gaining safe access ever more

“Let's make no mistake about this ongoing situation — children's lives are still in imminent danger.”

challenging. And ominously, UNICEF is now warning of a new food crisis in a neighboring region called the Sahel. One million children under five will need lifesaving treatment for severe acute malnutrition in this vast region, which spans a huge swath of West and Central Africa from Senegal to Nigeria.

UNICEF is urging the international community to take the early indicators seriously — one lesson of the Horn's famine — and avert a massive humanitarian catastrophe.

UNICEF played a key role in the ongoing international response in the Horn, making safe water available to 2.2 million people, radically scaling up existing health and nutrition interventions, and introducing new programs as well. In Somalia — where UNICEF has worked without pause since 1972 and is uniquely positioned with a network of 120 partners — support was doubled at 500 centers treating malnutrition. In Ethiopia — where the need for food assistance surged by 42 percent — over 115,000 severely malnourished children were admitted into UNICEF-supported therapeutic feeding programs. In Kenya, 100,000 children received supplementary or therapeutic feeding, and services increased for the nearly half-million people in Dadaab, a refugee camp swollen beyond its 90,000-person capacity.

Meeting staggering survival needs in the conflict-ridden Horn—already one of the world's most volatile aid





Children in the Horn of Africa, Another Dire Food Crisis Is Unfolding Nearby

environments—brought daunting logistical challenges, but between July and October alone, UNICEF delivered nearly 10,000 metric tons of essential supplies. November's opening of a new Dubai transit hub allowed UNICEF to route supplies straight to Mogadishu, bypassing Kenya's congested Mombasa port.

Meanwhile, disease continues to be famine's deadly companion—severely malnourished children are nine times as likely to die from infectious diseases—and UNICEF supported broad vaccination campaigns to prevent a wave of deaths. In Ethiopia, 5.6 million children were vaccinated against measles, in Somalia, nearly 1.5 million. In Kenya, UNICEF trained vaccinators and procured vaccines for the government's anti-polio campaign. In Djibouti, UNICEF helped immunize 100,000 children against both diseases.

Despite the impact of these efforts, continued assistance is needed to keep the Horn of Africa from backsliding and the Sahel from sliding into catastrophe. "Let's make no mistake about this ongoing situation — children's lives are still in imminent danger." says UNICEF Somalia Representative Sikander Khan.

To support UNICEF's response in the Sahel, please visit unicefusa.org/sahel.



U.S. FUND SUPPORTERS HELP FIGHT FAMINE

U.S. Fund donors and partners have contributed more than \$16 million to support UNICEF's urgent relief efforts in the Horn of Africa. The funds have enabled UNICEF to provide therapeutic foods and other aid critical to the survival of acutely malnourished children.

After famine was declared in July, UNICEF called on the air transport industry to provide cargo space for desperately needed aid. Longstanding U.S. Fund partner UPS had already sprung into action before the appeal, providing funds and in-kind assistance to UNICEF in support of a charter flight filled with 24 metric tons of supplies. Over the next few weeks, UPS continued to ship 110 metric tons of therapeutic food to help humanitarian organizations, including UNICEF.

One UPS flight in November carried emergency items that had been packed at UNICEF's emergency supply warehouse in Copenhagen with help from the Duke and Duchess of Cambridge. The royal couple made a special visit to help

raise much-needed awareness about the life-and-death crisis. The supplies were delivered to children in the region. U.S. Fund President and CEO Caryl M. Stern and National Board Vice Chair Peter Lamm also traveled to the Horn in support of this mission and met children being treated at UNICEF-supported feeding centers in Kenya.

The George Harrison Fund for UNICEF, founded by Olivia Harrison, the wife of the late George Harrison, contributed over \$1.2 million to support UNICEF's response to the crisis. During a "Month of Giving" in August, more than 70 musicians paid tribute to George Harrison, Ravi Shankar, and their iconic 1971 Concert for Bangladesh, by asking friends to help those suffering in the Horn of Africa. All donations to the George Harrison Fund for UNICEF during the "Month of Giving" were dedicated to UNICEF's relief operations there.



THE UNICEF BRIDGE FUND: *A New Way To Save Lives*

When UNICEF identifies a time-sensitive need for an essential supply — anti-malarial mosquito nets before a rainy season's onset, a critical medicine in short supply, or a vaccine to prevent an epidemic's spread — the call goes out for funding. At UNICEF's Copenhagen warehouse and its five global supply hubs, available commodities are readied for shipment. But despite its track record for rapid and effective response, UNICEF is always looking for ways to further speed the delivery of critical materials to vulnerable children and families. The Bridge Fund is the U. S. Fund for UNICEF's new, innovative financial tool for streamlining that process.

The Bridge Fund provides UNICEF's Supply Division with a flexible mechanism to reduce or eliminate gaps between the moment a critical need for supplies is identified and when funding becomes available. The UNICEF Supply Division procures \$2 billion worth of supplies and equipment annually, and while UNICEF's global funders eventually pay for these goods, obtaining these funds can sometimes take weeks or months. Cash flow gaps and procurement hurdles arise because UNICEF's governing Board prohibits the organization from taking on loan obligations to fund its work. The Bridge

Fund provides UNICEF's Supply Division with cash to bridge procurement costs until regular payments become available.

Established in 2011 by the U.S. Fund for UNICEF, the Bridge Fund consists of investors including foundations, corporations, and financial institutions, as well as individual philanthropists. Investors fund net worth grants, below-market-rate loans, and guarantees—creating a pool of cash that helps essential goods reach children

“It's a win-win scenario for investors, UNICEF, and most importantly, the world's vulnerable children.”

in need as quickly as possible. An added benefit—rapidly obtaining more flexible funding allows the Supply Division to secure better pricing for materials and reduce shipping costs, freeing up more money to spend on vital commodities.

Prudential Financial, Inc. became the first corporation to support the Bridge Fund with a five-year, \$7.5 million invest-

ment made through its Social Investment Program. “We were impressed with the level of social impact the Bridge Fund's innovative revolving pool model makes possible,” says Ommeed Sathe, vice president, Social Investment Program at Prudential. “By deploying funds as needed which are then replenished through regular funding sources, Prudential's capital is used several times over the term of the investment to help UNICEF deliver critical services such as vaccines and mosquito nets much more quickly.”

The process: The UNICEF Supply Division submits a funding request to Bridge Fund management. The Bridge Fund makes sure the request meets the threshold for prudent, high-impact use of funds. Then, the Bridge Fund's Board rapidly evaluates this underwriting assessment to decide whether to release the funds. If the Supply Division request is approved, a grant is provided. Finally, commitments are secured from global funders of UNICEF's work to replenish the Fund's capital at a clear point in the future. It's a win-win scenario for investors, UNICEF, and most importantly, the world's vulnerable children.

For more information, please visit unicefusa.org/bridgefund.





THE UNICEF EXPERIENCE

"The UNICEF Experience," a lively interactive exhibit that showcases UNICEF's global programs, premiered in Atlanta in May 2011, raising nearly half a million dollars. This year, the installation was on display in Dallas-Fort Worth at The Goss-Michael Foundation from February 25 to March 3. The UNICEF Experience will return to Atlanta on April 29 with an interactive event in the Georgia Public Broadcasting Studios.

The exhibit includes photos and videos, personal stories about children who have benefited from innovative UNICEF programs, and samples of actual UNICEF field supplies, including medical tents and School-in-a-Box kits that make it possible to set up a temporary classroom anywhere following a disaster.

The event offers the opportunity for a hands-on experience of some of the conditions that children in developing coun-

tries face on a daily basis. For example, guests can try carrying heavy buckets of water like those hauled for miles by girls and women who have to fetch water every day. They can also learn how little it costs to keep children from dying of preventable causes through immunizations, clean drinking water, and sanitation.

Guests will be able to support UNICEF's work in a variety of ways: by contributing to a "wishing well" that supplies water pumps to the countries and communities that are most in need of safe water sources; by shopping for Inspired Gifts such as first aid kits and high-protein biscuits;



and by attending the exhibit launch party in Atlanta on Sunday, April 29 at Georgia Public Broadcasting.

TWO REMARKABLE EVENINGS

At New York's Snowflake Ball on November 29, Cipriani 42nd Street was cloaked in a half-mile of billowing mosquito netting donated by Vestergaard Frandsen and designed by UNICEF Ambassador Vern Yip of HGTV. Hosted by Bravo's Andy Cohen, the event raised \$2 million to help UNICEF provide lifesaving relief for impoverished children. Ken Hayami, Executive Director of the Japan Committee for UNICEF, accepted the Audrey Hepburn Humanitarian Award on behalf of staff members who fearlessly responded to the catastrophic earthquake in Japan last year. U.S. Fund partner Prudential Financial, Inc. was honored with the Spirit of Compassion Award, in part, for being the first corporation to step up to the line in a new, lifesaving U.S. Fund initiative called the UNICEF Bridge Fund (see more on page 6). At the Beverly Wilshire in Los Angeles on December 8, the UNICEF Ball generated more than \$1.3 million. Queen Noor of Jordan was recognized as a Woman of Compassion, and the Medavoy family — Mike, Irena, and Nick — was honored for its service to children with UNICEF's prestigious Danny Kaye Humanitarian Award.





WAYS TO GET INVOLVED

THIS SPRING:

GIVE AN INSPIRED GIFT

For Mother's Day, birthdays, or other special occasions, this is a wonderful way to dedicate a gift and help save children's lives. Visit inspiredgifts.org.

THE AUDREY HEPBURN SOCIETY

To learn about the U.S. Fund for UNICEF's new recognition program for individual donors, please visit unicefusa.org/audreyhepburnsociety. You can also read the story on page 16.

UPCOMING SPECIAL EVENTS

UNICEF WORLD BALL

Saturday, March 31, Houston
(Hosted by Dominique Sachse and
Honoring Nidhika and Pershant Mehta)

UNICEF MESSAGE OF HOPE GALA

Saturday, April 28, Chicago

THE UNICEF EXPERIENCE

Sunday, April 29, Atlanta

U.S. FUND FOR UNICEF ANNUAL MEETING

Thursday and Friday, May 3 - 4, New York

For more information or tickets, contact Jennifer Lopez
at 212-880-9131 or events@unicefusa.org.

THE POWER OF A GLASS OF WATER

Now in its sixth year, the UNICEF Tap Project is based on a simple premise: when you take water, give water. During World Water Week, March 19-25, participating restaurants nationwide encouraged customers to donate \$1 or more for the glass of water they usually enjoy for free. The U.S. Fund was delighted to welcome back Giorgio Armani Fragrances for the third year as the campaign's National Sponsor through its Acqua for Life campaign. All funds raised through the 2012 UNICEF Tap Project will support UNICEF's safe drinking water and sanitation programs in Cameroon, Mauritania, Togo, and Vietnam.

To learn more, please visit UNICEFTapProject.org.

(INSIDE THE U.S. FUND continued on page 16)



unicef
TAP PROJECT
WHEN YOU TAKE WATER, GIVE WATER.

National Sponsor

ACQUA
for LIFE
GIORGIO ARMANI



DONOR ACTIVITIES AT HOME AND ABROAD



U.S. Fund President and CEO Caryl M. Stern and U.S. Fund National Board Chair Anthony Pantaleoni on a recent visit to a remote feeding center in Haiti.



UNICEF Children's Champion Award Dinner Co-Chairs Barrie Landry, Elaine Sager, and Alli Achtmeyer at the October 20 event honoring Sting and Trudie Styler in Boston.



Attending the 2011 Snowflake Ball were (l.-r.): Debra Shriver; Deborah Lamm; U.S. Fund National Board members Sherrie Rollins Westin and Hilary Gumbel; Charlotte Moss; Christine Stonbely; Eleanora Kennedy; UNICEF Ambassador Dayle Haddon; U.S. Fund President and CEO Caryl M. Stern; and Gillian Miniter.



On an Eliminate Project field visit to Sierra Leone, Key Club International member Sophia Bird and her grandmother, Kiwanis International member Linda Christiano, admire a beautiful baby while the baby's mother and UNICEF Sierra Leone's Angela Griep look on.



UNICEF's Next Generation members Brian Barrow, Bettina Barrow, and Danielle Abraham with children on a Next Generation field visit to Ethiopia.



Kirill Tatarinov, founding member of the U.S. Fund's Seattle Advisory Council, and Oksana Tatarinov at an Eliminate Project reception in Seattle.



The Child Survival *Revolution* 2.0

By Adam Fifield

Thirty years ago, former UNICEF Executive Director James P. Grant launched what would become known as the “Child Survival and Development Revolution.” The bold and unprecedented effort, involving a diverse coalition of supporters and partners from all over the world, saved 25 million young lives and spared millions more the misery of severe disability. Elevating the cause of children’s well-being to historic heights, the ambitious campaign also forever changed the face of global health and demonstrated the amazing potential of international development.





Now, a second child survival revolution is taking shape, claims UNICEF's Chief of Health Dr. Mickey Chopra. "We are on the cusp of achieving something equivalent to putting a man on the moon," he says.

The fight against child mortality has seen marked progress, thanks to the work of UNICEF and its partners. Since 1970, global under-five deaths have fallen by more than 54 percent. During the 15 years of the Jim Grant era, between 1980 and 1995, this number dropped from 13.2 million to 10.7 million — even though the population of all children under five in the developing world surged by 19 percent over the same period of time. Since then, worldwide under-five deaths have plummeted to 7.6 million, and in recent years, the rate of decline in under-five mortality has accelerated. Still, 21,000 children die every day from preventable causes.

Now, says Chopra, by combining lessons learned from the first child survival revolution with powerful new interventions and a concerted push to reach the poorest of the poor, UNICEF and its partners can capitalize on recent gains and perhaps save millions more lives within the next generation.

Learning from the First Child Survival Revolution

In 1980, when Grant took over as the head of UNICEF, more than 36,000 children under the age of five were dying every day. He dubbed this appalling mass loss of life to mostly preventable,

poverty-related causes a "global silent emergency." A longtime champion of the poor with the zeal of a preacher, Grant noted that these deaths did not land in the headlines or on the evening news. "If more than 100 jumbo jets filled with children crashed every day, there would be an outrage," he once said. "But that is the number of children who are dying every day of starvation and disease."

To attack the "silent emergency," Grant worked with a team of UNICEF veterans and other experts, including American pediatrician Dr. Jon Rohde, to devise a strategy that would save the maximum number of lives. What they came up with in the fall of 1982 was a mix of four simple and inexpensive interventions: growth monitoring to halt malnutrition, oral rehydration therapy to combat deadly diarrheal dehydration, breastfeeding promotion, and immunization. Known as GOBI, this small package packed a huge punch. Additional programs like food supplementation and the promotion of female education were added later.

These interventions existed long before Grant came to UNICEF, but they had not yet been put to widespread use. Grant changed that, in part, by unleashing a barrage of diplomacy and social mobilization. As a result, UNICEF was able to build an influential movement — a "grand alliance for children" as Grant put it — of presidents and prime ministers, religious leaders and military generals, donors and volunteers, students and teachers, private companies and

non-governmental organizations, civil servants and community leaders, and not least, mothers and children.

Immunization against killer childhood diseases like measles and polio became the vanguard. Huge vaccination drives carried out by national governments and supported by UNICEF, the World Health Organization, and many other partners began sweeping across the developing world, from Colombia to Turkey to Senegal to dozens of other countries. UNICEF helped broker historic cease-fires in war-torn countries, so that even children in conflict zones could be immunized. In the mere span of ten years, between 1980 and 1990, the worldwide immunization rate nearly quadrupled, jumping from 20 percent to around 80 percent.

Jim Grant died in 1995, but many of the lessons from his child survival revolution still resonate today and are evident in UNICEF's present work. Among them: set measurable, specific goals; communicate using simple, powerful messages; and make sure to generate and sustain political will and commitment. "Jim Grant showed political leaders and leaders of civil society and the private sector how this package of interventions could be used to transform the lives of women and children, and how this was really important for the future growth and development of their countries," says Chopra. "Today, the challenge remains one of getting the attention and the priority given to the welfare of women and children."



Current UNICEF Executive Director Anthony Lake is determined to do just that, says Chopra. “It is a very exciting time to be at UNICEF,” he adds.

The Way Forward

UNICEF now has more weapons at its disposal in the fight against child mortality. New vaccines against pneumonia and diarrhea, new antiretroviral drugs to stem the toll of HIV/AIDS, and new delivery approaches have enhanced and broadened UNICEF’s ability to counter the gravest threats to children, says Chopra.

As in the first child survival revolution, immunization is key. In 2010, UNICEF procured 2.5 billion doses of vaccine — enough to immunize 58 percent of the world’s children. Yet despite major progress over the last few decades, 20 percent of the world’s children remain unvaccinated. UNICEF aims to help bridge the immunization gap by significantly expanding its vaccination program and tripling its capacity over the next five years. “Immunization has always enabled us to meet the needs of the poorest and neediest first and has also allowed us to be on the verge of eradicating polio,” says Chopra.

In addition to the recently developed vaccines for pneumonia and diarrhea, a new vaccine for malaria is expected shortly. UNICEF is examining ways to improve and update

immunization systems to make the most of new vaccines, as well as old ones. “Building and strengthening the infrastructure to deliver vaccines is more critical than it’s ever been before, because of the potential payback we can get in terms of lives saved and better development for children,” Chopra says.

Immunization is also a pivotal part of UNICEF’s “equity” strategy — a global drive to reach the poorest and most disadvantaged children. By explicitly targeting the lowest-income, highest-mortality communities and countries first, UNICEF and its partners can reach the unreached and get lifesaving aid to children who need it most. Much of the equity push will occur in sub-Saharan Africa and South Asia, which are home to the highest child mortality rates in the world.

Equity is at the heart of the second child survival revolution and, coupled with new vaccines and technologies, has created a monumental opportunity. “We can make a big jump forward,” says Chopra.

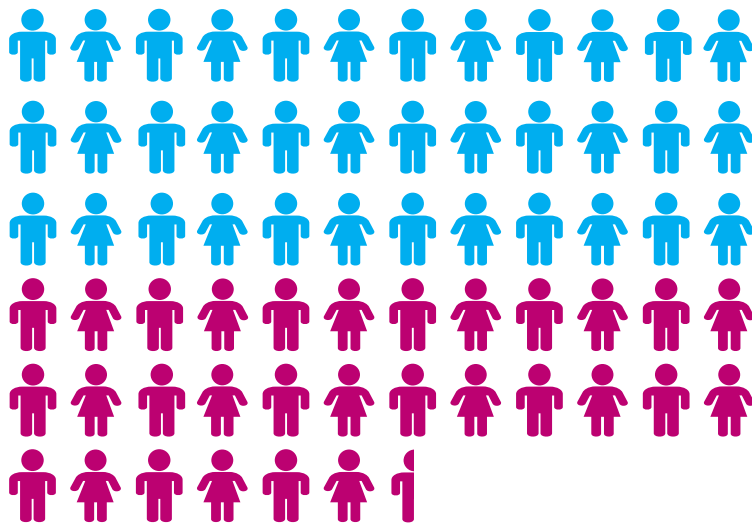
And as with the first child survival revolution three decades ago, it will not just be UNICEF alone. It will be another “grand alliance” — a potent movement of donors, corporations, foundations, and volunteers; of students and teachers; of health workers, civil servants, and community leaders; of children and their families; of people all over the world who commit to fight for the survival and health and future of every child on this Earth.

IN 1970,
16.6 MILLION
CHILDREN
WORLDWIDE
WERE DYING
BEFORE
THEIR FIFTH
BIRTHDAY.

INCREASE
IN GLOBAL
POPULATION
UNDER 5
YEARS OF AGE

NUMBER
OF DEATHS,
CHILDREN
UNDER 5
YEARS OF AGE





NOW, DESPITE AN INCREASE IN POPULATION, THAT NUMBER HAS BEEN REDUCED BY MORE THAN HALF.

523.7 million

1970

591.2 million

1985

635.8 million

2010

16.6 million

12.8 million

7.6 million



= 250,000 children under the age of 5



WHY I GIVE: WILLOW SHIRE

UNICEF taught me about luck. I've learned just how lucky I am to have clean, running water. Lucky to have a home, food, health care, and opportunities for work. I hadn't realized how lucky I was until I was introduced to UNICEF. I try to imagine being a mother in the Sudan. I try to envision what it must feel like to have none of these things and to worry if my daughters and sons will live to see the next day.

I would have faced such unthinkable things if I had been born in the Congo instead of in the United States. And I know that I didn't "deserve" to be born here — or anywhere. I'm just lucky. And because of my luck, my children and grandchildren are educated and healthy.

"I support UNICEF because no parent should have to watch her daughter suffer, see his son die..."

I support UNICEF because no parent should have to watch her daughter suffer, see his son die — especially when the cause

is easily preventable. But every day, the parents of 21,000 children face this outcome even when the solutions are cheap and problems easy to solve. Not thinking about this — as tempting as it may be — is not an option for me.

The opportunity to help children and families through UNICEF is a gift that I give to myself for my birthday every April 15. It is actually one of the best things I do for myself. In small ways, it also improves the quality of my children's lives. It's hard for a child in my town in Massachusetts to appreciate the value of hot running water or having a choice of what to eat for breakfast. Through my involvement with UNICEF, we've learned about the lives of less fortunate children, and they think more about what we have and less about what we don't have.

It's gratifying to see the impact that UNICEF has on children. On a UNICEF field visit to Madagascar in 2008, I met children who had virtually none of the things that fill my grandchildren's rooms,



but they were healthy and thrilled with their new UNICEF school backpacks. I saw UNICEF working with communities and governments, putting in a water pump, training teachers, building a health center. It was clear that UNICEF addresses root problems, not just the symptoms.

Yes, when I traveled with UNICEF to Madagascar and Bolivia, I expected to see poverty. But that's not what I remember. I remember smiling parents, happy children, and the dedicated, talented, and compassionate heroes who are the UNICEF staff. These women and men, many of whom are trained as nurses, engineers, teachers, and doctors, have committed themselves to saving the lives of children. The least I can do is help.





WHY I GIVE: CARRIE RHODES



In high school, I did volunteer health work in Latin America and got to see what a difference basic health services can make. It was pretty amazing at the age of 16 to help vaccinate kids against polio, measles, and tetanus. I didn't know then that I wanted to be a nurse, but I ultimately became one.

Since then, I've had the opportunity to travel all over the world, trying to help achieve higher standards of global health. Many of these opportunities allowed me to care for women and children. In China, I worked in a children's hospital where a nurse introduced me to a beautiful two-month-old baby girl. During childbirth, the nurse believed, the baby's umbilical cord had been cut with an unsanitary instrument, and she had contracted tetanus. At just ten days old, she had been brought to the hospital with horrible convulsions. She had been unable to eat, her tiny jaw locked tight. Her birth parents had left — probably certain that she would die. As the nurse told me this story, this beautiful baby with big brown eyes smiled up at me. In that moment, I fell in love. I decided to adopt that

baby and bring her into my family. Her name is Dani.

I called my grandfather, a neuropathologist, and my family's pediatrician, and asked them: "What are the lasting effects of tetanus?" Both doctors responded in disbelief. "Tetanus?" My grandfather was a staunch advocate of vaccines, and it was inconceivable to him that somebody wouldn't have been immunized against tetanus.

Today, my daughter is a thriving 15-year-old. She dances and sings. She plays soccer. She is a lucky girl, and I'm an extremely lucky mother. Most parents of newborns who get neonatal tetanus never see their children play soccer. Their sweet babies die. It's a horrific thing to experience, and it shouldn't happen. There's no reason in the world that anybody should suffer from this preventable disease.

About 14 years ago, shortly after I adopted Dani, I received a letter about UNICEF's efforts to stop maternal and neonatal tetanus (MNT). I had Trick-or-Treated for UNICEF as a child, and the more I learned about UNICEF's breadth,

“There's no reason in the world that anybody should suffer from this preventable disease.”

caring, and effectiveness, the more impressed I was. Last year, I heard about The Eliminate Project, Kiwanis International's global campaign to fight MNT in collaboration with UNICEF and its partners. Now, the possibility of putting an end to this deadly disease has never been closer. If all girls and women receive just three doses of the most effective vaccines, MNT can be wiped out.

Our family has committed a pledge of \$1 million to the U.S. Fund for UNICEF to combat MNT and protect thousands of children like Dani. We believe The Eliminate Project is our calling. We cannot find a better reason to stretch ourselves to give and are honored to be a part of this historic initiative.





AN AUSPICIOUS BEGINNING FOR THE AUDREY HEPBURN SOCIETY

In December, the U.S. Fund saw a surge in major gifts — an increase stemming, in part, from a new recognition program for individual donors, the Audrey Hepburn Society. This national program for the U.S. Fund's most committed and generous supporters was created to acknowledge the power that an individual can make by supporting UNICEF's lifesaving work and honors the legacy of UNICEF Goodwill Ambassador Audrey Hepburn — a passionate, tireless voice for children until her death in 1993. The society provides special recognition to those who give \$10,000 or more annually, as well as opportunities for them to connect with one another and UNICEF's work through volunteering, intimate program events, and visits to UNICEF field programs.

“UNICEF’s leadership for women and children means a lot to me.”

—Joyce Thibodeaux

“UNICEF’s leadership for women and children means a lot to me,” says UNICEF supporter Joyce Thibodeaux. “As a mother and grandmother, I can empathize with women around the world who want a healthier, safer, and happier future for their children. Audrey Hepburn must have felt the same way. I deeply admire the legacy she left and am honored to be a founding member of the new Audrey Hepburn Society for the U.S. Fund for UNICEF.”

As of February 24 in Fiscal Year 2012, 522 individuals have made gifts that qualify them for membership in the Audrey Hepburn Society. This growth was spurred by a matching fund that National and Regional Board members created in order to double qualifying gifts between November 1 and December 31. The average gift in this time frame increased by more than 50 percent over the previous year as donors took advantage of this opportunity. The generosity of these donors and the Board members who matched their contributions generated \$2.8 million, signaling an auspicious start for the Audrey Hepburn Society in its inaugural year. The U.S. Fund is grateful for its donors’ compassion in striving to provide every child with a healthy future and for their commitment to UNICEF.



We welcome all individuals who would like to join. Please contact Elizabeth de Velasco at 212-922-2554 or edvelasco@unicefusa.org. For more information on the Society and Ms. Hepburn's work with UNICEF, please visit unicefusa.org/audreyhepburnsociety.

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The U.S. Fund for UNICEF

Danny Kaye Society



"I was lucky to grow up in the United States. When I was a kid, I didn't have to worry about where my next meal came from, or whether I would get a terrible disease, or whether I would be able to go to school. I put UNICEF in my will, because I want other children to get the same kind of chances I had. Supporting UNICEF is the best opportunity to make a lasting difference in the world. A charity also has to get good grades to get a donation from me. And UNICEF is an A-plus charity — I am confident the money I contribute is going to have the greatest impact."

Jeff Rowe, *Danny Kaye Society Member*

*Recognizing Those Who Have Invested
in the Future of the World's 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/giftplanning.



No child should die of a preventable cause. Every day 21,000 do. We believe that number should be zero.

Believe in zero.

~~21,000~~0

The U.S. Fund for UNICEF has earned 7 consecutive 4-star ratings from Charity Navigator. Only 2% of charities evaluated by this trusted organization have received its highest ranking for at least 6 straight years.

We meet all 20 of the Better Business Bureau's Wise Giving Alliance Standards for Charity Accountability.

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