



Disaster recovery
How devastated nations cope

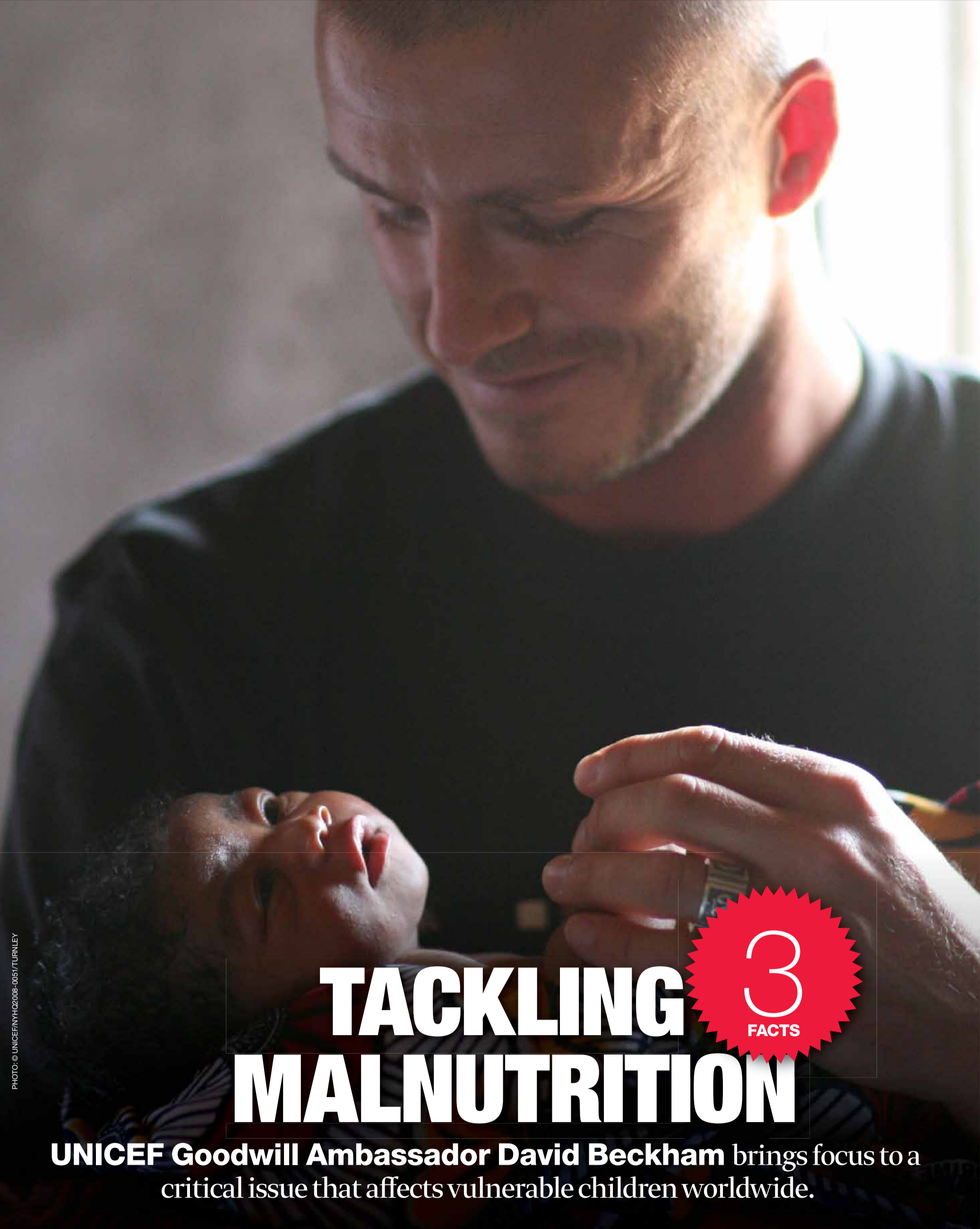


Fight for freedom
Escaping from a life of slavery

MEDIA PLANET

December 2010

POVERTY



TACKLING **3** FACTS MALNUTRITION

UNICEF Goodwill Ambassador David Beckham brings focus to a critical issue that affects vulnerable children worldwide.

PHOTO: © UNICEF/NYHQ2008-0051/TURNLEY



Every three seconds a child dies because of extreme poverty.

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CHALLENGES



PHILIP MAHER, CHRISTIAN CHILDREN'S FUND

FACT
1
57 PERCENT OF CHILDREN LIVING IN POVERTY SAID THEY FELT EDUCATIONAL RESOURCES WOULD MAKE A DIFFERENCE

Poverty is a **cycle** that must be broken. By implementing stronger public policy, Canada can **aid** in ensuring that children worldwide can access the education, health care and **dignity** their human rights afford them.

A reality we can't even imagine exists for millions

We live in a world where 1.2 billion people live in extreme poverty, existing on less than \$1.25 US per day. Every night 800 million people go to bed hungry, and every day 28,000 children die from poverty-related causes.

Here in Canada, 21 years after the House of Commons unanimously resolved "to seek to achieve the goal of eliminating poverty among Canadian children by the year 2000," about one in 10 children still live in poverty.

The definition of poverty

But what does it really mean to be poor? Experts agree that poverty is not about income alone. Poverty is complex and multidimensional. It can mean social exclusion and a loss of human rights. Poverty-stricken families often have limited access to basic and necessary goods and services, inadequate security, little or no voice for social participation and insufficient opportunity to improve

their situation. For 610,000 Canadian children, poverty means being without the resources required to live a life with dignity.

For children, poverty has immediate, devastating and long-term implications. Around the world, children from the lowest-income households have higher rates of child mortality and are much more likely to be excluded from basic health care services, improved water and sanitation facilities, and education. For children in Canada, living in poverty can mean poor physical and mental health, higher risk behaviour and social exclusion.

Falling through the cracks

Measuring and tracking poverty can be challenging. Traditional measurements of income and consumption often conceal growing domestic gaps, leaving the most marginalized even further behind. Looking only at a national average, for example, masks the disparities faced by those who are already struggling. In 2008, Canada's national child poverty rate was nine percent, but this number hides the fact that, in that same year, one

POVERTY FACTS

Did you know?

- 1 Globally, more than one-third of child deaths are attributable to undernutrition.
- 2 Six out of 10 of the world's poorest people are women.
- 3 Approximately 75 percent of the world's women cannot get bank loans because they have unpaid or insecure jobs and are not entitled to property ownership.
- 4 Women comprise 50 percent of the world's population but own one percent of the world's wealth.
- 5 Poor women are much more likely to give birth without a skilled attendant. (UN MDG2010 report)

in four First Nations children living on reserves were living in poverty. Moreover, recent immigrants to Canada experience a child poverty rate close to 48 percent, and children with disabilities 27 percent.

Child poverty can be reduced. Despite the many challenges and barriers facing the poor, we can, and must, end the cycle. With stronger public policy to ensure that health, education and other services reduce rather than widen the disparities among our children, Canada will make sure that no child is left behind.

"Overcoming poverty is not a gesture of charity. It is an act of justice. It is the protection of fundamental human rights ... in this new century, millions of people remain imprisoned, enslaved and in chains ... while poverty persists, there is no true freedom."—Nelson Mandela.

CLAIRE PITT
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More than anything, children want an education

Have you ever wondered what children in developing countries really need?

Christian Children's Fund of Canada and Ipsos Observer embarked on an ambitious survey called Small Voices, Big Dreams to find out. We asked almost 3,000 children from ages 10 to 12 years old from 30 developing nations questions about their hopes, fears, and dreams. One of these questions was, "What would you do as leader of your country?" and 57 percent gave the same answer: improve education and build more schools. This drive for education was spread evenly over Africa, Asia, and Latin America. It was also shared among both girls and boys.

Education is the key

My first reaction to this statistic was joy. The children in these countries "get it". Like most Canadians, they



Mark Lukowski
CEO
Christian Children's Fund of Canada

"Children in the developing world are willing to learn; they just need us to provide the tools."

understand that education is a significant key to unlocking the future. But their answers underscore something

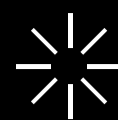
more profound. Even at an early age, these children recognize that—as the proverb says—teaching a man to fish is far more useful over the long term, than giving a man a fish for a day. Children in the developing world are willing to learn; they just need us to help provide the tools. Few children requested money, a new government, or even concrete items like a bicycle. Rather, their responses to the survey revealed a comprehension of how success will come from the fruits of their own labor. Though their responses to the survey were simple, their understanding of success was not.

The question then is, "If education is the overwhelming aspiration of today's children, why doesn't every development organization just focus on building schools?" Well Canadian charities do build schools, but getting kids to school is not so simple. We are teaching communities about children's rights and gender equal-

ity in order to encourage parents to send their daughters to school. We are increasing crop yields for marginal farmers, so children don't have to drop out of school to help their parents in the field. We are providing the food and medical help necessary for students to have the energy to focus on their studies instead of worrying about hunger or disease.

Remember to reach out

Children in the developing world are willing to go to school, but Canadians must encourage societies to affirm learning and provide the resources to invest in the lives of young people. As you celebrate this festive season, I hope you will remember the importance of supporting the small voices and big dreams of children through the many Canadian organizations who are helping children on your behalf.



WE RECOMMEND



A childhood without poverty
Striving to give all children the right to live with dignity.

PAGE 7

"A world where every child has the opportunity to exercise their rights is a world without poverty."

Healthy sight for all p. 5
Operation Eyesight strives to improve vision worldwide.

Save the children p.7
Fighting malnutrition in Niger.



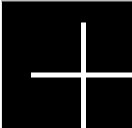
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DON'T MISS!

The gift of dignity

Microfinance is based on the radical notion that small-scale entrepreneurs can be big change agents in overcoming global poverty.

Rather than send aid overseas in hopes that the benefits trickle down, microfinance finds the next generation of entrepreneurs at the bottom of the economic pyramid and starts there. Basic financial tools like small business loans and savings accounts unleash the capacity of the poor to work their own way out of poverty.

When a woman stands in line to receive a handout, she exchanges a portion of her dignity in return. If she's given the financial tools and training to start her own business—her dignity is only enhanced. Our clients often tell us, "No one ever believed in me before."

The cumulative impact of microfinance is compelling. It starts with a job, empowered by microfinance. The training and income from this job improve housing, education, and health care for a whole family. A typical first microloan—just \$138 for Opportunity International—impacts five people. Better still, the repayment rate on our loans is around 95 percent, meaning that a single loan is recycled and multiplies into the community for years to come. Savings accounts create additional stability against future crises and help entrepreneurs save for longer-term goals.

In the last 40 years, an estimated 150 million people have received microloans and begun to leave poverty behind. Still, only 10 percent of the developing world currently has access to microfinance. We believe reaching the remaining 90 percent in the 21st century is possible. Just imagine!

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INSPIRATION

Celebrity **UNICEF Goodwill Ambassadors** play an important role in helping draw critical attention to malnutrition and other problems affecting vulnerable children worldwide.

FACT

2

TODAY, THERE ARE FEWER UNDER-NOURISHED CHILDREN IN THE WORLD THAN IN THE 1990S

Tackling malnutrition to save lives

LEADER TO LEADER

If you've ever spent time in a feeding centre for malnourished children, the experience will never leave you.

The feeble eyes and tiny arms of seven-month-old babies, weighing scarcely more than healthy newborns, will be imprinted in your mind forever.

But for many Canadians, putting a human face to the shocking reality of child malnutrition may be difficult. In this country, more children are affected by overnutrition and obesity than a want of nutrients—a difficult reality to stomach when you consider the millions of children who never reach their fifth birthday because they lack the nourishment they need to survive.

Malnutrition plays a part in more than one third of all child deaths in developing countries—that's more than 2.5 million children who die needlessly each year. It typically arises from a combination of factors: when nutritious food is lacking, when infectious diseases are rampant and when adequate healthcare is missing. It is always devastating. Malnutrition makes children more susceptible to illness, which can, in turn, drain further nutrients from the body—a vicious cycle. It can irreversibly sap children's physical and cognitive development. Malnutrition reduces productive capacities and perpetu-

ates the cycle of poverty.

Global icons like UNICEF Goodwill Ambassadors David Beckham and Shakira play an important role in helping draw critical attention to malnutrition and other problems affecting vulnerable children worldwide.

The good news is that there are proven ways to tackle malnutrition. UNICEF and similar organizations have been focusing on these solutions for many years. While there is still a long way to go, we continue to see progress. Today there are fewer undernourished children in the world than in the 1990s. The number of children dying each day from preventable deaths is declining—down by more than half since 1990.

A permanent solution?

Can we eliminate malnutrition for good? These are a few key steps that UNICEF and other organizations are taking to get there:

■ **Breast is best:** It may sound surprisingly simple, but exclusive breastfeeding is one of the most important ways to ensure a child's proper nourishment and healthy growth in the first six months of life. UNICEF supports community workers who teach new and expectant moms about the importance of breast milk, which is chock full of nutrients, offers the best protection against undernutrition and builds a child's immunity against



PROFILE

David Beckham

■ **"We can't turn a blind eye to the tens of thousands of young children who die every day in the developing world mostly from causes that are preventable."**

■ Photo: © UNICEF/NY-HQ2008-0048/Turnley

disease.

■ **Training health teams:** Building skills among health workers around healthy infant feeding practices and how to manage malnutrition is one of the most crucial ways to tackle malnutrition. It helps lay the groundwork for sustainable prevention and management of malnutrition long into the future.

■ **Knowledge is power:** Any meal can relieve a child's hunger, but it may not be enough to prevent malnutrition. Local nutrition educators empower mothers with vital knowledge to help them make healthy dietary decisions for their families based on locally available foods.

■ **Vital vitamins and minerals:** Many children in Canada are fortunate to have regular access to micronutrient-enriched foods via key staples such as flour and salt, maximizing healthy growth and development. UNICEF works with governments to promote fortification industries in developing countries and supports wide-scale supplementation of essential micronutrients like vitamin A.

■ **Data is key:** Tracking and mapping nutrition data among households and communities is crucial to identifying danger zones where urgent action is required. A number of UNICEF programs employ innovative early warning systems, using instant text messages to track data on the

nutritional status and treatment needs of children.

■ **Therapeutic foods save lives:** Ready-to-eat therapeutic foods are a proven lifesaver for severely malnourished children, especially in times of emergency. Plumpy'nut is one example: a sweet peanut butter-like paste with the right balance of proteins, energy, fats, vitamins and minerals to treat a malnourished child. UNICEF stocks feeding centres with Plumpy'nut and other nutrition supplies and works to strengthen local production of therapeutic foods in countries like Haiti.

■ **Root causes:** As poverty often lies at the root of malnutrition, strengthening livelihood opportunities is essential. Climate change related issues, like drought, unseasonal rain patterns and inconsistent crop yields, can also greatly reduce household food security. If we are serious about eliminating malnutrition, reversing the long-term impact of human activities on the earth's climate needs to be prioritized.

IVANA LJUBIC

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This year the same gift gives twice.

For every soft toy you buy between November 1st and December 26th, \$1 will go to UNICEF and Save the Children to support projects for children's education around the world. We are also celebrating the anniversary of the UN Convention on the Rights of the Child. From December 19th to 26th IKEA will donate \$1 for every children's IKEA product and all kids' meals sold. Together we can give children a better future. For more information visit IKEA.ca

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Ambassador of change

UNICEF Goodwill Ambassador David Beckham is committed to drawing the world's attention to malnutrition after witnessing the challenges first-hand during a visit to Sierra Leone. At a therapeutic feeding centre for severely malnourished children, Beckham met five-year-old Senyo, whose muscles have been so weakened by malnutrition she has difficulty walking. UNICEF provides life-saving nutritional supplies like fortified milk and high-protein biscuits to the clinic.

PHOTO: © UNICEF/NYHQ2008-0011/TURNLEY



NEWS IN BRIEF

The power of microfinancing

“Give a man a fish and he will eat for a day. Teach a man to fish and he will eat for a lifetime.”

Imagine being able to give something to someone less fortunate—not simply a can of peas, a bar of soap, or a blanket,—but the means to create an income for a family on a long-term basis. This is the idea behind microfinancing.

Kiva, an organization that allows individuals to electronically lend money to entrepreneurs in developing countries, defines microfinancing as “a general term to describe financial services to low-income individuals or to those who do not have access to typical banking services.” This empowering term comes from the belief that that people living in poverty can use these services to make better lives for themselves and their community with the right resources.

Microfinancing is not the simple answer to eliminating poverty, but it is certainly an important stepping stone by creating jobs and supplying resources where they are scarcely found.

Grameen Bank (GB) is a prime example of microfinance in practice. It works differently than the banks we are used to by placing the emphasis on the trust and responsibility of its clients rather than on what collateral the client has to offer. GB and its founder, Muhammad Yunus, share the 2006 Nobel Peace Prize “for their efforts to create economic and social development from below.”

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Envision healthy eyes for all

No country has yet succeeded in developing a flawless health care system, but it is rare to find a Canadian who is not proud to be a Canadian due to our nation's socialized health care.

Publicly funded and accessible to all citizens, Canada's health care is something to be held in high regard and, as a result, sometimes taken for granted.

Striving to aid nations that are not as fortunate, Operation Eyesight is an

organization that provides comprehensive eye care for people in Africa and India. Pat Ferguson, CEO, brings to light the gravity of preventative blindness in these areas. In North America, we can experience various types of illnesses and infections without them becoming a lifelong battle. However, Ferguson explains, in developing nations, it is not uncommon for people to go blind from a cataract, and even conjunctivitis (or what we know as pink eye).

Severe implications

In these countries, there's no possible way to continue working if you're blind, so the negative impact of undiagnosed diseases is severe.

Thanks to organizations who share similar goals as Operation Eyesight, health care has improved with their efforts to provide access to more medical resources and continuous medical training.

As far as our nation's government is concerned, the Canadian International Development Agency states

that “Canada spends an average of 25 percent of all development assistance in the health sector. This amount totalled approximately \$780 million in 2008-2009.”

Our efforts shouldn't stop there. Individual efforts from people like you are equally as important in promoting current projects and building new ones along the way.



NEWS



BOUNCING BACK
When disaster strikes, child-friendly spaces provide psychosocial care for traumatized children and a safe place to learn and play. Pictured here, a facilitator holds a soccer ball at a UNICEF-supported child-friendly space in Pakistan, set up to support flood survivors.
PHOTO: © UNICEF/NYHQ2010-1678/RAMONEDA

Recovering from disaster

At times it seems that not a week goes by without news of yet another natural disaster striking families somewhere in the world.

In fact, recorded disasters have doubled over the past 20 years and the frequency and destructiveness of flooding has spiked dramatically. Earthquake deaths have also increased fourfold over the past decade.

We've seen the tragic results of these disasters amplified in 2010—most notably in the extraordinary destruction caused by the Haiti earthquake in January, the survivors of whom have since faced a deadly cholera outbreak, and in Pakistan's dev-

astating flood emergency in August, where the crisis is far from over.

Worsening the scenario

Many disasters in low-income countries like these are compounded by vulnerabilities that existed beforehand: lack of basic infrastructure and services, high-density populations, urbanization in high-risk areas and long-standing political instability, to name a few.

In any disaster, it is the children who are most vulnerable. Reaching children with life-saving aid and restoring basic services is vital. But how do you restore health care when an effective health system was not in place previously? How do you get

children back to school when so many were missing out on an education before disaster struck?

These are the challenges that UNICEF and other organizations are working to overcome. Supporting countries on the road to recovery is as much about meeting immediate needs as it is about helping establish and strengthen crucial systems that will support long-term, sustainable recovery.

The smallest victims

Despite the unimaginable circumstances faced by survivors in Haiti and Pakistan, there have been many positive results for children, and much reason for hope.

Life-saving immunizations, clean water supplies, getting children back in school – these are but a few success stories amid the most daunting challenges.

In Pakistan, for example, UNICEF is reaching 2.8 million people with clean water every day, and more than 100,000 children are benefitting from temporary learning centres and psychosocial support. Over 10 million children have been vaccinated against polio, Pakistan being one of only four countries left in the world where this crippling virus remains endemic.

In Haiti, UNICEF and partners have ramped up urgent cholera response alongside earthquake

recovery efforts, including distribution of water purification supplies and medicines. Plans to rehabilitate and extend water piping systems are underway – clean, sustainable water sources are critical to stemming and averting disease outbreaks like cholera. And, after a large-scale vaccination of over one million children, UNICEF is working to re-establish and strengthen systems to support routine immunization for children long into the future.

IVANA LJUBIC

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PROFESSIONAL INSIGHT

FACT
3
HUNGER IS THE MOST DEVASTATING CONSEQUENCE OF POVERTY



A NEW LEASE ON LIFE
Three months after he received treatment for malnourishment at the Save the Children clinic in Aguié, Niger, Tsahirou is back in his village with his mother Salmey. When first admitted to the clinic, he had weight only 5.3 kg.
PHOTO: SAVE THE CHILDREN



DON'T MISS!

Working together for liberation

Geeta was 12 years old when she was sold into domestic slavery by her father.

She worked for years, from sunrise until late at night, believing she'd never escape and be free.

"It was a situation that was impossible to escape from. All the verbal abuse, all the threats; there was nothing I could do. My master was well connected, he knew everyone. He was highly regarded in his community. I was afraid of the consequences for my family if I left," says Geeta.

Trapped from childhood

In parts of Nepal, girls as young as five are sold by their families to work as domestic servants. This is the age-old Kamalari practice of bonded labour that sees girls as a drain on family income and only worth selling.

Plan International estimates that between 10,000 to 12,000 girls are currently working as domestic servants under the Kamalari system.

With help from Plan's Kamalari abolition program, Geeta did escape, and has since opened her own café through a microloan and business training from Plan. She now makes 46 times the wage she earned as a Kamalari slave.

Fighting for freedom

Plan International is working to dismantle the Kamalari system on a number of fronts. The starting point is getting girls safely out of the system and back into school or alternative education that gives them a trade. Focus is also put on helping families to thrive, earning a decent living so they don't have to sell their daughters. Public awareness campaigns, from villages' right up to the national level, are part of Plan initiatives to put a stop to child slave labour.

Courtesy of Because I Am A Girl

Striving for a childhood without poverty

SHOWCASE

Question: How is Save The Children improving the quality of life for children from the poorest of countries?

Answer: By supporting clinics in Niger for the extremely malnourished, they're giving kids a fighting chance for the future.

When the nations of the world gathered at the UN Convention on the Rights of the Child, almost every one agreed on the proposed.

It's hard to imagine that anyone would disagree to giving children the right to be protected from being hurt or mistreated, in body or mind (Article 19), or to having clean drinking water, nutritious food, the best health care possible, and a safe environment to live and grow (Article 23). Yet, most children aren't afforded these rights.

Striving for a new reality

A world where every child has the opportunity to exercise their rights is a world without poverty. For over 90

years, Save the Children has worked with children to end poverty.

Hunger is one of the most devastating consequences of poverty. Every year, over 180 million children starve; three million die as a result. Today, a third of all children under the age of five in developing countries are under-nourished. Children in Niger are amongst those at greatest risk.

Just a fighting chance

Tsahirou is 17 months old and lives in Niger. A bout of diarrhea threatened to take his life until hospital staff transferred him to a Save the Children clinic that cares for extremely malnourished children.

Much of Niger is desert. Poor rains have caused widespread crop failure and the country is in the grips of a food crisis with food prices rising by 20 percent every year since 2007. Starvation threatens to kill almost 400,000 children.

More than half of Niger's population cannot afford to buy food. Families that used to eat three meals a day are down to two. Those that used to eat two meals a day are down to one; sometimes they are forced to eat

animal feed. And now children must leave school to work to help their families stay alive.

Because of the poor harvest last year, Tsahirou's family hasn't been able to grow enough to feed themselves. "The last of our food ran out 40 days ago", explains Tsahirou's mother, Salmey. "On my most recent visit to the hospital, the doctors saw that Tsahirou was very sick and they sent us to the clinic here in Aguié. I don't know if my child is going to make it."

Nourishing the future

Niger has one of the world's highest rates of death among young children—one in six don't live to see their fifth birthday. Even before the food crisis, nearly half of all children under five were malnourished.

Save the Children supports five clinics in Niger that care for children who are extremely malnourished. Their mothers stay in the clinics with them during treatment. Staff use this time to teach women about good breastfeeding practices, how to identify the warning signs of malnutrition, and general good health and hygiene, to help keep children healthy.

Ten days after being admitted to the Save the Children clinic, Tsahirou was alert, able to feed, and smiling. His mother was smiling too. "When I brought him in he was suffering so much that I couldn't smile. But now he's getting his health back, and I'm smiling again."

In addition to helping children like Tsahirou, Save the Children is looking to tomorrow, identifying and funding strategies that will help prevent future food crises.

Proven, low-cost solutions exist that can spare millions of children from suffering and death. Save the Children is a leading voice campaigning to get governments, corporations, communities and individuals to take action so that every child gets the opportunity to celebrate their sixth birthday. To learn more about our work in Canada and around the world, please visit www.savethechildren.ca.

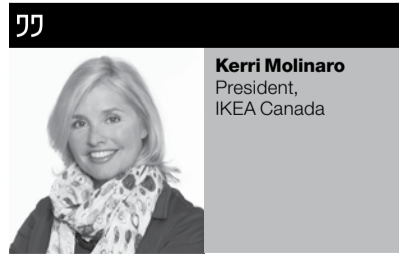
DAVID MORELY
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Building the right to a brighter future

Six year old Ola lives in extreme poverty in a rundown area of Tirana, Albania.

Ola's parents don't work and they can't afford the minimum level of housing, food or other basic necessities. If she is lucky, Ola eats one meal a day. But there is light in Ola's future as a result of the IKEA Social Initiative, their philanthropic arm.

Through the development of a Socio-Educative Centre for Integration that reaches out to vulnerable children facing poverty, discrimination, and child trafficking, Ola has a chance to escape the poverty. Ola is only one of over 100 million children who benefit from the IKEA Social Initiative programs managed by UNICEF



Kerri Molinaro
President,
IKEA Canada

and Save the Children.

In 2005, the IKEA Social Initiative was created to expand support of social projects globally. Fundamental to IKEA's core values is the belief that children are the most important people in the world. They are now the largest corporate donor to UNICEF and Save the Children with commitments of nearly \$168 million CAD that will have lasting effects on the lives of

children.

Gaining control and independence

Since 2009, over 50,000 women benefit from a UNDP program in India that includes micro-financing and small business initiatives that empower women to influence their community, and gain control of their own lives in an effort to improve their children's prospects.

"We can make a difference for millions of children through programs dedicated to a few focus areas: reducing malnutrition and infant disease, improving literacy, and empowering women. We have chosen to concentrate the long-term and strategic

investments mainly in India, because the needs of children are great, but also because IKEA has done business there for many years," says Marianne Barner, Head of the IKEA Social Initiative.

IKEA's commitment to children's rights began in the mid-nineties out of a need to actively prevent child labour in the company's supply chain. Joining forces in 2000 with UNICEF to tackle the root causes of this complex issue in the carpet belt of Northern India, led to school programs for over 80,000 children. Today, 10 million children benefit from comparable programs in 20,000 villages in India and Pakistan.

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Save the Children is the world's leading independent organization for children. We work to create a world where every child attains the right to survival, protection, development and participation.

This advertisement generously made possible by IKEA, which supports Save the Children's efforts to improve education for children in developing countries.