



NextGen

Boys attend school at
Hemonto Government
Primary School in
Rangamati



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UNICEF NEXTGEN

Thanks to you! Your 2020 Gratitude Report



Dear NextGen,

In these challenging times, we want to express our heartfelt thanks to you as a valued NextGen supporter.

You embody what it means to be a global citizen – one who plays an active role in your local and global community and collaborates with others to make our world more equitable and sustainable. Your dedication to protect vulnerable children is making a difference in the world and because of your generosity, our organization can continue to adapt and thrive today, even amidst a global health emergency. For this, we are truly grateful.

The enclosed ***Gratitude Report*** is a celebration of how you are providing hope for countless individuals, families and communities. Each gift you've made and helped influence represents an opportunity to transform a life for the better.

After you read these stories, **we encourage you to share your story with us!** We would be honored to hear why you joined NextGen to support UNICEF's work to ensure every child has a safe and healthy childhood. Please write to nextgen@unicefusa.org with your "Why UNICEF" story.

Thank you for all you do to make our work possible during this unprecedented time, and thanks for committing to us into the future. Together, we will make this world a world fit for children. I cannot express the depth of gratitude the NextGen team and I have for your determination to create a brighter tomorrow for children across the globe. We are so lucky to have you in our UNICEF family.

I'd also like to take this time to share with all of you that I have accepted the role of Global Lead, UNICEF Next Generation. In this role, I'll work with our UNICEF National Committee and Country Office colleagues to develop and support NextGens around the globe. I will still be part of the UNICEF NextGen family here in the USA and will work with you to continue to grow and strengthen our global network of leaders for the world's children. I want to thank you, NextGen USA, as well as our communities in Italy, Thailand and the UK, as it is because of your dedication, passion, influence, capital, networks and success that we are now able to officially and strategically expand to new countries. Excited to join together for our NextGen Global takeover!

With many thanks and best wishes,

A handwritten signature in grey ink that reads "Casey Rotter".

Casey Rotter
Founder, UNICEF Next Generation



UNICEF MYANMAR/2018/NYAN ZAY HTET

“Handwashing is quite fun,” Ashrafa says. “My teacher taught me how to wash my hands properly, so now I can teach others how to do it.”

Stopping the Spread of COVID-19

Helping Children Take an Active Role in WASH

Around the world, communities are taking precautions to help slow infection rates of COVID-19 by practicing social distancing.

But for the more than 850,000 Rohingya refugees from Myanmar living in cramped conditions in what is effectively the world’s largest refugee camp, maintaining distance from other members of the community is easier said than done.

Many of the children in densely populated areas have already been doing one of the most important things they can to protect themselves: washing their hands thoroughly and regularly.

Two and a half years ago, Rohingya children arriving in the camps had little or no access to water or sanitation facilities. UNICEF and partners moved quickly to establish basic water, sanitation and hygiene (WASH) services, helping to contain the risk of

a major disease outbreak.

UNICEF set up around 2,500 learning centers, each equipped with a handwashing station providing soap and clean water, which made it possible to reach hundreds of thousands of Rohingya children with lessons on good health and hygiene – including how to wash their hands properly.

The temporary closure of the learning centers because of the COVID-19 outbreak doesn’t mean children’s access to education is on hold. UNICEF is helping teachers, parents and caregivers conduct lessons at home by providing teaching guidelines, workbooks and other learning materials.

The hygiene practices children have learned are more essential than ever during this time. Nine-year-old Ashrafa understands the importance of handwashing – and he actually enjoys it! ●

Fighting for Children during COVID-19

Giving of every type continues to be the difference in the lives of children in need all over the world. Please take a look at how your generosity creates better outcomes throughout the world.

In 2018, UNICEF Helped Reach or Provide:



18.6 million

people gain access to safe water



10.8 million

people gain access to basic sanitation



4 million

severely malnourished children



11.3 million

children with individual learning materials



2.36 billion

doses of vaccines procured for children in more than 100 countries

With your help and alongside government authorities, the CDC, WHO, and other UN agencies, UNICEF have been able to achieve the following since the onset of the outbreak:

- Provide communication, supplies, healthcare, and education support to countries already affected and countries preparing for a potential increase in cases.
- Mobilize key governments, local partners and private sector agencies to mitigate the impact of the outbreak on programs.
- Support governments with the procurement of personal protective equipment for healthcare workers, including gowns, gloves, and masks, as well as oxygen concentrators and medicine.
- Ship more than:
 - 5.2 million gloves
 - 1 million surgical masks
 - 267,831 N95 respirators
 - 230,395 gowns
 - 13,128 goggles to countries across the world.



Children at Jibreen shelter attend basic preparation classes in 20 classrooms rehabilitated by UNICEF and other education sector partners.

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Moreover, thank you for your continued support of Syria and the surrounding region!

Education continues for children

With no clear date for when school will resume, children in Syria and across the globe are finding ways to continue learning despite the challenges.

The UNICEF-supported Self Learning Program is designed to help children who dropped out of school or are at risk of dropping out. Today, the curriculum is helping children and parents to continue learning even when schools are suspended. The program contains the main subjects such as Arabic and English languages, math and science.

In Deir Ez Zor city, 9-year-old Masa is trying to keep a regular schedule.

"I get up in the morning as if I am going to school. I make my bed, wash up and have breakfast with my family. After that I sit with my sister to start studying," she says. "After studying, I get to play with my dolls."

In Ar-Raqqa city, 12-year-old Maram is continuing her learning by using the Self Learning Program books she received.

"My mother offered to teach me at home using the self-learning books. Together we put a weekly study program for all subjects, and we have followed it since I stopped going to school," Maram says.

"I was shocked when I heard that the education would be suspended in Ar-Raqqa. I thought I would lose out on learning again," says Maram.

Masa and Maram agree that learning at home is not as great as at school, but it is better that they are both able to keep on learning regardless. ●

NEXTGEN Accomplishments

You hosted 43 events and activities and 30+ planning meetings in-person and virtually this year!



\$345,365

LA Masquerade Ball
October 26, 2019



\$15,555

**Chicago Time Capsule:
Standing on Stardust**
November 3, 2019



\$73,989

Atlanta Art Party
March 7, 2020

Collectively, NextGen raised a total of over **\$2 million** for children!

Your persistency, your commitment, and your voices supported over 16 activations through our Instagram **#AdvocacyTuesday** campaigns, virtual webinars, fundraising events, written articles, personal fundraising goals and through our newsletter.

You are changing the world, NextGen! **#ForEveryChild.**

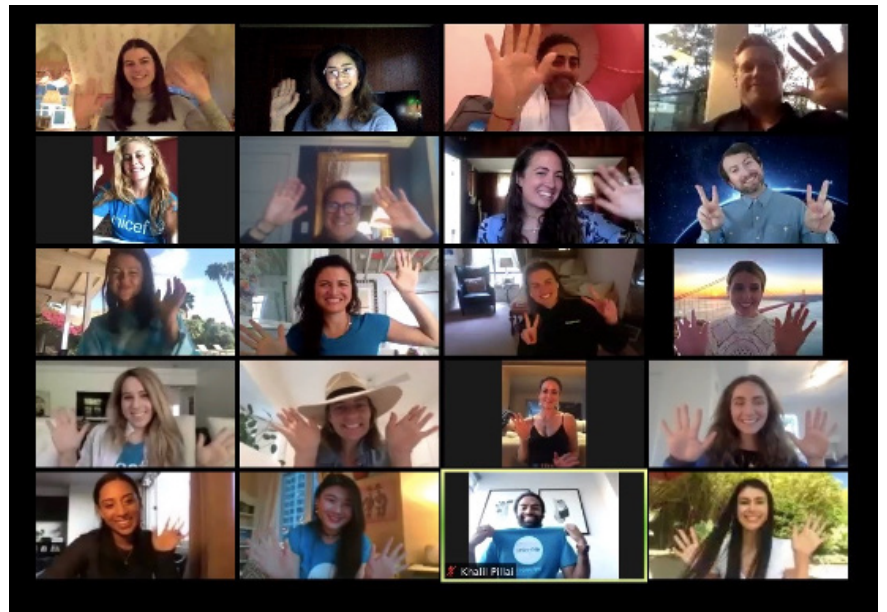


UNICEF WON'T STOP

NextGen played such an important role in making this unique event possible – allowing UNICEF USA to raise over **\$365,000!**

NEXTGEN highlights include:

- Halima Aden - Supermodel, activist, UNICEF Ambassador
- Ross Butler - Actor, UNICEF NextGen
- Sofia Carson - Actor, UNICEF Supporter
- Emma Kathleen Hepburn Ferrer - Granddaughter of UNICEF Goodwill Ambassador, Audrey Hepburn; UNICEF NextGen
- Jenna Bush Hager – Co-host, TODAY with Hoda & Jenna; Founding Chair, UNICEF NextGen
- Kenna – Musician, UNICEF NextGen
- Danielle Simmons – Business Executive, UNICEF NextGen



We were so inspired by the energy you brought to the event and we learned so much from the interviews you conducted with our global fieldworkers and UNICEF experts. We especially loved seeing your faces on our virtual pre-event NextGen “Cheers” hosted by Lisle Richards, Manish Vora, and Carlton DeWoody.

Our NextGen community was able to achieve incredible feats during an unprecedented time of global health emergency. You all adapted on your own personal levels, while maintaining your commitment to this global UNICEF family, helping us achieve the following together:

- Most of the “buzz” pre- and during the event came from our supporters. Twenty-seven (out of 35 tracked) NextGen members educated and activated their social followings on UNICEF and the event itself.
- Through your online promotion, we had a total reach of over 7M followers on Instagram – nearly 20% of the total reach!

Thank you for your work, promotion and dedication to making this event possible.

NextGen Field Visit: Rwanda

February 2020

In February, NextGen Leaders traveled the 18+ hour journey for NextGen's first East African Field Visit to Rwanda – the land of a thousand hills!

The team arrived in Kigali, the capital city, and began their visit at the UNICEF Rwanda office. The Rwanda Country Office provided an in depth briefing of the history of UNICEF's work in Rwanda and their current plan to address Child Protection, WASH, Nutrition, Health and Education in the region. We were struck by their work in more recent years to forge strong partnerships – not just with the local government, which is standard for UNICEF



LA Steering Committee Member, Brittany Letto at a UNICEF supported ECD center in Goma.

– but also with the private sector, in an effort to enhance the quality of life for all children in the region and in many cases, their parents as well (i.e Sorwathe Tea Plantation and ECD centers!)

We spent the afternoon reflecting at the Kigali Genocide Memorial instead – sharing solemn moments together that would help inform our understanding of the country. We then drove through the famous hills of Rwanda, taking in the lush, mountainous surroundings, while en route to the northwestern district of Rubavu, which borders Goma – the capital of North Kivu province in the Democratic Republic of Congo. Each day, around 45,000 people cross that border into Rwanda. The Ebola outbreak in the DRC, coupled with the magnitude of foot traffic over the border each day, required UNICEF to get creative with local communities, government officials, and private partners to create successful public health campaigns to prevent the spread of Ebola.

Here, we met the local radio show duo that was delivering UNICEF programming over the loudspeakers – in the form



The NextGen crew with some new friends at a UNICEF supported water point in Rwanda.

of a hit single, "Ebola!" ([check it out on Youtube!](#)). NextGen also made their first Rwandan radio show appearance (thanks to our own, Brittany Letto, for jumping in LIVE on Kigali radio!),

Who would have guessed that shortly after the trip, the U.S. would become inundated with the COVID-19 pandemic, and everything we'd learned – education, hand-washing, prevention, and symptoms – would be so vital to our own experiences in the U.S.

Other highlights of the visit included our stay at the Sorwathe Tea Factory where we saw UNICEF's work with the private sector, and our visits to Early Childhood Development (ECD) centers. ECD centers are also safe havens, where children have access to nutrition, health services, and toys! Their parents, in turn, have access to safe and affordable (free) care, and kids are able to form bonds with their peers and their adult caretakers, which we know is critical to development. ●



NextGen SC Bay Area member Bridie Gahan at a UNICEF supported ECD center in Goma.



Black Lives Matter

George Floyd, Ahmaud Arbery, Breonna Taylor and far too many others.

These tragic losses will shape generations to come as Black children across the country are witnessing and internalizing systemic racism and brutality on a daily basis.

UNICEF works to prevent xenophobia, discrimination, prejudice, and violence for children. We work tirelessly to see that children's rights are protected, safeguarded, promoted, and represented across all of society's systems at every level. We continue this fight for equity because we know that cycle of inequity is neither inevitable nor insurmountable, and the cost of inaction is too high.

UNICEF was founded upon the principle that collectively, we must ensure children's rights and needs are met. Our NextGen community stands with Black lives. We promise to listen, support and continue to work towards equal rights and opportunity for generations to come.

UNICEF USA is committed to taking meaningful action on these topics moving forward. We will continue amplifying voices to express a simple truth: **Black Lives Matter**. We will use our expertise to spotlight the impact of discrimination, racism, and violence on children, and share guidance on how we can all be part of progress. We will continue to advocate for the passage of legislation that condemns systemic racism.

We will call on Members of Congress to join the **House Resolution 998**, which condemns all acts of police brutality, racial profiling, and the use of excessive and militarized force throughout the country. As a community, we have pushed to have Congress pass the **Justice in Policing Act (H.R. 7120/S. 3912)**, which would finally allow for meaningful accountability in cases of police misconduct, and begin the process of reimagining policing in the 21st Century.

However, the work is not finished. We won't stop until the voices of young people of color are heard and listened to, and all children have equal chances at success. Our work is not finished. **Black Lives Matter.**

"At this time of unrest, UNICEF USA reaffirms its commitment to racial justice, calls for an end to practices that marginalize people of color and stands with all those working for an equitable, just world."

Michael Nyenhuis,
President & CEO,
UNICEF USA



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NextGen, you continue to change the lives of the most vulnerable children worldwide.

Your support in scaling access to safe water in Guinea is needed more urgently than ever. Thanks to you, we raised nearly **\$175,000** towards our goal of **\$200,000** for Guinea this year!

Water for Guinea

Recently, UNICEF reported that an additional 6,000 children may die every day from preventable causes over the next six months as the COVID-19 pandemic continues to weaken health systems and disrupt routine services. UNICEF works tirelessly around the world to prevent the further spread and mitigate the effects of those impacted by COVID-19.

UNICEF demonstrates flexibility across the full range of its programs, ensuring that the needs of the most vulnerable children are prioritized every step of the way. UNICEF's commitment to supporting children before, during, and after emergencies ensures that critical services will continue wherever possible throughout the pandemic and beyond—services made possible by you, our steadfast partners.

COVID-19 continues to weaken health systems and disrupt routine services, and it is impacting existing UNICEF lifesaving programs worldwide. In Guinea this year, UNICEF postponed drilling boreholes in Labe due to confirmed cases of COVID-19—keeping vulnerable communities from accessing safe water when it is needed most. Resources intended for Labe were shifted to

N'Zerekore - another target region of our Water for Guinea program and one not unfamiliar with the impact of health crises, having been devastated by Ebola.

One thing is for sure: water is a critical line of defense against the spread of pandemics. Washing hands and safe hygienic practices are essential. As we look for hope, we can be inspired that more children and families in N'Zerekore will access safe water when it is needed most.

Because of Water for Guinea, these communities now have safe water to help stop the spread of another fatal disease. We are extremely grateful you have decided to be a champion for a project ensuring rural regions are prepared and have services critical to staying healthy. This is incredibly timely. ●

Thank you for your continued support of UNICEF's Water for Guinea program!



NextGen

Thank You NextGen for your continued support!

We hope that this report helps highlight the many ways in which the NextGen community is a remarkable force for change in the lives of children. We are forever in awe of how each one of you works hard to find your place of impact in this great big UNICEF family. Thank you for choosing NextGen – look at what your commitment amounts to in just a single year!

To learn more, contact:

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The United Nations Children's Fund (UNICEF) works in more than 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. UNICEF USA 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 unicefusa.org.