

# EveryChild

No. 2, 2012

## UNICEF in the Urban World

*Caring for  
the children  
of the cities*

unicef   
united states fund

# A Message From Tony & Caryl

Dear Friend of UNICEF,

Thirty years ago, a man named Jim Grant had a crazy idea: Do four simple things, he said, and you'll save millions of children.

Immunize them, so they don't get the diseases we know how to prevent. Monitor their growth, so we know when they're at risk. Encourage their mothers to breastfeed. Give them an inexpensive solution of salts and sugars that will prevent them from dying of dehydration if they have diarrhea.

It worked. As UNICEF's executive director, Grant used a global megaphone to bring a thousand different players into his single-minded effort. He shook hands with dictators to help their countries' children; he arranged cease-fires in war zones to get children immunized; he set impossible-to-imagine goals and pursued them relentlessly.

Grant's "Child Survival Revolution" is estimated to have saved 25 million young lives. Global under-five deaths dropped from 13.2 million per year in 1980 to 7.6 million in 2011.

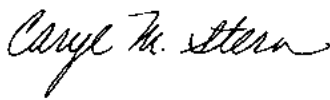
Today, we're at a true crossroads. With new vaccines, technology, and programs, we can actually finish the job Grant started. Mickey Chopra, UNICEF's Chief of Health, compares the task to putting a man on the moon. "It's daunting," he says. "But it can be done."

Perhaps most importantly, we have a fresh injection of political will. At a global summit held June 14 in Washington, D.C., governments from around the world made a bold pledge to end preventable child deaths within a generation (story on Page 2). UNICEF and the World Health Organization will work with partners to monitor their progress and allow all of us to understand how well we're doing in this fight.

That's where you come in. We need your voice. Tell your friends, tell your neighbors, tell your elected officials: Every child should have clean water to drink, enough food to eat, and the vaccines that will keep them healthy. If we do these simple things, we will eliminate preventable deaths among children under five. We'll get to zero.

Jim Grant taught us that the only way to change the world is to have an audacious, crazy goal. How can we do anything less?

  
Anthony Pantaleoni  
Board Chair

  
Caryl M. Stern  
President and CEO

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**On the Cover:**  
A mother leads her three sons through a rubble-strewn street in the southern suburbs of Beirut.

COVER: © GETTY IMAGES

# FieldNotes

News, Facts, & Figures from UNICEF



U.S. Fund for UNICEF President and CEO Caryl M. Stern led volunteers in welcoming U.S. Secretary of State Hillary Clinton to the event.

## GETTING TO ZERO

Historic initiative aims to end child mortality

This June, U.S. Secretary of State Hillary Clinton joined leaders from India, Ethiopia, USAID, and UNICEF to launch an ambitious global effort to end preventable child deaths within a generation.

The historic summit, which took place at Georgetown University in Washington, D.C., on June 14 and 15, is the first step in a multi-year endeavor that will attempt to radically improve survival rates for children under age five. Called "Committing to Child Survival: A Promise Renewed," the summit brought together a diverse coalition of 700 leaders from government, civil society, humanitarian agencies, academia, the faith community, and the private sector. Participants signed a pledge to work together to identify the most effective interventions and strategies to save children's lives and to commit the political will and resources to put those interventions to widespread use.

"We are all here today with one vision: to make sure every child, everywhere, lives to see his or her fifth birthday," Clinton said. "I believe we have good reasons for optimism. We already have many of the tools and much of the knowledge we need."

Global under-five deaths have fallen by more than 54 percent over the last four decades, and the rate of decline has accelerated. Still, each and every day, 21,000 children die from preventable causes.

### STATS

1/3

of all under-five deaths worldwide are caused by pneumonia and diarrhea.

90%

of child deaths from pneumonia and diarrhea occur in sub-Saharan Africa and South Asia.

Number of children who could be saved with simple, cost-effective interventions including vaccinations and the distribution of oral rehydration salts:

2 Million



A girl from Chiapas, Mexico, holds her new birth certificate.

# A Child's First Right

How birth registration protects the poorest populations

Seven-year-old Ana will get one. So will her little sister, Juanita. Their mother, Elena, will finally get one, too. Along with dozens of other indigenous Tzotzil families from the surrounding Chiapas highlands, the trio has traveled to the small town of Chalam, Mexico, to receive their first birth certificates at a UNICEF-supported event.

A birth certificate establishes a child's legal identity. Getting one is both a right (recognized in the United Nation's Convention on the Rights of the Child in 1989)

**Nearly 50 million children go unregistered at birth each year.**

and a necessity. Without a certificate, a child is officially invisible — with no public record of name and nationality, at risk of being denied health care and school enrollment. And without a legal document indicating date of birth, a child is more vulnerable to sexual exploitation, child labor, under-age military service, illegal adoption, and early marriage. Later on, the unregistered may be unable

to vote, travel freely, or even open a bank account. Birth registrations also provide key statistical data to governments and humanitarian organizations, helping them determine how to provide services and monitor child-protection policies.

Nearly universal in industrialized countries, birth registration is far less common in the developing world. Mexico's 93 percent registration rate sounds ro-

bust, but that number masks huge disparities between the country's urban population and indigenous people living in rural areas like Chiapas.

"Low birth registration rates seem to affect certain categories of children more heavily," says Bernt Aasen, UNICEF's Regional Director for Latin America and the Caribbean. "It's no coincidence that these children belong to the poorest and most marginalized segments of the population."

UNICEF tailors its global registration efforts to overcome local barriers such as cultural practices that delay naming of newborns, prohibitive fees, dysfunctional or hostile bureaucracies — and even war. During the 2011 Libyan conflict, when thousands of migrant workers were fleeing the country, UNICEF helped set up an emergency birth registration process in transit camps on the Libya-Tunisia border. This allowed refugees' babies to start life with a vital document. And in Malawi, many children born outside of hospitals were going unregistered. After years of UNICEF-supported effort, the country launched a compulsory registration system in March, which registers children when they are taken to health centers for their first immunizations.

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# UNICEF Takes on Trafficking

Fighting the crime, helping the victims

In Burundi, a seven-year-old boy's childhood slips away while he toils in a brickyard seven days a week, 12 hours a day. In Haiti, a trafficker urges a family to send their child across the border to a "better life" in the Dominican Republic, when in fact the youth will become someone's servant. In Lao PDR, a 16-year-old girl, lured by the pledge of a well-paying restaurant job, is handed from broker-to-broker and delivered into prostitution in Thailand.

Each case is a wrenching story of child trafficking. And while the precise number of trafficked children is unknown, a 2012 ILO report estimates that a stunning 5.5 million children are victims of forced labor worldwide. Compelled

by threats or enticed by false promises — trafficked children work in factories, markets, private homes, and farms, or even armies and brothels.

UNICEF is at the forefront of global anti-trafficking efforts, working with governments and partners to strengthen laws that protect children, set up systems to report trafficking, and ensure that child victims are placed in safe environments and provided with needed services. Perhaps most importantly, UNICEF strives to reduce factors that increase the risk of trafficking in the first place.

To stop cross-border trafficking in Haiti, for instance, UNICEF partners with local groups to educate parents in border villages about the dan-

gers of sending children with strangers who promise a better life. And the UNICEF-supported Child Protection Brigade inspects vehicles at border crossings to intercept children being illegally transported. "After hearing about child trafficking I would never send my child away with strangers," says Marie Anna Baldé, who participated in an educational session held in Totoy, Haiti.

Trafficking is a global problem, notes Susan Bissell, UNICEF Child Protection Chief. "No country is untouched by human trafficking," she says. "We must all remember that trafficking of children is a grave violation of their rights, robbing them of their childhood, their well-being, and the opportunity to reach their full potential."



Children work in a quarry in Sierra Leone.

© UNICEF/NYHQ2011-0768/ASSELIN

# A New U.S. Fund Initiative

The U.S. Fund has launched a new initiative, the End Trafficking project, to raise awareness of child trafficking as it occurs in the U.S. and around the world.

To mobilize communities to take action against trafficking, organizers are developing a toolkit, a discussion guide, and online resources for grassroots volunteers, as well as classroom resources for educators.

In addition, End Trafficking is hosting nationwide screenings of "Not My Life," a documentary that reveals the horror of trafficking through survivor stories from the United States, Ghana, India, and elsewhere. End Trafficking is also partnering with leading anti-trafficking organizations to conduct regional workshops and is planning a digital campaign and public service announcement.

If you believe that the number of children subjected to trafficking should be zero, please visit [unicefusa.org/endtrafficking](http://unicefusa.org/endtrafficking), and find out what you can do to help.

## UNICEF TRANSLATOR

### What's GOBI?

This UNICEF acronym refers to four simple, inexpensive ways to save children's lives.

**G**

**Growth Monitoring:** Helps mothers quickly identify malnutrition and maintain healthy growth in their children.

**O**

**Oral Rehydration Therapy:** Halts deadly dehydration caused by diarrhea, one of the leading killers of children.

**B**

**Breastfeeding Promotion:** Ensures that infants have the most nutritious and hygienic food, and build immunity from infection.

**I**

**Immunization:** Protects children against measles, polio, and other deadly diseases.

The **GOBI** interventions, implemented by UNICEF beginning in 1982, have been credited with helping to save 25 million young lives.

EMERGENCY  
UPDATE

Each year, UNICEF responds to more than 250 emergencies — from earthquakes to civil conflict. Here is the latest information on where your dollars are at work around the globe.

HORN OF AFRICA:

UNICEF's extensive response to the 2011 famine saved countless lives. Famine conditions ended by early 2012, but 8 million people still need assistance. UNICEF and its partners continue to provide nutritional support and medical treatment to the Horn's malnourished children, including the hundreds of thousands who remain displaced in the region's refugee camps.

PHILIPPINES:

In December 2011, Tropical Storm Washi triggered landslides and widespread flooding, leaving thousands homeless in the Philippines. UNICEF provided shelter, drinking water, medical treatment, schooling, and psychosocial support to affected children and their families.

SYRIA:

In the wake of widespread civil unrest and violence, UNICEF is helping children and families in Syria as well as those who have fled to Jordan, Lebanon, and Iraq. Since January 2012, UNICEF and its partners have reached 115,000 people with assistance, including baby kits, educational materials, and child-friendly spaces for displaced children.

ANATOMY  
OF A  
CRISIS

In 2011, tens of thousands of children died in the Horn of Africa drought and famine. This year, up to 1.5 million children are at risk of dying because of a food and nutrition crisis in the Sahel.

**Q:** How does a nutrition crisis differ from a famine?  
**A:** A nutrition crisis comes first.

Famine is declared if...

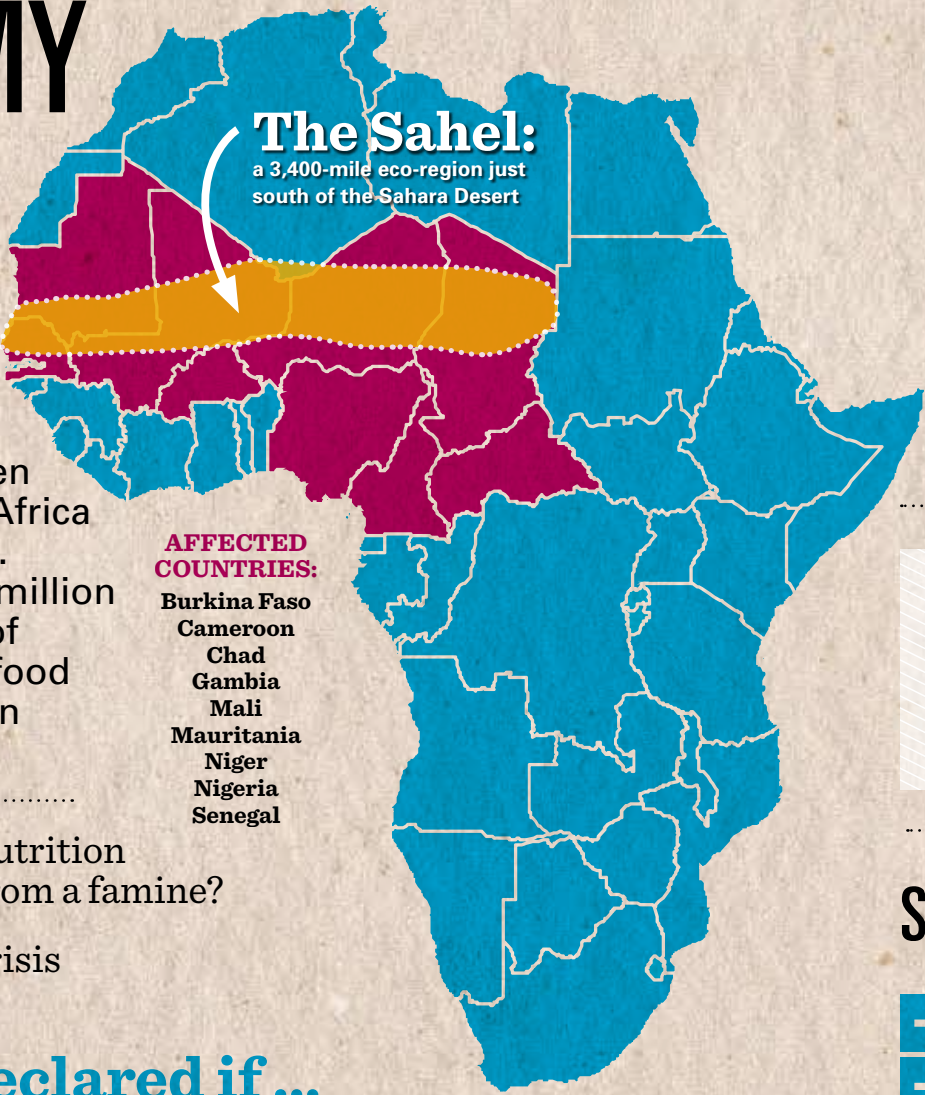
- 30% of children are acutely malnourished.
- 20% of the population is without food.
- Four children or two adults in 10,000 are dying every day.

Why  
does it  
matter?

By getting help to people in the Sahel now, we may be able to save countless lives, and stop the food crisis from becoming a catastrophe.

**RESPONSE:** To keep the Sahel crisis from worsening, UNICEF is putting staff on the ground, delivering therapeutic food and milk, and has helped to open more than 2,000 new malnutrition treatment centers.

To learn how you can help, visit: [unicefusa.org/sahel](http://unicefusa.org/sahel).



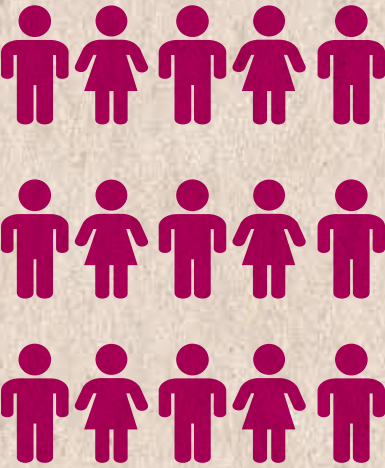
SUMMER 2011:  
Rains fail. Crops die.  
Food prices soar.



LATE FALL 2011:  
UNICEF warns of brewing  
nutrition crisis.

15,000,000

people possibly affected.  
At least 1 million children's  
lives threatened.



NO. OF TREATMENT CENTERS IN 2011

3,100



NO. OF TREATMENT CENTERS NOW

nearly 5,200

SHIPPED OR DELIVERED TO DATE:



therapeutic food 52 MILLION therapeutic food packets

620,000 therapeutic milk packets

118,500 growth monitoring tapes

Just 3 packets daily  
of ready-to-use

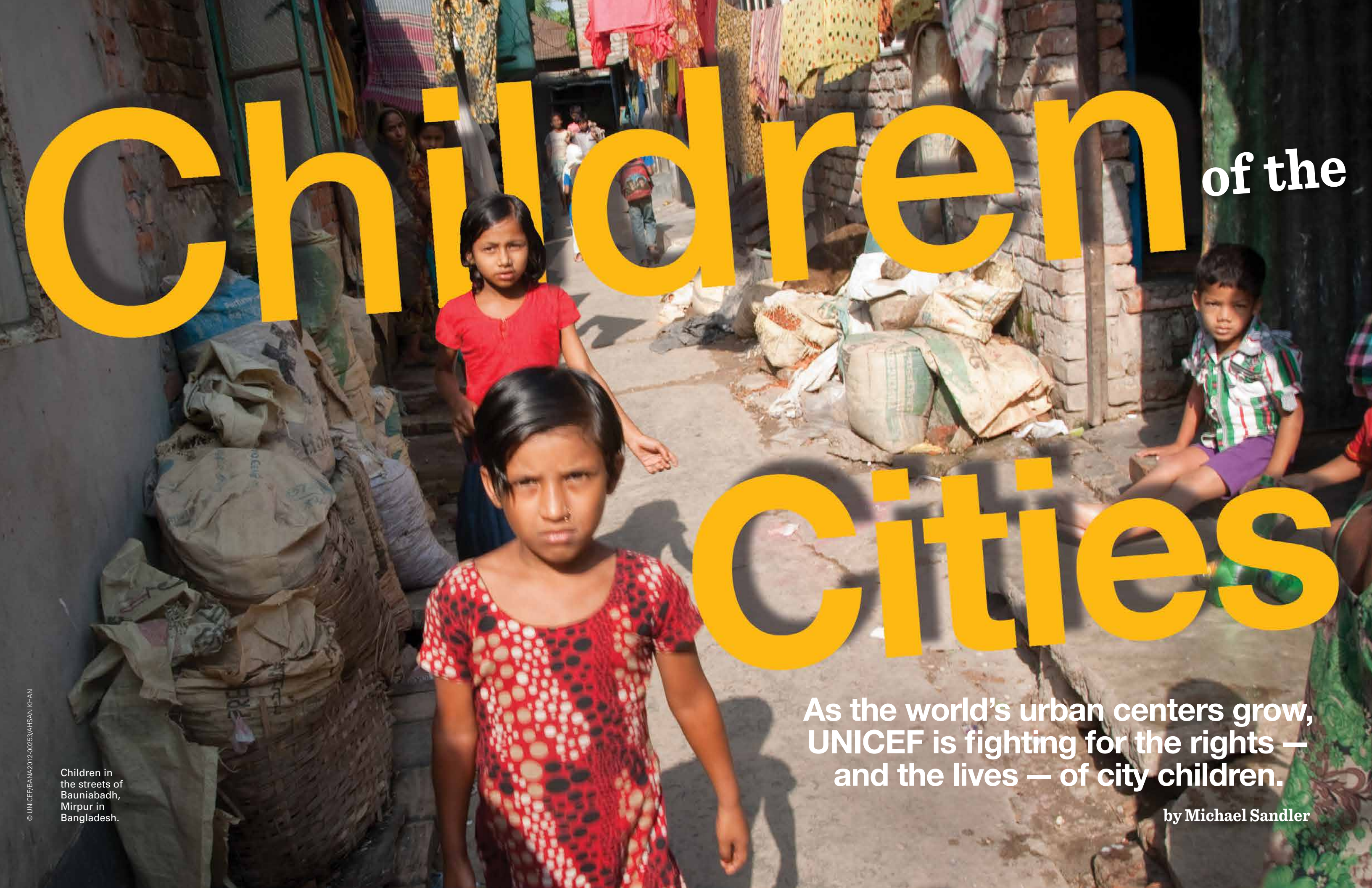


will help a  
malnourished  
child gain

2 lbs

in a single  
week.

Almost 250,000 children  
under 5 have already been treated for severe acute malnutrition.



# Children of the cities

As the world's urban centers grow, UNICEF is fighting for the rights — and the lives — of city children.

by Michael Sandler

**E**ach year, over 5 million people travel to Chiang Mai, nestled below the verdant mountains of northern Thailand. Hundreds of ancient temples dot the landscape; multi-million-dollar hotels offer fine dining and luxurious spa treatments. Traditional Thai festivals and nearby wildlife parks vie with shopping bazaars and a lively nightlife scene to keep visitors entertained.

The tourism boom has made Chiang Mai a cultural and economic powerhouse, providing thousands of jobs for residents and improved health and educational opportunities for some of the city's children.

Poon\* was not one of those children.

A year ago, — at the age of nine — Poon fled an abusive home, joining the tens of thousands of homeless children in Thailand's major cities. Poon's mother, a sex worker and alcoholic, had beaten him for years; he imagined that life on the streets of Chiang Mai would be preferable. What he encountered, however, was far worse, particularly after dark. Poon was pimped into the city's sex trade by older boys, and victimized by both locals and tourists. His nights ended in fitful sleep on the cold, dirty sidewalks of the city's red light district.

"I slept in front of 7-Eleven," says Poon. "There were lots of mosquitoes and drunken tourists. And it was cold."

Poon spent a year on Chiang Mai's streets. And that's where he was when a UNICEF-supported group found him. The program reaches out to street kids in the city's brothels and bars and trains them to conduct their own peer outreach. Staff workers met Poon at an outreach event and persuaded him to visit their drop-in center.

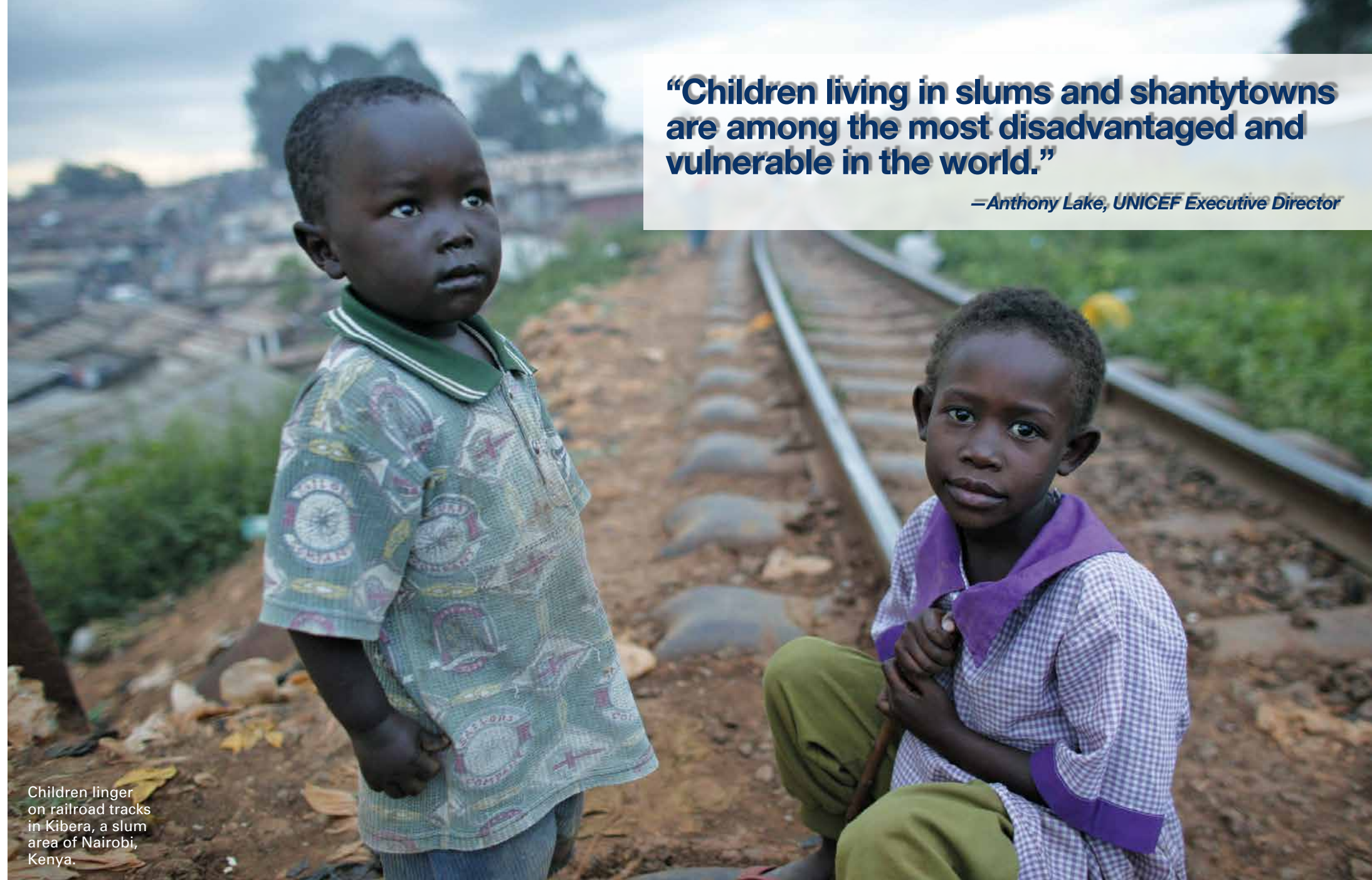
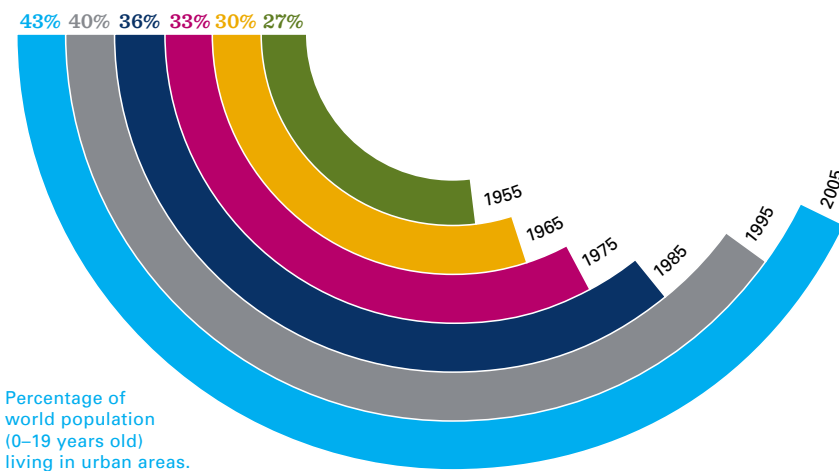
The center provides emergency assistance to many of the city's homeless young people. Like Poon, some are the products of dysfunctional households. Others come from impoverished families who simply can't afford to care for them. Still others are children from neighboring countries who have been trafficked over the border into Thailand's sex industry.

For these children, the center is a ref-

uge — a place where the city's street children can feel safe, make friends, play with toys, and learn. Basic literacy is an integral part of the agenda (like Poon, many street children have dropped out of school), as is sex education, a potential life-and-death issue for children trapped in Chiang Mai's sex trade. "I used to ask him [Poon] informally about HIV and AIDS," says outreach worker Pod Rungrodulporn. "He knew nothing about it."

Today Poon is out of the sex trade and off the streets. He is living in the drop-in center and returned to school in May. But for every Poon, there are untold thousands of other children at risk in cities like Chiang Mai. Half the world's people live in urban areas, including more than a billion children. "For far

### Today, almost half of the world's children live in urban areas.



Children linger on railroad tracks in Kibera, a slum area of Nairobi, Kenya.

**"Children living in slums and shantytowns are among the most disadvantaged and vulnerable in the world."**

—Anthony Lake, UNICEF Executive Director

too many children, those environments are extremely harsh," says Abid Aslam, editor of UNICEF's *State of the World's Children* 2012 report.

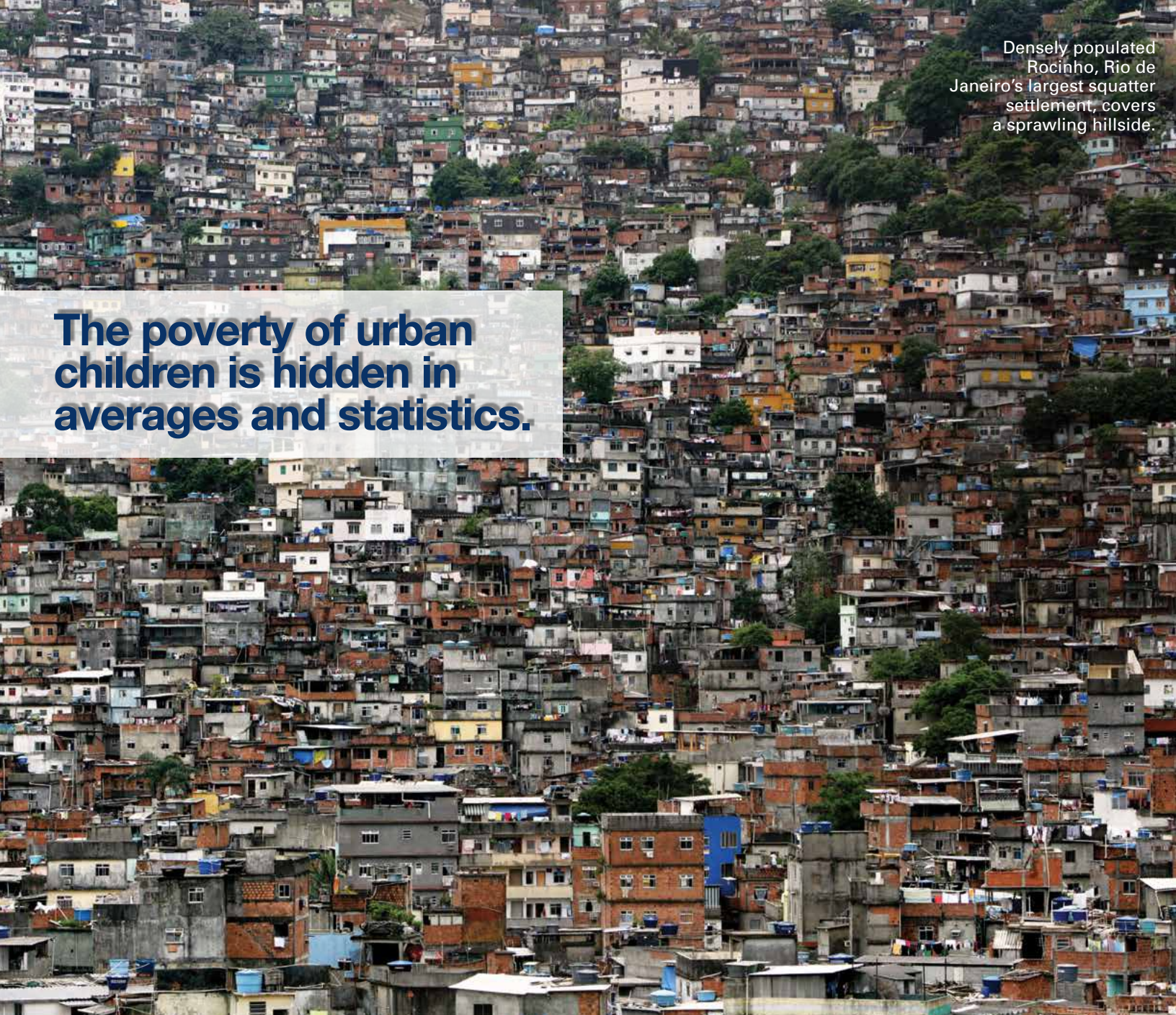
### URBAN RISKS

Urbanization is traditionally associated with economic development and rising incomes. Cities are thought to offer children distinctive advantages: stable housing, a reliable and nutritious food supply, primary and secondary school education, basic health care, and clean

water. And when basic indicators are compared, urban children are — at first glance at least — better off than their rural counterparts. City children are likelier to survive infancy and attend school.

But cities also create distinct hazards for children. Violence against children can often be higher in cities because of the presence of gangs and chronic exposure to crime, says Kerry Constable, an Urban Programming Specialist for UNICEF. HIV infection rates are also elevated. Urban children and adolescents

may have greater access to alcohol and drugs. And there are environmental issues: Both indoor and outdoor air pollution leaves urban children vulnerable to respiratory infections, asthma and lead poisoning. Limited space means children may have nowhere to play but in the streets, with predictable results: Traffic injuries are the second leading global killer of children aged 5-14. And though precise data is hard to obtain, the targeting of children like Poon for commercial sexual exploitation seems to be far more common.



Densely populated Rocincho, Rio de Janeiro's largest squatter settlement, covers a sprawling hillside.

## The poverty of urban children is hidden in averages and statistics.

For millions of urban children — those living in the urban slums and informal settlements that are home to approximately one out of every four children in the world — the advantages of proximity to a city may evaporate completely. Increasingly, these children include the most vulnerable, the poorest of the poor, the children most in need of UNICEF's aid.

"When we think of poverty, the image that traditionally comes to mind is that of a child in a rural village," says UNICEF Executive Director Anthony

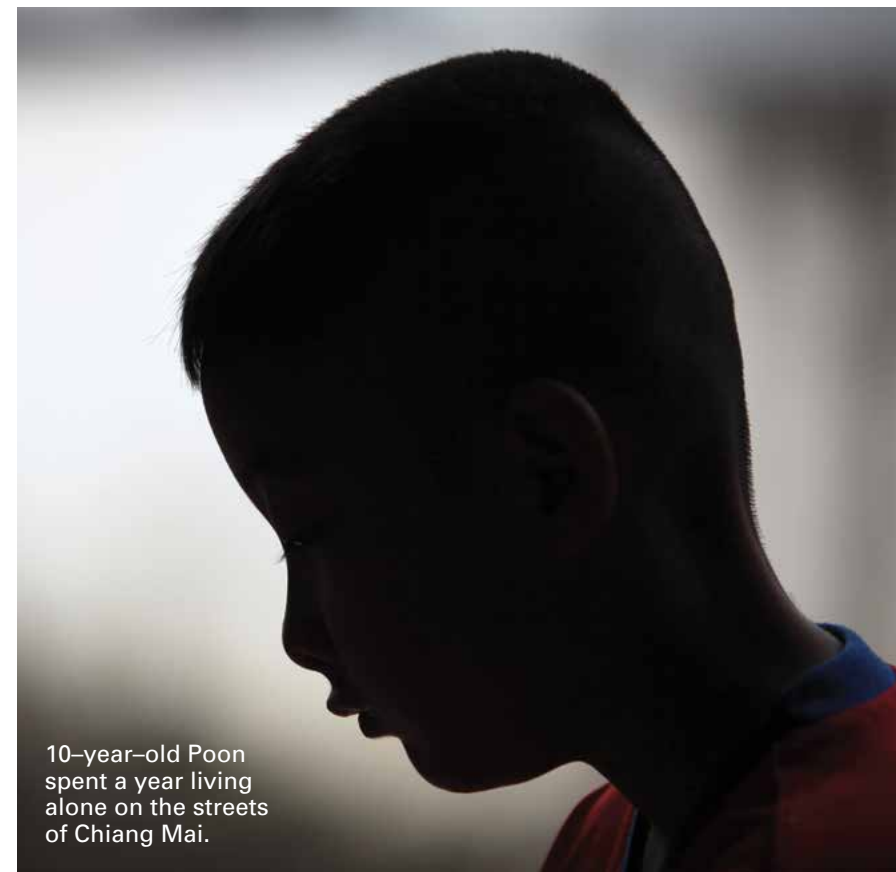
Lake. "But today, an increasing number of children living in slums and shantytowns are among the most disadvantaged and vulnerable in the world, deprived of the most basic services and denied the right to thrive."

Their poverty is masked by the seeming affluence of city life, and hidden in averages and statistics. Yes, 96 percent of urban inhabitants have access to improved drinking water sources versus 78 percent in rural areas. But for the slum dweller, that source may be a public tap, shared with thousands of oth-

ers, that runs freely for just a few hours a day. It's hardly the equal of a kitchen faucet, or even a reliable rural well.

In education, where school fees, enrollment difficulties, and the economic pull of child labor can all serve as obstacles to the poorest urban children, the disparities are particularly striking. In Bangladesh, for example, just 18 percent of children in slums attend secondary school, compared with 53 percent in urban areas as a whole and 48 percent in rural areas. And in Venezuela, the poorest urban children are in school about

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10-year-old Poon spent a year living alone on the streets of Chiang Mai.

© JINGJAI N.

two years less than their rural peers.

In health and nutrition, the deprivations are just as severe. Stunting — low height for age, and a basic indicator of malnutrition — is increasingly as prevalent among the urban poor as it is in the countryside. Among two and three-year-olds in Kenya's slums, for example, stunting stands at well over 50 percent. The rural-urban gap in nutrition for children has narrowed in recent decades, essentially because the situation has worsened in urban areas.

### THE MOST VULNERABLE

Protecting the most marginalized children in a rapidly urbanizing world is one of UNICEF's major challenges — today, and in the coming decades. Correcting the misperception that every urban resident enjoys access to urban services is an essential first step. "It is commonly thought that less than 10 percent of global development aid is going to cities, and some estimates are as little as three percent," says Constabile.

And while UNICEF has an arsenal of tried-and-true techniques for improving children's lives, urban settings present unique obstacles. "There's a lack of stability, a lack of property ownership, a lack of birth registration," says Constabile. "It can be very difficult to program in cities, because so many children and adolescents don't have any identification." So UNICEF has spent the last decade piloting programs to find the best ways to reach the vulnerable urban poor, creating city-specific interventions that are every bit as effective as a packet of oral rehydration salts for a dehydrated child.

One such program is Safe and Friendly Cities for All, a joint effort with UN Habitat and UN Women that was launched in June 2011. The five-year program targets violence against women, youth, and children in eight cities: Beirut (Lebanon), Dushanbe (Tajikistan), Manila (Philippines), Marrakesh (Morocco), Nairobi (Kenya), Rio de Janeiro (Brazil), San Jose (Costa Rica), and Tegucigalpa (Honduras). In

## Disparity in the Cities

**IN BANGLADESH:** 18 percent of slum children attend secondary school; 53 percent do in urban areas as a whole.

**IN VENEZUELA:** The poorest urban children average two years less schooling than their rural peers.

**IN KENYA:** Over 50 percent of two-year-olds in Kenya's slums are "stunted" — a measure of low height for age and an indicator of malnutrition.

**IN TAJIKISTAN:** Poor girls in urban areas average three years less schooling than their rural peers.

each city, the Safe program is designed by the three partner agencies with collaboration from municipal authorities and local advocacy groups to address violence in its specific local forms. "In Tegucigalpa, for example, there are very high levels of gang violence involving boys, so that's where the program will focus," says Constabile.

Some urban programs may take UNICEF into uncharted territory. "We'll have to focus on issues affecting children that we haven't traditionally focused on," says Constabile, "like environmental health, respiratory health, and waste disposal." Others will expand on successful, long-running UNICEF initiatives — providing shelter and support for street kids like 10-year-old Poon. These programs, old and new, may not eliminate the disparities that make life so challenging for the urban poor, but for many they will break down barriers, rebuild lives, and allow for the possibility of a healthy future — as they have for Poon.

*\*Name changed to protect identity.*



U.S. Fund supporter Luly Samuels visiting a UNICEF-supported Child Friendly School in Nepal.



Carly Segal, Thomas Pierce, Monica Tai, Meri Barnes, Brooke Worthington, and Jaime Jimenez at the Next Generation Photo Benefit in May. Proceeds supported the UNICEF Tap Project.



U.S. Fund Southwest Board members Pershant and Nidhika Mehta, UNICEF Ambassador Dayle Haddon, and U.S. Fund Senior Vice President of Development Robert Thompson at the UNICEF World Ball in Houston, Texas.



U.S. Fund Southern California Board member Christina Zilber, UNICEF Advocate for Children Affected by War Ishmael Beah, and Christina's son, Emmanuel Zilber, at the Saving Children: A Speakers Series lunch featuring Beah.



During a field visit to the Philippines, Eliminate Project supporters Dato' Wong Foon Meng and Wu-Tien Huang speak with a health worker as she prepares the tetanus toxoid vaccine.



U.S. Fund Atlanta Board member Gulshan Harjee and U.S. Fund supporter Bobbie Bailey at the UNICEF Experience in Atlanta, Georgia.

# Making Measles History

Gates challenge grant fights vaccine shortfall

Measles is one of the deadliest diseases threatening children, claiming over 100,000 young lives every year. The exceptionally contagious respiratory infection often leaves survivors with lifelong disabilities and costs the global economy millions of dollars annually.

With the generous support of donors, UNICEF and its partners have helped to immunize over 1 billion children since 2001 and reduced measles deaths by 78 percent.

But serious shortfalls in funding are challenging these successes. Left unchecked, a rebound in measles could result in an estimated 1.7 million additional deaths globally by 2013.

To help prevent this from happening, the Bill & Melinda Gates Foundation has committed \$5 million for the UNICEF Measles Challenge. These funds will double the impact of new contributions to support the immunization of children against measles.

On March 6, the U.S. Fund for UNICEF hosted a panel discussion on the pressing issue of global child immunization. Moderated by Dr. Richard E. Besser, Chief Health and Medical Editor at ABC News, experts included Dr. Nicole K. Bates, Senior Program Officer at the Bill & Melinda Gates Foundation; Dr. Stephen L. Cochi, Senior Advisor to the Director, Global Immunization Division at the CDC Center for Global Health; and Dr. Jos Vandelaer, Chief of Immunization at UNICEF.

To see highlights from the panel and learn more about the UNICEF Measles Challenge, please visit: [unicefusa.org/work/health/measles-challenge](http://unicefusa.org/work/health/measles-challenge).



Fareed Zakaria speaks at the U.S. Fund for UNICEF Annual Meeting dinner.

# Reflection & Resolve

Spirited sessions mark U.S. Fund Annual Meeting

More than 300 supporters — including donors, volunteers, corporate partners, foundations, non-governmental organizations, and UNICEF Ambassadors — gathered in New York City in May for the U.S. Fund's 2012 Annual Meeting.

Celebrated journalist and author Fareed Zakaria kicked off the event with a keynote speech about innovation and optimism at the opening dinner on May 3. During the following day's general session on May 4, attendees heard from UNICEF emergency experts in a discussion led by ABC's Cynthia McFadden and learned about efforts to engage America's youth as global citizens from the U.S. Department of Education's Maureen McLaughlin.

Special presentations on the U.S. Fund's most creative partnerships and initiatives were offered by partners, including Olivia Harrison of the George Harrison Fund for UNICEF; Lauren Bush Lauren, co-founder of FEED Projects; and Randolph DeLay, chairman of Kiwanis International's The Eliminate Project.

Special remembrances of two late, beloved UNICEF Ambassadors, Danny Kaye and Audrey Hepburn, featured moving tributes from Kaye's daughter, Dena Kaye, and Hepburn's son, Sean Hepburn Ferrer.

UNICEF Ambassador Lucy Liu capped off the meeting by sharing inspiring stories of her travels abroad and her work with UNICEF.

CLOCKWISE FROM TOP LEFT © U.S. FUND FOR UNICEF/THOMPSON, © LAUREN FARMER, © LEE SALEM OF LEE SALEM PHOTOGRAPHY, © KIM COFFMAN, © UNICEF PHILIPPINES/2012/PALASI, © PAULA GOULD, © U.S. FUND FOR UNICEF/R. BRUNO

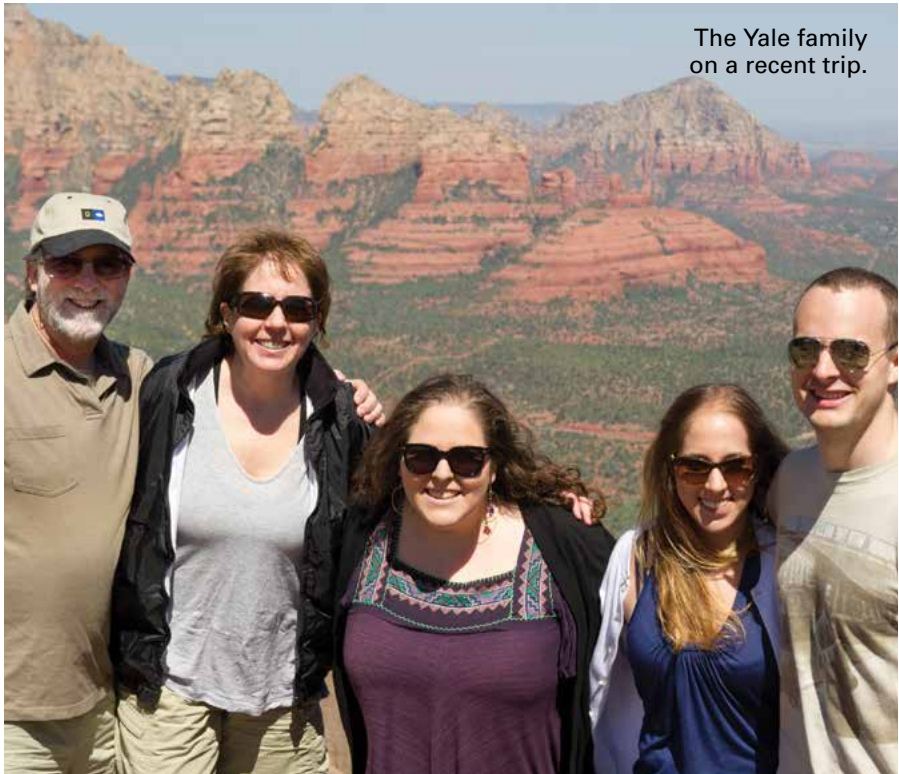
Gary  
Yale

HOMETOWN:  
*Los Angeles, CA*

UNICEF SUPPORTER SINCE:  
*2009*

Gary Yale has served on the U.S. Fund’s Southern California Regional Board for more than three years. His wife, Leah Bishop, and grown daughters, Elizabeth and Rebecca, are also enthusiastic UNICEF supporters. Elizabeth was a speaker at this year’s Annual Meeting in New York. She and Rebecca are active members of UNICEF’s Next Generation and have both accompanied their father on UNICEF field visits (Rebecca to Rwanda, and Elizabeth to Haiti).

**Your entire family is active in UNICEF. How did that happen?**  
My daughter Rebecca and I both attended NYU and we got to know Leslie Goldman, who was NYU’s Director of Development before she joined the U.S. Fund for UNICEF as the organization’s director of major gifts. Shortly after Leslie started at the U.S. Fund, she visited me in L.A. and we started talking about UNICEF. It was a real eye-opener. I had never really understood UNICEF’s mission, or how dependent it was on



private fundraising. I was looking to get involved in a global humanitarian cause and suddenly I was hearing about this organization that does so much good and does it so well. UNICEF works with local governments and organizations, so that the help is coming through local people, not all from the outside — I was very impressed with this concept. My daughters then picked up on my passion and became involved in Next Generation.

**How do you talk about this issue to people who might not be as familiar with UNICEF’s work?**  
I tell them we’re not talking about numbers. We’re not talking about statistics. We’re talking about human lives. When you see the faces of these kids and talk to the parents, you realize deep inside they’re not any different from us, and that these deaths are simply not acceptable.

**You’ve traveled to Rwanda and Haiti with UNICEF. What’s stayed**

**with you from those trips?**  
There are so many things. In Rwanda, to go into hospitals and see newborns in incubators — incubators that would not be there except for UNICEF — you realize that these children would not be alive if it wasn’t for this organization. That was an incredible experience. Going to the field is a real opportunity to experience what UNICEF is all about, and to understand how they do it. I’ve come back from those trips feeling completely recharged and proud to be a part of this mission.

**How does being a parent influence your involvement with UNICEF?**  
I’ve never had to worry that my child won’t wake up tomorrow morning, dying from a preventable cause, before they reach the age of five. A parent in Rwanda has the same love for their children that I do, the same hopes — but they have to live with that fear all the time. As a parent, if I can do something about that, I am going to do it.

COURTESY OF GARY YALE

Enid  
Draluck

HOMETOWN:  
*Atlanta, GA*

UNICEF SUPPORTER SINCE:  
*2008*

Enid Draluck works as the executive director of a family foundation. An avid UNICEF supporter, she serves on the U.S. Fund’s Southeast Speaker Series Committee and recently chaired the Planning Event Committee for the hugely successful UNICEF Experience fundraising exhibit in Atlanta.

**In general, when did you first become interested in giving back?**  
My parents were always involved in our synagogue, so I think that’s probably how it started with me. Part of it stems from a big tenet in Judaism, *tikkun olam* — taking care of the world. The mindset in my household when I was growing up was you always rooted for the underdog. I had a horrible car accident 17 years ago, and every day, the thought of it reminds me that I was left here for a reason. Whatever little mark I can make, I’m going to do it.

**Why should Americans support children in developing countries?**  
I know that there’s a huge need in this country to help children, but there’s also a support system here. Children in many other countries have nothing like that. What motivates me is trying to level the playing field, especially for women and children. When you look at what’s going on in the Horn of Africa — I don’t know how you can consider yourself a citizen of the world and not do something to help.

COURTESY OF ENID DRALUCK



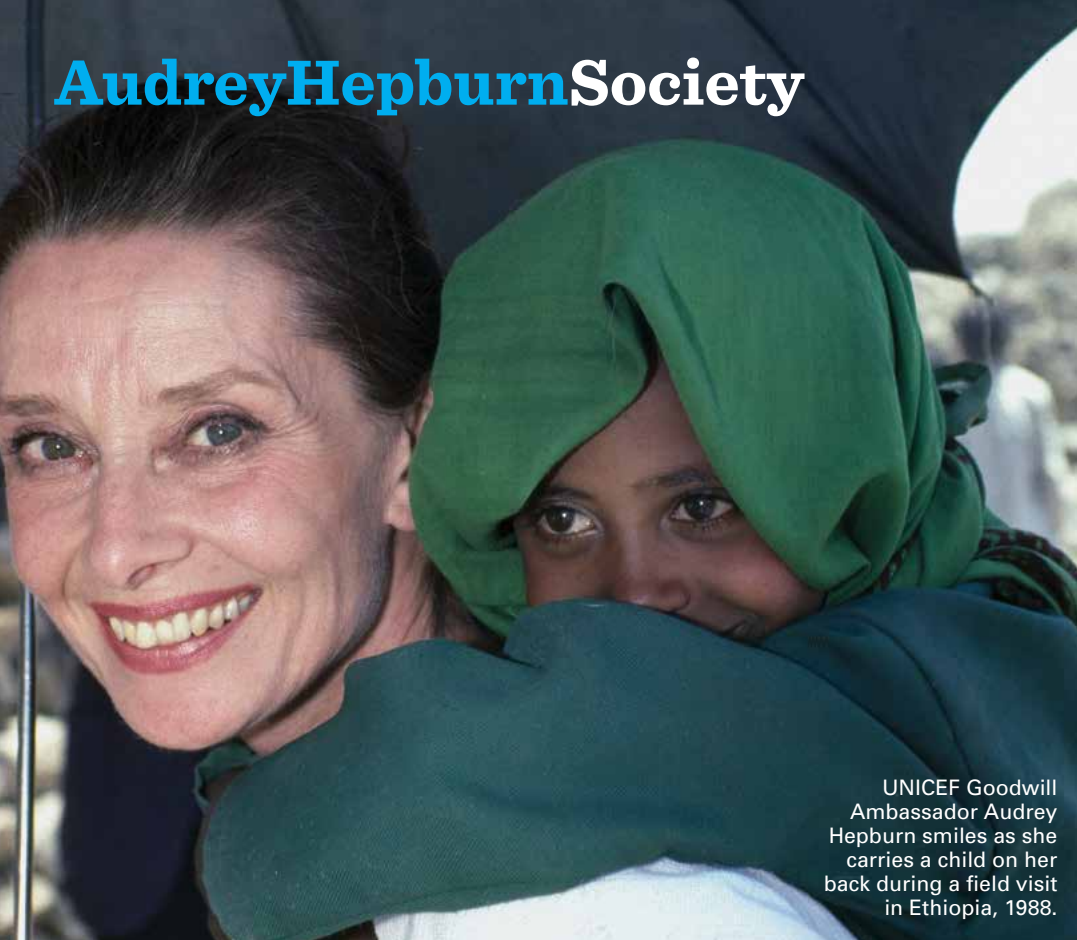
**Why did you choose UNICEF?**  
When you deal with international giving, you have to be skeptical. But with UNICEF, I know exactly what I’m spending my money on, especially through the Inspired Gifts program. UNICEF is also in so many countries, and from what I can tell, doesn’t seem to have an ego in any of these places. I am impressed with the collaborative efforts — UNICEF and NGOs working together is the only way some of this can get done.

**What do you tell other people to inspire them to get involved with UNICEF?**  
UNICEF has a very clear message — to save the children of the world. Children

are the future. They also often do not have a voice. I believe that, as a human being, you have to be a voice for people that don’t have one, and UNICEF does that for children.

**Do you think we will reach a day when zero children die of preventable causes?**  
I do. I have to be optimistic. And I don’t feel like I have the privilege to stop trying.

*At the U.S. Fund for UNICEF, 90.5 cents out of every dollar donated goes to help children around the world. To learn more about UNICEF’s work, please visit [unicefusa.org](http://unicefusa.org).*



UNICEF Goodwill Ambassador Audrey Hepburn smiles as she carries a child on her back during a field visit in Ethiopia, 1988.

## Building for the Future

**T**he Audrey Hepburn® Society, the U.S. Fund's recognition group for individual donors, is working to galvanize young philanthropists by expanding to include members of UNICEF's Next Generation.

The Audrey Hepburn Society was created last year to acknowledge the power that one person can make by supporting UNICEF's lifesaving work, and offers special acknowledgment and opportunities to those who give \$10,000 or more within a fiscal year. The expansion allows Next Generation members — a diverse group of young professionals, ages 21 to 40, who have demonstrated a commitment to UNICEF's mission — to join the Society by contributing \$5,000 or more annually.

Now in its third year, Next Generation has already raised over \$1.8 million for UNICEF programs worldwide including nutrition projects in Guatemala and emergency relief efforts in the Horn of Africa.

"When I was born, around 36,000 children died every day from preventable causes; now 21,000 do," says Next Generation Chair Jenna Bush Hager. "This new bridge between UNICEF's Next Generation and the Audrey Hepburn Society gives us a remarkable opportunity to help get that number to zero."

These committed young donors represent the future of the U.S. Fund for UNICEF, says Robert Thompson, U.S. Fund Senior Vice President of Development.

"By creating a Next Generation giving level within the Audrey Hepburn Society, the U.S. Fund offers younger activists the opportunity to be a strong voice for the world's most vulnerable children," says Thompson. "It ensures that we will continue to be able to provide the resources to reach zero preventable child deaths and to support the development and growth of children in the decades to come."

To join the Next Generation level of the Audrey Hepburn Society, please visit [unicefusa.org/audreyhepburnsociety](http://unicefusa.org/audreyhepburnsociety). For more information on UNICEF's Next Generation, please visit [unicefusa.org/nextgeneration](http://unicefusa.org/nextgeneration). Audrey Hepburn® — Trademark of Sean Ferrer and Luca Dotti. All Rights Reserved.

## Upcoming Events

*The UNICEF Drive for Zero Golf Classic*  
Monday, October 15, 9 A.M. – 6 P.M.  
Manhattan Woods Golf Club  
West Nyack, New York

*The UNICEF Masquerade Ball*  
Wednesday, October 31, 8 P.M. – 1 A.M.  
New York City

*Trick-or-Treat for UNICEF*  
Wednesday, October 31  
Preorder your collection boxes at [trickortreatforunicef.org/preorder](http://trickortreatforunicef.org/preorder) or by phone at 1-800-FOR-KIDS.

*Snowflake Ball*  
Tuesday, November 27, 2012  
New York City  
[unicefusa.org/snowflakeball](http://unicefusa.org/snowflakeball)

For more information and tickets for events, please contact Jennifer Lopez at 212-880-9131 or [events@unicefusa.org](mailto:events@unicefusa.org).

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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/plannedgiving](http://unicefusa.org/plannedgiving).

# BELIEVE IN **ZERO** **PREVENTABLE CHILD DEATHS**

At the U.S. Fund for UNICEF, 90.5 cents of every dollar we receive goes to programs that help children. Just 6.6 cents per dollar is spent on fundraising, and only 2.9 cents on administrative costs.

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



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