

Global Citizenship Fellowship

Quarterly Update

July 1–September 30, 2016

Welcome Class of 2017 Fellows

The Class of 2017 Global Citizenship Fellows comprises of 18 Fellows, of which eight are returning as second-year Fellows. Across 12 cities, Fellows take on the role of motivating networks of volunteers, faith-based communities, schools, universities, advocates, elected leaders and others to put “Children First.”

In the first quarter of their service, Fellows engaged and inspired nearly 16,000 constituent touch points through educating, advocating and fundraising on behalf of the U.S. Fund for UNICEF — this is the largest number of advocates engaged in the first quarter since the Fellowship started in 2012. Of that, Fellows had direct engagements with 13,631 students, sharing UNICEF’s work around the world and how they can take action in the United States.

Fellows are supporting and leading 14 Congressional Action Teams, hosting local meetings with representatives and senators, and inspiring members of their communities to advocate for the world’s children. The UNICEF Next Generation community has grown to more than 600 members, and this quarter, members are raising funds to reduce violence in Jamaica through the Violence Interruption Program.

Over 48,000 registered volunteers in all 50 states mobilized around the Olympic Refugee Team, advocated to President Obama and other world leaders to put refugee and migrant children first and started to gear up for the Trick-or-Treat for UNICEF campaign. The High School and Campus Club program opened Club registration in August and had 511 clubs registered by the end of September. This dynamic group of Fellows looks forward to what the rest of the year has to bring!

The Class of 2017 Global Citizenship Fellows gather in New York City for a July orientation.



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Top right:
Ruhi Rahman and
Michael Grudzinski
at the U.S. Fund for
UNICEF booth
at ICON.

Bottom left:
Chandni Jain
(third from right)
and the amazing
kids who put on the
lemonade stand.

Key Clubbers Take on the Eliminate Projects

Atlanta was the host of the largest Key Club event of the year: Ruhi Rahman, Atlanta Fellow, and Michael Grudzinski, Director of Global Cause Partnerships, represented the U.S. Fund for UNICEF at the Key Club International Convention (ICON), with more than 1,200 Key Clubbers from across the globe.

Key Clubbers are one of the strongest student communities and are proud supporters of Trick-or-Treat for UNICEF since 1994. Key Club has raised more than \$7 million for child survival and development programs, including The Eliminate Project, which aims to eliminate maternal and neonatal tetanus (MNT), a deadly disease that kills one baby every 11 minutes.

Lemon Squeeze for Refugees

Chandni Jain, San Francisco Fellow, supported a group of mothers and children who came together in Gilroy, California, to host a lemonade stand and raise money for refugees. The Church of Jesus Christ of Latter-day Saints encouraged them to help lift the burdens of refugees in any capacity that they were able. Through their lemonade stand, the mothers and children raised \$130 for the refugees.

"We wanted the kids to have the experience of turning in the check to the fine people at the U.S. Fund for UNICEF in downtown



San Francisco. Chandni scheduled a conference room and showed the kids a slideshow about where their money would go and exactly what goes on at UNICEF. Going into the meeting, I was worried that \$130 was not very much and couldn't do much to help. Boy, was I wrong! We learned so much about helping refugees, UNICEF, and how to help others while having fun. We will always remember this experience. We will always remember UNICEF. We will always remember there are others who need our help, and we have the power to do something about it." said Randi Sue Adams.

Fellows Help Kick Off ALEX AND ANI Partnership

This year, USF partnered with ALEX AND ANI to raise nearly \$2 million to help children affected by natural disasters and conflict. To kick off the partnership, Kelly Procida, Constituent Engagement Fellow, and Jessica Morris, Boston Fellow, visited the ALEX AND ANI world headquarters to share with employees how they can make a difference in children's lives.

Kelly and Jessica brought virtual reality film headsets so the team could experience what life is like for one Syrian refugee girl, Sidra. There were emotional reactions to the film, as it simulates the reality of life as a young girl in a refugee camp. Fellows shared an Early Child



BOTTOM: © U.S. FUND FOR UNICEF/ADAMS; TOP: © U.S. FUND FOR UNICEF/RAHMAN

Top left:
(Left to right)
Jessica Morris and
Kelly Procida at
the ALEX AND ANI
headquarters during
their employee
engagement day.

Bottom right:
The Southeast
Regional Team,
Fellows and
volunteers at the
Experience UNICEF
event in Atlanta.



Development (ECD) kit, which UNICEF uses to create a safe learning and play environment for children up to six years of age. With 37 items inside, all carefully selected, children are able to develop skills for thinking, speaking, storytelling, feeling and interacting with others.

Fellows Support the Growth of a Movement

Beginning this year, Hannah Gould, End Trafficking Fellow, and Cambria Findley-Grubb, Los Angeles Fellow, are serving in new roles as Advocacy Leads for the Global Citizenship Fellows. As Advocacy Leads, Hannah and Cambria support the Congressional Action Teams, a diverse group of constituents ranging from high school students to Board Members to working professionals, in becoming effective advocates. They pursued this role out of a common passion to encourage individuals to learn the power of their own voice to affect change. By harnessing the power of our

grassroots supporters through National Congressional Action Team calls, Hill Day and advocacy trainings, Hannah and Cambria hope to support the growth of a movement that puts children first. Hannah and Cambria gained important skills in leadership, communication, facilitation and managing volunteers, as well as knowledge of leveraging UNICEF supporters' voices to win the hearts and minds of government leaders.

Families Experience UNICEF

In September, Laylah Copertino, Miami Fellow, and Spencer Bailey, Nashville Fellow, joined Ruhi Rahman, Atlanta Fellow, and the rest of the Southeast Regional team in Atlanta for the Experience UNICEF event. This event was a unique opportunity for Atlanta families to experience the lifesaving work of UNICEF without having to board an airplane or pack a suitcase. With over 15 experiential activities, kids, parents and donors could actively learn about the full range of UNICEF's work for children — ranging from a water walk to an opportunity to global story time.

The Southeast fellows supported this event by facilitating activities that deeply engaged attendees and volunteers both emotionally and intellectually. Johnna, a volunteer and former Youth Board member, described the fun and interactive event: "It engaged families in discussions and activities that challenged them to think about how we can make the world better for children. It not only educated families about the challenges children face all around the world, but also showed how they can help. ■



BOTTOM: © U.S. FUND FOR UNICEF/WOODWARD; TOP: © U.S. FUND FOR UNICEF/RAIMSEY

Program Activity – Quarter One

The Global Citizenship Fellowship brings together networks of volunteers, faith-based communities, schools, universities, advocates, elected leaders and others who educate, advocate and fundraise on behalf of UNICEF in the United States. These engagements are tracked and accounted for in the Winning Hearts and Minds approach.

15,782 Total number of constituent touchpoints	13,631 Students reached through direct engagement	7,981 Constituents reached through volunteer engagement	7,188 New informed supporters	6,734 Constituents engaged through volunteer recruitment or training
3,703 Constituents engaged through general global education	2,656 Campus Initiative touch points	2,278 Volunteers reached through UNICEF Ventures	1,845 Global Cause Partnerships touch points and webinars	1,082 Constituents engaged through third-party events

Class of 2016 Global Citizenship Fellows

Spencer Bailey, Nashville
Allison Casey, High School Clubs
Laylah Copertino, Miami
Whitney Cross, Chicago
Edgar Cruz, End Trafficking
Stephany Cruz, Seattle
Tori Curbelo, New York City
Julia Dickhaus, Campus Initiative
Cambria Findley-Grubb, Los Angeles
Hannah Gould, End Trafficking
Bridget Harvey, UNICEF Next Generation
Chandni Jain, San Francisco
Emiliana Lopez-Echeverri, Dallas
Jessica Morris, Boston
Kathi Ackerman Porter, Houston
Kelly Procida, Constituent Engagement
Ruhi Rahman, Atlanta
Joy Robertson, Washington, D.C.

U.S. Fund for UNICEF Global Citizenship Fellowship Leadership Team

Kristi Burnham, Vice President, Community Engagement
Taruna Sadhoo, Director, Global Citizenship Fellowship
Whitney Johnson, Deputy Director, Global Citizenship Fellowship
Mandy Sharp-Eizinger, Manager, Global Citizenship Fellowship
Danielle Goldberg, Deputy Director, Community Mobilization
Emily Pasnak-Lapchick, Manager, End Trafficking Project
Laura Restrepo, Manager, Youth Engagement
Donia Quon, Assistant Director, UNICEF Next Generation

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The United Nations Children’s Fund (UNICEF) works in 190 countries and territories to put children first. UNICEF has helped save more children’s lives than any other humanitarian organization, by providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief and more. The U.S. Fund for UNICEF supports UNICEF’s work through fundraising, advocacy and education in the United States. Together, we are working toward the day when no children die from preventable causes and every child has a safe and healthy childhood. For more information, visit www.unicefusa.org.