

EVERYCHILD

unicef
UNITED STATES FUND

children first.

Nigeria's
Triumph:
**Polio-Free
Africa**

Child
Refugees:
**What Do
We Know?**

**Get Active.
Save Lives.**

UNICEF Kid Power Inspires
U.S. Children to Fight
Global Malnutrition

SPRING 2016

Welcome

Dear Friends of UNICEF,

For many UNICEF supporters there is a moment — the memory of when UNICEF first entered the consciousness and the discovery of one’s own power to make a difference by supporting UNICEF’s work. This moment often came as a child through Trick-or-Treat for UNICEF, and the realization was a spark that lit a fire for a lifetime, a drive to do good, to help others, to change the world.

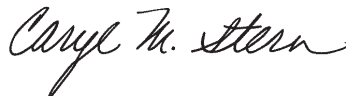
That’s why we are so excited to share the story of UNICEF Kid Power — the new U.S. Fund initiative that has already engaged more than 100,000 children across the country. *Get active. Save lives.* It will surely inspire a new generation of UNICEF supporters for decades to come, while providing critical funding today, in the effort to end severe acute malnutrition.

In this issue, you will also read about the stunning progress in the battle against polio, and how an entire continent was freed from the crippling disease; discover the difficult day-to-day realities of UNICEF’s work on the ground in conflict-torn Yemen, where nearly 10 million children are in need of humanitarian assistance; and learn about the U.S. Fund’s new partnership with the Special Olympics, which will help level the playing field for children with disabilities.

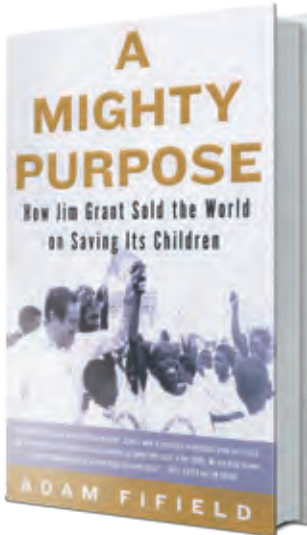
Work such as this is only made possible by your unwavering commitment to UNICEF. We want to thank you again for all you do, for putting children first.



Vincent J. Hemmer, *Chair*



Caryl M. Stern, *President and CEO*



WORTH READING

If you believe in putting children first, this is must reading — *A Mighty Purpose: How Jim Grant Sold the World on Saving Its Children*. Written by Adam Fifiield, a former U.S. Fund for UNICEF editorial director whose journalism has appeared in *The New York Times* and *The Washington Post*, *A Mighty Purpose* recounts how Grant, UNICEF’s Executive Director from 1980–1995, overcame fierce resistance to lead a child-survival revolution. Called crazy and even dangerous, Grant insisted on simple, low-cost solutions for at-risk children across the globe. Enlisting world leaders and rebel commanders alike, he helped UNICEF save tens of millions of children’s lives. According to Bill Gates, Grant was “a remarkable visionary and results-driven leader ... [whose] work is especially inspirational ... We can draw lessons from his leadership now, in our own tough economic times.” For more about *A Mighty Purpose*, visit otherpress.com/books/mighty-purpose/. ■

In This Issue



Page 7

Thumbs Up for UNICEF Kid Power



Page 12

Nigeria Beats Polio and Africa Does, Too



Page 20

The U.S. Fund Visits Refugees in Jordan

FieldNotes

NEWS, FACTS & FIGURES FROM UNICEF

UPDATE

Refugees: What Do We Know?

Five years into the crushing Syrian conflict, hardly a day goes by without a major news source reporting on the plight of those fleeing their country.

And these legions of displaced shine a light on a bigger picture: worldwide, 60 million people are on the run today, more than at any time since World War II. Twenty million of these are refugees. What do we know about them?

We know that more than half of all refugees are women and children.

We know that most of the displaced are running from wars in Afghanistan, Iraq and Syria. Many land in Egypt, Jordan, Lebanon, Turkey and North Africa.

A smaller fraction — 1 million last year — have entered Europe. As European countries close borders and restrict access, many are stuck in temporary settlements, afraid to move back and unable to move forward.

We know that 15,000 Syrian children have braved uncertain futures alone, crossing the border of their homeland unaccompanied, separated from everyone and everything they knew.

We know that too many childhoods are being defined by suffering. UNICEF reported in March that nearly 90 million kids under the age of 7 have spent their entire lives in conflict zones; they remember nothing but war and loss.

Yet we also know that many of these children — whether displaced, migrants or refugees — are above all else resilient. Despite terrible odds, they continue to try to build futures.

Twelve-year-old Saja, who lost her leg in a bombing, plays soccer on crutches at her camp in Aleppo, Syria, and dreams of being a gymnastics coach.

Moheb, also in Aleppo, wants to be a lawyer. He studies after everyone is asleep — in the kind of peace and quiet he hopes he can help his country regain one day. “We have to be united, work together as one and never let each other go.”

In Osmaniye Cevdetiye Camp in Turkey, 16-year-old Erji remembers the day she was torn from her home, belongings and friends four years ago. Asked if she has a message for the world’s children, Erji says, “Please do not forget that we are kids like you. Once we all had normal lives, just like you. Try to understand us.”

Learn more: unicefusa.org/refugees. ■

In Baghdad, an Iraqi girl peeks out from the tent that has sheltered her family since they were forced from their home by war.

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FUNDRAISING

Tap at 10

Ten years of clean, safe water for kids! Since 2007, the UNICEF Tap Project has been inspiring a new generation of Americans to support UNICEF's water, sanitation and hygiene (WASH) programs. This March, participants were challenged to put down their cellphones to unlock donations contributed by our national partner, Giorgio Armani Fragrances, and by S'well®. To date, the Tap Project has raised nearly \$6 million and supported WASH initiatives in 12 countries.



Q&A

Heidi Klum Visits India with UNICEF



Supermodel, television host, businesswoman, fashion designer, television producer and UNICEF Supporter Heidi Klum offers three takeaways from her September/October 2015 visit to India.

What are UNICEF's goals for children in India? UNICEF knows hygiene, nutrition, education and health and social development are interconnected. So UNICEF promotes the rights of children, adoles-

cents and mothers by reducing inequities based on caste, ethnicity, gender, poverty, region or religion.

Are vaccines still a big need? Absolutely! UNICEF-supported immunization campaigns against polio, measles, tetanus, tuberculosis, diphtheria and other diseases help save millions of children each year. UNICEF's work is one reason India was certified "polio-free" in 2014, a huge milestone.

What special challenges do Indian girls face? I met with adolescent girls in Mirzapur, where UNICEF provides safe spaces for them to learn about menstrual hygiene, pursue education and discuss early marriage and breaking out of poverty. The girls radiated confidence. Learning to speak out has empowered them to meet their potentials.

See the trip video at unicefusa.org/heidiklum.

PARTNERSHIPS

Rise Up & Learn!

In February, during Black History Month 2016, the U.S. Fund for UNICEF unveiled the Rise Up and Learn campaign, a partnership with faith-based African-American leaders and churches nationwide to support education in Africa. The initiative built upon the success of last year's campaign, which supported UNICEF's work in helping to stem Liberia's Ebola epidemic. Rise Up and Learn provided students in Malawi with desks, school supplies and scholarships for girls' education through MSNBC host Lawrence O'Donnell's Kids in Need of Desks (K.I.N.D.) fund. "We were thrilled to galvanize our congregations, which have a long history of campaigning for racial and social justice, to support UNICEF's great work to help children throughout Africa access education, one of their fundamental rights," said Bishop P. A. Brooks, the Church of God in Christ's First Assistant Presiding Bishop.



CAMPAIGNS

Trick-or-Treat Turns 65

Trick-or-Treat for UNICEF began in 1950 as a way for American children to help children in need abroad. Since then, millions have gone door to door with their collection boxes on Halloween calling out, "Trick-or-Treat for UNICEF!"

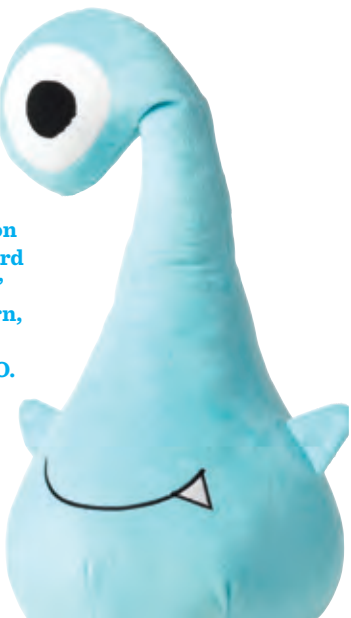
and raising nearly \$175 million over the past 65 years. In 2015, more than a million children participated, helping to raise almost \$3.5 million. The U.S. Fund is grateful for the support of National Partners HSNi Cares, Key Club International and Claire's; Promotional Supporters American Airlines and MediaVest; and Entertainment Partner *The Peanuts Movie*®.



PARTNERSHIPS

IKEA Soft Toys — Good for Kids!

Since 2003, for every IKEA soft toy sold during the holidays, the IKEA Foundation has donated at least \$1 to UNICEF's and Save the Children's education programs, raising almost \$98 million to date. "Thanks to our 13-year partnership with the IKEA Foundation, and the incredible support of IKEA employees and customers, UNICEF has provided millions of vulnerable children around the world with access to education and the path toward a brighter future," says Caryl M. Stern, the U.S. Fund's president and CEO. For more about the partnership, visit unicefusa.org/softtoy.



ADVOCACY

#SendTheCRC to the U.S. Senate

All children deserve the basic rights enshrined in the U.N. Convention on the Rights of the Child (CRC). These include food, water, health, education, and protection from violence, exploitation and abuse. Unfortunately, while the U.S. signed the CRC in 1995, no President has ever sent it to the Senate. As a result, the U.S. is the only country that hasn't ratified the CRC. In April, the U.S. Fund partnered with numerous other

organizations to launch a social media campaign — with a focus on UNICEF youth supporters — urging President Obama to #SendTheCRC to the Senate. At a time when children face conflict, violence and uncertainty on an unprecedented scale, the world needs U.S. leadership to move forward on children's rights. For more information on the CRC advocacy campaign, visit unicefusa.org/SendTheCRC.

UNICEF's Yemen Representative Julien Harneis meets with community members in Saada Province, northern Yemen, on March 9, 2016.



EMERGENCIES

Q&A with UNICEF Yemen's Julien Harneis

UNICEF has provided support to Yemen's children for more than half a century. But in the past year, brutal conflict and crumbling infrastructure have made this work ever more dangerous. UNICEF's Representative in Yemen, Julien Harneis, tells us what it's like on the ground there.

What does UNICEF do in Yemen?

We deliver water to more than 5 million people. We've vaccinated millions of children for polio and measles. We cure children of malnutrition. We make education available and monitor child rights. We offer protection during a time of intense upheaval.

With shelling and bombing — with hospitals, bridges and airports down — how is this possible?

We use a network of small boats to get into every part of the country. Then we work through local organizations and local governments to deliver aid to as many children as possible.

Does it ever get to the point where you say, "We just can't help anymore"?

When the air campaign started in March 2015, we had to evacuate all UNICEF internationals to Oman. But we continued to deliver supplies and assistance in Yemen, thanks to very courageous national colleagues who have stayed throughout. We worked to devise a safe base and build up our presence. We now have 150 colleagues in five locations — about 120 nationals and about 30 internationals.

Tell us about a specific challenge faced by UNICEF.

In the first days of the intensified conflict, the seaports were blocked. The airport was bombed. They blew up the airstrip in Sana'a again and again. But we managed to negotiate locally to open the airport, fix the airstrip and send in planes full of supplies. Our colleague Yasser, a great logistics guy, drove between Sana'a and the airport preparing so that when those planes got in, we could get supplies to Yemeni children. Just as Yasser was getting to the airport, the car in front of him got hit. It was destroyed. But Yasser kept on going. He was focused on getting help to children.

What's one daunting problem for Yemeni families?

Getting water. Yemen has always had difficulty with water, and now it's much worse. Yemen has a



UNICEF delivers water to Saada Province in northern Yemen.

population of about 25 million, and about 20 million people need some support to get clean, safe water.

How have you been able to help?

The water table is 400 meters below ground, so you need generators to get water. And for that you need fuel. In the early months of the conflict, there was essentially no fuel in Yemen. We negotiated with the Houthis in Sana'a — an armed group — plus other armed groups, the Yemen Petroleum Corporation and the water authorities in Yemen's 11 major cities. After three weeks of negotiation, we arranged fuel for water systems. It was complex, but it worked, because everybody has one thing in common — we all want water for our kids. We all have families.

How has the conflict impacted children's health?

We estimate that nearly 10,000 children under 5 died in the past year from preventable diseases. Parents are scared to bring children to health centers for fear of being killed or wounded by a bomb or bullet. There are 320,000 acutely malnourished children who require urgent treatment. We have been able to provide care for 2,000. So much remains to be done.

What's ahead?

We need to scale up our lifesaving response. We'll deliver supplies in areas controlled by al-Qaeda, by the resistance, by the Houthis. To do this, we must collaborate with local Yemeni health workers. I salute these health workers. They keep at it, despite every obstacle. With their help, we can succeed. ■



GET ACTIVE. SAVE LIVES.

UNICEF Kid Power has already inspired more than 120,000 American children to help peers around the world by staying active. Learn how an activity band — the world's first Wearable-For-Good® — lets kids help end global malnutrition.

BY MARYANNE BUECHNER

Fourth-grader Carly, at P.S. 254 in Queens, New York, wakes up and gets moving in the morning with a UNICEF Kid Power Band strapped to her wrist. She has other children on her mind — kids from faraway places who don't have enough to eat, whose lives are a struggle compared to her own. Carly is determined to do all the walking, skipping and jumping she can, so she can make a difference. "I'm going to help these children," she says, "and I don't want to stop trying."

As one of more than 120,000 children across the U.S. who have become part of the UNICEF Kid Power movement, Carly wears a specially designed activity band that measures her steps and other physical activity to earn points. The more she

moves, the more points she earns. As the points accumulate, they unlock funding from partners, parents and fans, which UNICEF uses to deliver packets of ready-to-use therapeutic food (RUTF) to severely malnourished children around the globe.

Fans of UNICEF Kid Power say it's as energizing as it is empowering. At press time, participating kids have earned more than 5.8 million Kid Power points, unlocking 518,763 food packets — enough to treat thousands of children.

And momentum is building. Since its first city-wide rollout in Sacramento in October 2014, UNICEF Kid Power has spread across the U.S., to Atlanta, the Bay Area, Boston, Chicago, Dallas, Indianapolis, Los Angeles, New York, Phoenix, Portland, the Twin Cities and Washington, D.C., with

more cities to follow. Kid Power has already been piloted in schools in the Netherlands and Scotland, in collaboration with other UNICEF national committees.

Kids Helping Kids

What makes the UNICEF Kid Power program so unique is the way it harnesses the power of interactive technology to encourage behavior that is rewarding in itself — getting active — while giving American kids the chance to make a positive social impact in the wider world.

“Kid Power is delivering a compelling experience by using purpose to motivate physical activity,” says Steven Downs, Chief Technology Officer of the Robert Wood Johnson Foundation, a private philanthropy focused on health. “The platform and system architecture have been thoughtfully designed, and it’s an exciting project.”

By creating the opportunity for kids to help end global malnutrition, UNICEF Kid Power builds on a tradition that started with Trick-or-Treat for UNICEF more than 65 years ago and continues to resonate

today. Every Halloween, more than a million American children still go door to door to collect change for UNICEF programs. And while Trick-or-Treat for UNICEF has definitely entered the 21st century with the advent of social media and digital fundraising, what hasn’t changed from its early days is kids’ determination to help other kids. Kid Power taps into that drive and maximizes its impact by empowering kids to make a difference every day, because they know the more they move, the more points they earn, the more lives they save.



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UNICEF Kid Power by the numbers:
121,526 kids have earned
6,387,782 points to unlock
518,763 food packets for
severely malnourished children.



UNICEF Kid Power’s emphasis on staying active is especially important considering the latest statistics. As

many as two-thirds of U.S. children today do not get adequate exercise, according to *Let’s Move!* Active Schools. And the Physical Activity Council reports that a full quarter of American kids qualify as sedentary. By offering a built-in incentive to get moving, Kid Power gives children a fun and meaningful way to turn things around not just for others, but for themselves, too.

It already seems to be doing just that, according to independent studies. One evaluation found that Sacramento students who participated in the Kid Power program were 55 percent more active than their peers. Another study reported a 30 percent increase in the number of days when students engaged in moderate to vigorous activity.

“My students are now asking if we can run laps between our reading and writing hour, which is unheard of,” notes Mr. Moorman, a fifth-grade teacher at Scott Lane Elementary School in

the Bay Area, whose students call themselves Team Scholar. “I see them jogging in place while standing in line.” In Washington, D.C., one third-grader at HD Cooke Elementary School says that before he got his UNICEF Kid Power Band, he spent most of his free time on his couch. “Now I want to go run in the backyard just to get points so I can save lives.”

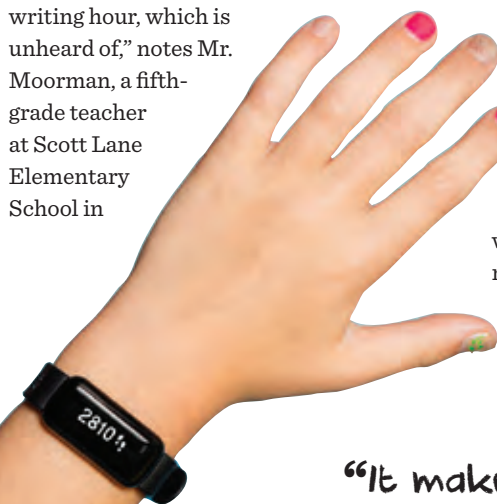
An Important Mission

It’s the saving lives part that speaks to the bigger issue at stake here — the humanitarian cause at the heart of UNICEF Kid Power. Malnutrition, in all of its forms, affects more than 200 million children globally. It is a contributing factor in 3 million child deaths annually, nearly half of all preventable child deaths worldwide. Severe acute malnutrition (SAM) claims the lives of around 1 million children every year.

Ending malnutrition has always been core to UNICEF’s mission. The organization was founded in 1946 to provide emergency relief to European children facing famine and disease in the aftermath of World War II. Today, UNICEF continues to work nonstop with its partners to assist children and their families who face food insecurity in areas affected by drought and other natural disasters, and in conflict zones such as South Sudan and Yemen.

UNICEF’s go-to treatment for a child suffering from SAM is therapeutic food, which provides quick nourishment that can mean the difference between life and death. The peanut-based paste is easy to ship, ready to eat and doesn’t need refrigeration. And it only costs about a \$1 a day.

“It makes me feel happy every time I earn a point, because I know I’m helping children.” —Leila, a Kid Power student in Phoenix



HOW UNICEF KID POWER WORKS

Participation has its rewards. Here’s how UNICEF Kid Power turns fun physical activity into positive social impact.



Step 1

Kids move and play with the UNICEF Kid Power Bands to earn points.



Step 2

The points unlock funding for therapeutic food that can save children’s lives.



Step 3

The more kids move, the more points they earn, the more lives they save.

UNICEF is the world's largest procurer of therapeutic food, purchasing about 80 percent of the global supply. Distribution is a challenge, however. In 2014, lack of funding was a significant reason UNICEF and partners were only able to reach 19 percent of the children suffering from SAM with lifesaving therapeutic food packets.

UNICEF Kid Power's primary objective is to help close that funding gap and increase UNICEF's reach so that, one day, every child who needs treatment can get it. The points kids earn while wearing their Kid Power Bands translate into contribu-

tions from corporate sponsors as well as private donors — support contingent on Kid Power participants reaching their own personal get-moving goals.

Meanwhile, the digital and interactive side of Kid Power helps keep kids engaged, by connecting their day-to-day efforts — time on the trampoline, say, or getting off the bus a few stops early — to the broader goals of the program: promoting fitness along with global citizenship. "The Kid Power Band makes me feel proud of myself," says Leila, a student at Desert Meadows Elementary School in Phoenix.

"It makes me feel happy every time I earn a point, because I know I'm helping children." Adds her classmate Jada: "It's so cool to know I'm helping kids in Africa!"

Cool Tech, With a Purpose

Kids love the UNICEF Kid Power Band itself. Dubbed the world's first Wearable-For-Good®, it was designed in collaboration with San Francisco-based studio Ammunition, named the world's most innovative company in design by *Fast Company* in 2015. The strap is durable and adjustable for a secure, comfortable fit. It uses a pedometer and accelerometer to measure steps and movement and registers those readings on an elegant organic light-emitting diode display. The rechargeable battery gets its juice through a standard USB connection. Kids like how it looks, and parents rest easy knowing the band doesn't track their children's location or access their personal information.

To convert activity into impact, a user must sync the band with the UNICEF Kid Power App. This app, a free download from the App Store or Google Play, works on both iOS and Android smartphones and tablets. It tracks progress over time (the band refreshes every 24 hours) and connects children with others on the Kid Power team.

The app, which resembles a passport, also expands kids' cultural connections. Children get active and earn points while going on downloadable interactive "missions" hosted by athletes, UNICEF staff in the field, celebrities and kids like themselves. Grooming the next generation of global citizens is one goal, as is teaching kids about UNICEF's activities around the world.

A Curriculum That Inspires

The UNICEF Kid Power Schools Program is implemented city by city, with support from local donors, city officials and school administrators. All students in a participating classroom receive a band. The teacher receives an Android tablet loaded with the app to monitor and celebrate the students' progress. The tablet also contains multimedia-enhanced lessons about malnutrition, its impact on nations around the world and various ways to combat it.

Teachers have responded favorably to the curriculum, which includes case

"My students are now asking if we can run laps between our reading and writing hours, which is unheard of."

—Mr. Moorman, a Bay Area teacher



studies, work sheets, multicultural games and more. They say it does a good job enhancing students' understanding of a global problem and making it relatable. In a survey conducted in Sacramento, Boston, Dallas and New York, 95 percent of teachers who had led a UNICEF Kid Power classroom team said they would be willing to repeat the experience.

The educational material is making a big impression on students as well. Nine-year-old Gabriel, Carly's classmate from Queens and fellow Kid Power team member, says he was moved by watching a Kid Power video about Mauritania, where children face dire food shortages. "As soon as I got the Kid Power wristband, I thought of the people who are suffering,"

Gabriel says. "The band really inspired me. It made me feel confident about my ability to help."

The Kid Power curriculum, tailored to both elementary and middle school students (the target is kids aged 8–13), was developed according to national content standards and the Common Core State Standards Initiative. UNICEF Kid Power founding partner the George Harrison Fund for UNICEF financed the program overall while also supporting the development of the classroom experience. The nonprofit organization Calorie Cloud, another founding partner, provided the technology platform, which is easily adapted for use in a low-resource setting. Schools that are interested in enrolling

in the UNICEF Kid Power Schools Program can apply online.

Partners and Champions

Kids helping kids is the Kid Power core, but it's fair to say they are getting more than a little help from an all-star supporting cast. As presenting sponsors, Target and *Star Wars: Force for Change* are playing leading roles, having made major contributions to the program and, along with local supporters, assuming program costs for high-need schools. To get individuals involved, Target sells the bands — including Limited Edition *Star Wars* bands — and sends a portion of proceeds back to UNICEF Kid Power. Starting in late May, UNICEF Kid Power Bands will be available for purchase in every Target store from coast to coast — making it even easier for families to get active and save lives. And Bullseye the dog, Target's mascot, will be appearing at special events. *Star Wars: Force for Change* has provided additional support and has brought excitement to kids, with help from Chewbacca, R2-D2 and BB-8, who have dropped in to special events to cheer kids on.

Also lending star power are P!nk, UNICEF Kid Power's National Spokesperson, and a roster of Kid Power Champions: UNICEF Ambassador and pro basketball player Tyson Chandler, Paralympic judo competitor Dartanyon Crockett, ice dancer and Olympic gold medalist Meryl Davis, pro soccer player and Olympic gold medalist Alex Morgan, WNBA star Maya Moore, baseball great David Ortiz and gymnast and Olympic gold medalist Aly Raisman generously appear in promotions and in the app's interactive content.

No wonder the program is building at such a clip. "The Kid Power program is a great way for our children to enhance their own health and learn how to advocate on behalf of others," says U.S. Fund President and CEO Caryl M. Stern. "Everyone has something to give, even if they can't contribute money. Awareness — and taking action — are important too." ■

P!NK POWER!

UNICEF Ambassador and Kid Power National Spokesperson P!nk in Port-au-Prince, Haiti, where UNICEF provides treatment for malnutrition, clean water and education. "All children should be able to grow up strong and healthy," says the Grammy® Award winner.



WHAT IS RUTF?



Ready-to-use therapeutic food (RUTF) is one of the most effective tools UNICEF and its partners use to help save the lives of severely malnourished children.

RUTF is a tasty, energy-packed paste made from peanuts, oil, sugar, milk powder and vitamin and mineral supplements. It is often referred to as a "miracle food" for its success in treating the severe acute malnutrition (SAM) that threatens an estimated 16 million children each year worldwide.

Some other benefits: RUTF is easy to distribute and administer. Simply open the packet, which contains a single serving (about 100 grams), and squeeze. It doesn't require medical supervision, so RUTF can be given to a child by family or community members. Nor does it require refrigeration; it has a shelf life of up to two years.

Today, UNICEF is the global leader in procurement of this miracle food and continues to work with manufacturers to increase supplies of the product while keeping prices down. However, UNICEF lacks sufficient capacity to deliver RUTF to every child who needs it. In 2014, lack of funding was



a significant reason UNICEF and partners provided only 19 percent of children with SAM the RUTF they needed.

UNICEF Kid Power kids are helping to increase that coverage rate, particularly within target recipient countries in Sub-Saharan Africa and South Asia, where needs are greatest — and growing. The points earned with every step, leap or game of tag unlock funding support for more RUTF delivery. Time to get moving!



NIGERIA'S TRIUMPH

Journey to a Polio-Free Africa

Story and Photographs by Michael Sandler



On July 24, 2015, Nigeria marked the first year in its history without a single case of wild polio. A few weeks later, Africa marked the same, with the anniversary of the last case in an isolated outbreak in Somalia.

These are milestones, not end points. Two years must pass before Nigeria and Africa are certified polio-free. To reach this goal, the UNICEF-supported eradication campaign will continue without pause.

Rotary International and UNICEF, along with other partners in the Global Polio Eradication Initiative, have spearheaded the drive toward a polio-free world. Success is tantalizingly close. With Nigeria's removal from the list of polio-endemic countries, only two remain — Afghanistan and Pakistan. In 2016, only nine wild polio cases have been reported — seven in Pakistan and two in Afghanistan.

Still, the last mile is the toughest. Significant obstacles remain, and millions of children need to be immunized. Your support can make the difference in helping UNICEF, Rotary and the world achieve a monumental public health triumph — so that no child, anywhere, will ever again fear this crippling disease. ■

A U.S. Fund media team traveled with UNICEF Polio to document the critical final weeks in Nigeria's efforts to achieve its first polio-free year. Meet the army of women volunteers, the families, the polio survivors and the members of the UNICEF team on the ground in Kano State who made this triumph possible. View the film and the photo gallery: unicefusa.org/poliofreeafrica.



LOS ANGELES

Playing to Her Strengths

Lucy Meyer lends star power to U.S. Fund for UNICEF’s new partnership with the Special Olympics to champion children with disabilities

Since 2008, UNICEF and the Special Olympics have been working around the world to protect children with intellectual and developmental disabilities and their right to be accepted for who they are.

No one makes the case for inclusion better than Lucy Meyer, the 16-year-old spokesperson for the new U.S. Fund for UNICEF partnership with the Special Olympics: “Everyone is a little bit different. I don’t think about my disability at all. Yes, I have cerebral palsy because I got it at birth. But the first time someone called me disabled, I came home saying, ‘I am not disabled. I’m LUCY!’”

The Los Angeles native is also a two-time Special Olympics gold medal winner for swimming and, since 2013, the U.S. Fund’s spokesperson for children with disabilities. In that role, she has helped bring in more than \$400,000 to support UNICEF programs.

That dynamism has earned her the respect of everyone, from President Barack Obama to world leaders at the United Nations. But her love of sports and friendships with fellow Special Olympians keep her focused on what matters.

Athletes with disabilities have few if any chances to compete. Turning that around is part of Lucy’s current work with Special Olympics Southern California to create opportunities for athletes of all abilities to train and play together at local schools.

These Unified Sports Days are also one of many other programs the Meyer family’s \$250,000 founding pledge and U.S. Fund donations are bringing to children in Brazil, Jamaica, Mexico, Paraguay and Peru.

Family Health Forums offer parents educational resources and activities for stimulating development and keeping their kids healthy. The Young Athletes Program for children 2–7 uses play to build the cognitive, social and motor skills kids need to participate fully in school. The Healthy Athletes Program offers early childhood development programming to children with disabilities as well as free health,



dental and vision screenings to all participating Special Olympians.

It’s an ambitious plan to protect and level the playing field for children with disabilities. But with Lucy as the inspirational face of the campaign, Caryl Stern, U.S. Fund president and CEO, bets more enlightened attitudes toward differently abled kids and greater opportunity can’t be far off.

“She truly believes that she can make a difference for children who have disabilities around the world. It’s almost as if she puts her disability on the side and says, ‘Okay, I’m just going to get out there and fight the good fight.’”

And be herself — a girl who makes the world a better place by doing what she does best. “I go to many events and speak about how important it is to accept and include people with disabilities,” is how Lucy describes her work for the U.S. Fund. “I love doing sports.” ■



ABOVE: In February, Lucy Meyer met with California Senator Dianne Feinstein to talk about the U.S. Fund for UNICEF — Special Olympics Partnership and her role as spokesperson. BELOW, FROM LEFT: Lucy, UNICEF Executive Director Anthony Lake and Botswana’s Special Olympics Global Messenger Brightfield Shadi at the Special Olympics World Games in Los Angeles last July.

TOP TO BOTTOM: © 2015 COFFMAN; © 2015 U.S. FUND FOR UNICEF

HOUSTON

UNICEF Audrey Hepburn® Society Ball

Event Raises \$805,000 for Children Worldwide

How do you support UNICEF’s lifesaving mission while honoring a world-class philanthropist? Throw a great party and invite five-time Grammy® Award winner Faith Hill to sing.

That’s why 413 generous donors gathered at the third annual UNICEF Audrey Hepburn® Society Ball in Houston’s Hilton Americas Hotel on November 6, 2015.

They came to hear great music and celebrate former First Lady of the United States Barbara Bush as she received the Margaret Alkek Williams Humanitarian Award for her lifelong commitment to helping others. (This annual award commemorates Margaret Alkek Williams’ extraordinary dedication to the health and well-being of children in Houston and around the world.)

The ball raised \$805,000 to support UNICEF’s lifesaving work. The U.S. Fund for UNICEF is incredibly grateful for the commitment of all who hosted and attended this landmark event.

Stay tuned for news of the fourth annual Audrey Hepburn® Society Ball next year.

The Audrey Hepburn® Society recognizes the U.S. Fund for UNICEF’s most generous individual donors, offering special opportunities to connect with UNICEF’s work. For more information, visit unicefusa.org/AudreyHepburnSociety. ■

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FROM TOP: (L-R) Caryl Stern (President & CEO of the U.S. Fund for UNICEF), Pierce Bush, Former First Lady Barbara Bush, Margaret Alkek Williams and Neil Bush. Singer Faith Hill.

WASHINGTON, DC

U.S. Fund Takes Washington



During the Annual U.S. Fund Regional Board Advocacy Day in Washington, D.C., members met with senators and representatives on Capitol Hill to promote UNICEF’s work for children. Led by the Regional Board Advocacy Leadership Group Chairs Sarah Godlewski and Ryan Frederic, 65 participants made U.S. contributions to UNICEF’s regular resources top priority, asking Congress to continue its \$132.5 million UNICEF appropriation in 2017. Members also advocated for the “Reach Every Mother and Child Act,” which directs the U.S. Agency for International Development (USAID) to scale up efforts to end preventable maternal and child deaths by 2035. Most important of all, however, the 43 meetings held strengthened the legislative bonds members can leverage back in their home districts and states to put the most vulnerable children first. ■

TOP TO BOTTOM: © 2015 COFFMAN; © 2015 U.S. FUND FOR UNICEF



PROFILE

Q&A with Kiwanis' Sue Petrisin

The organization's first female president talks about Kiwanis's lifesaving initiative with UNICEF

In 2010, Kiwanis International and UNICEF united to help end maternal and neonatal tetanus (MNT), a cruel, centuries-old disease. This initiative, The Eliminate Project, protects babies and mothers all over the globe. Sue Petrisin started her Kiwanis service as a Key Club member in the '70s and took the helm of the 100-year-old service organization last year. She is Kiwanis' first female president.

When did Kiwanis begin working with UNICEF on children's issues?

In the early 1990s, with iodine deficiency disorder (IDD). Studies showed that all over the world — including the U.S. — iodine deficiency was causing developmental delays. We knew we could make a difference — with a teaspoon of salt that costs five cents. We raised more than \$80 million for this program, and as a result, 80 million children in 89 countries will be born free of IDD this year.

How did Kiwanis pull it off? Collaboration with UNICEF was the critical factor. We could work in these countries through UNICEF's network. When we started The Eliminate Project, we hit the ground running because Kiwanis and UNICEF already had a strong partnership. We knew that, together, we could fulfill another goal.

What's it like working with the "next generation?"

We hear in the media that today's young adult thinks,

"It's all about me." But the high school and college student members of Key Club and Circle K International are dedicated to helping others. And they're thinking about their impact on the world.

Some debate whether charitable organizations should focus on helping locally or globally. Is this an either/or proposition?

It's a generational split. Baby Boomers look more toward local communities; younger members push for global engagement. It reflects changing times, modern technology and greater access to information than 50–60 years ago. But despite differing perspectives, there is unity of purpose. We all want the same thing: to serve children.

You went to Cambodia, which just eliminated MNT. What did you gain from the trip?

A deeper personal connection to what UNICEF and Kiwanis are doing. It was humbling to spend time in villages with no electricity or plumbing. I asked mothers what they wished for their children. They all said the same thing: they want their children to live.

How do we help mothers like those you met?

A tetanus vaccine costs \$1.80 — all it takes to protect a woman and all her future children from contracting the painful, deadly disease. We have committed to raise more than \$110 million to help UNICEF fight this fight. And we are going to keep going. Read more: unicefusa.org/Petrisin. ■



The Adolescent Kit for Expression and Innovation helps teens harness their creativity during tough times.

INNOVATION

Think Outside the Box

A scale-up of UNICEF's Art-in-a-Box program empowers adolescents to use their creativity to improve their world

Anyone who has lived with teens knows they are a bundle of contradictions: surprisingly adult and resourceful one day, childlike the next. During emergencies, adolescents can be similarly confounding, which can make them challenging to reach and protect.

"If you don't get to them quickly, they can end up trafficked or recruited into fighting forces," says Juliet Young, education and adolescent development consultant. But with sufficient support, adolescents can overcome trauma and even become leaders during troubled times.

Nurturing that potential is part of UNICEF's new Adolescent Kit for Expression and Innovation. Also known as Art-in-a-Box, it was first piloted following 2005's Indian Ocean tsunami to help children heal through art. A therapeutic tool UNICEF developed with support from the Charles Engelhard Foundation, the kit addresses psychosocial trauma among children affected by crisis. Each kit, designed to reach 50 adolescents, age 10–18, includes detailed facilitation guides and supplies to support expression and creation through arts, crafts using locally available materials, dance, music, theater, storytelling, writing and group project work. Piloted in 2015 in Bhutan, Indonesia, Myanmar and South Sudan, the kit is now available to UNICEF teams globally to help children caught in disaster and conflict.

"You want to encourage kids to think about what they have despite circumstances," explains Young. "Drawing and writing about who they are shifts the focus back to them." And to what they can do, she adds, "They may come up with solutions we never thought of."

Teens displaced by seasonal flooding in Jakarta, Indonesia, used the kit to ease disruption to their lives. Some of the kids' inventions served the greater good — a rescue boat, for example, and a prototype for a floating food cart to help local vendors stay in business. Other inventions were more teen-centric. One aimed to improve shelters for families flooded out of their homes through kid-only viewing hours on the communal TV. Another was a model to equip shelter toilets with Wi-Fi and video games. Young remembers wondering: "How will we get people out of there?" ■

PLANNED GIVING

Real Giving

A real estate gift can help create a better world for kids

Your home is more than just shelter. It's where you live your life and make memories. But as life progresses, your needs change, as may the type of home that fits your lifestyle. Maintenance may become burdensome, yet you want to avoid the hassle of selling, worrying about getting a fair price or having strangers in your house while it's on the market.

The U.S. Fund for UNICEF is proud to announce a new planned giving option: real estate gifts. The program provides lifesaving support to vulnerable children worldwide, offers tax benefits and eliminates what may become the burdensome responsibilities of property ownership. You can give real estate to the U.S. Fund in several different ways:

An outright gift. When you make a gift today of real estate you have owned for more than one year, you receive a federal income tax charitable deduction equal to the property's full fair market value. You also eliminate capital gains tax on its appreciation. The transfer is also not subject to the gift tax, and the gift reduces your future taxable estate.

A gift in your will or living trust. If you're not able to give your property today, you can include a gift of real estate in your will. You can also give through a deferred charitable gift annuity, charitable remainder trust or bargain sale.

Learn more about making a planned gift of real estate. Visit unicefproperty.org or contact Karen Metzger at (866) 486-4233 or kmetzger@unicefusa.org. ■

TOP: Sue Petrisin makes history as the first female Kiwanis International president. BOTTOM: Sue Petrisin in Cambodia. "Thirty-eight countries have eliminated MNT since 1999," she says. "But in 21, kids are still at risk."

TOP: © KIWANIS INTERNATIONAL 2015; BOTTOM: © KIWANIS INTERNATIONAL 2015/BILLUE; OPPOSITE PAGE: © UNICEF/YOUNG



*The UNICEF
Snowflake Ball*
NEW YORK CITY



On December 1, 2015, the U.S. Fund for UNICEF hosted its 11th annual UNICEF Snowflake Ball at Cipriani Wall Street. The gala, presented by Mariner Investment Group, LLC and Norell Parfums New York, with support from Baccarat, raised over \$3.5 million to support UNICEF. CLOCKWISE FROM TOP: U.S. Fund for UNICEF National Board Vice Chair — Spirit of Compassion Award Honoree Mindy Grossman; Grammy® Award winner UNICEF Ambassador P!nk; UNICEF Goodwill Ambassador — Audrey Hepburn Humanitarian Award Honoree Orlando Bloom; COO — CFO, U.S. Fund for UNICEF and Helenka Pantaleoni Humanitarian Award Honoree Edward G. Lloyd.

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The UNICEF Ball
LOS ANGELES



On January 12, 2016, the sixth biennial UNICEF Ball, presented by Louis Vuitton at the Beverly Wilshire Four Seasons Hotel in Beverly Hills, raised over \$2.5 million to help save and protect the world's children. CLOCKWISE FROM TOP LEFT: UNICEF Goodwill Ambassador and Danny Kay Humanitarian Leadership Award Honoree David Beckham; multi-Grammy® Award winner Mariah Carey performing; Spirit of Compassion Award Honoree C. L. Max Nikias; UNICEF Ambassador Angie Harmon (right) and actress Holly Robinson Peete.



TOP: U.S. Fund for UNICEF New England Regional Board Co-Chair Kaia Miller Goldstein, U.S. Fund for UNICEF President and CEO Caryl M. Stern and U.S. Fund for UNICEF National Board member Dolores Rice Gahan challenged children to a soccer match at the camp's Youth for Change Center. BOTTOM LEFT: School children being taught "heads, shoulders, knees, toes" by U.S. Fund visitors. BOTTOM RIGHT: Children playing outside camp school.

JUST BACK FROM ...

U.S. Fund for UNICEF in Jordan

In January, the U.S. Fund for UNICEF's President & CEO Caryl M. Stern, Board members and donors visited Jordan's Zaatari refugee camp, where more than 20,000 children live. A refugee camp is a hard place to grow up. But, as the U.S. Fund visitors experienced firsthand, UNICEF Jordan and its partners are doing everything they can to restore stability, learning and fun to kids' lives.




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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. 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.

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The world's children need you.

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Join the U.S. Fund for UNICEF's Danny Kaye Society

To learn how you can invest in children's futures and give hope to children worldwide, visit unicefusa.org/plannedgiving.

Or, contact Karen Metzger, Managing Director of Planned Giving, at (866) 486-4233 (toll-free) or by email at kmetzger@unicefusa.org.