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CHILDmatters

SUMMER 2009

**THE
WORLD'S
GREATEST
PROMISE**

A BETTER LIFE
FOR EVERY CHILD

unicef 



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Hello,

Welcome to your latest edition of *Childmatters*. This is really your magazine - packed full of articles on how your gifts are helping to make a big difference to vulnerable children the world over.

Our main article looks at the launch of our new campaign. Twenty years ago the world gathered to recognise the rights of every child under the UN Convention on the Rights of the Child. As the only organisation mentioned in the Convention, UNICEF became its natural champion.

We have worked tirelessly to try to help every child and have made huge progress, but the hardest work is still to be done if the world is to keep the promises we made to our children.

Climate change is often in the news. But perhaps an aspect of climate change that isn't so often looked at is its devastating impact on the world's children. Natural disasters are only part of the problem. The everyday effects of climate change, such as food scarcity and disease, also seriously affect children's

chances of a better life. Read all about what we're doing to help the most vulnerable communities adapt to climate change on page 10.

Finally, don't miss our moving report on child soldiers in Sudan. There are currently an estimated 6,000 child soldiers in Darfur.¹ Children who've been forced into combat, separated from their families and denied their fundamental right to a childhood. It's our goal to help every child caught up in the conflict and re-integrate them into their communities.

You can read *Childmatters*, knowing that you've had a huge part to play in all our work. Thank you.

V. Collins

Vicky Collins
Editor

¹ Source: www.bbc.co.uk/news/1/hi/world/africa/7796507.stm

4 GLOBAL OVERVIEW

How your support has helped to make a difference

5 RAISING AWARENESS OF CHILDREN'S RIGHTS

Our new campaign to help protect the rights of every child

10 A CHILD'S VOICE IN THE STORM

How climate change is having a devastating effect on the world's children

12 A CHILDHOOD REGAINED

The moving story of children forced to fight

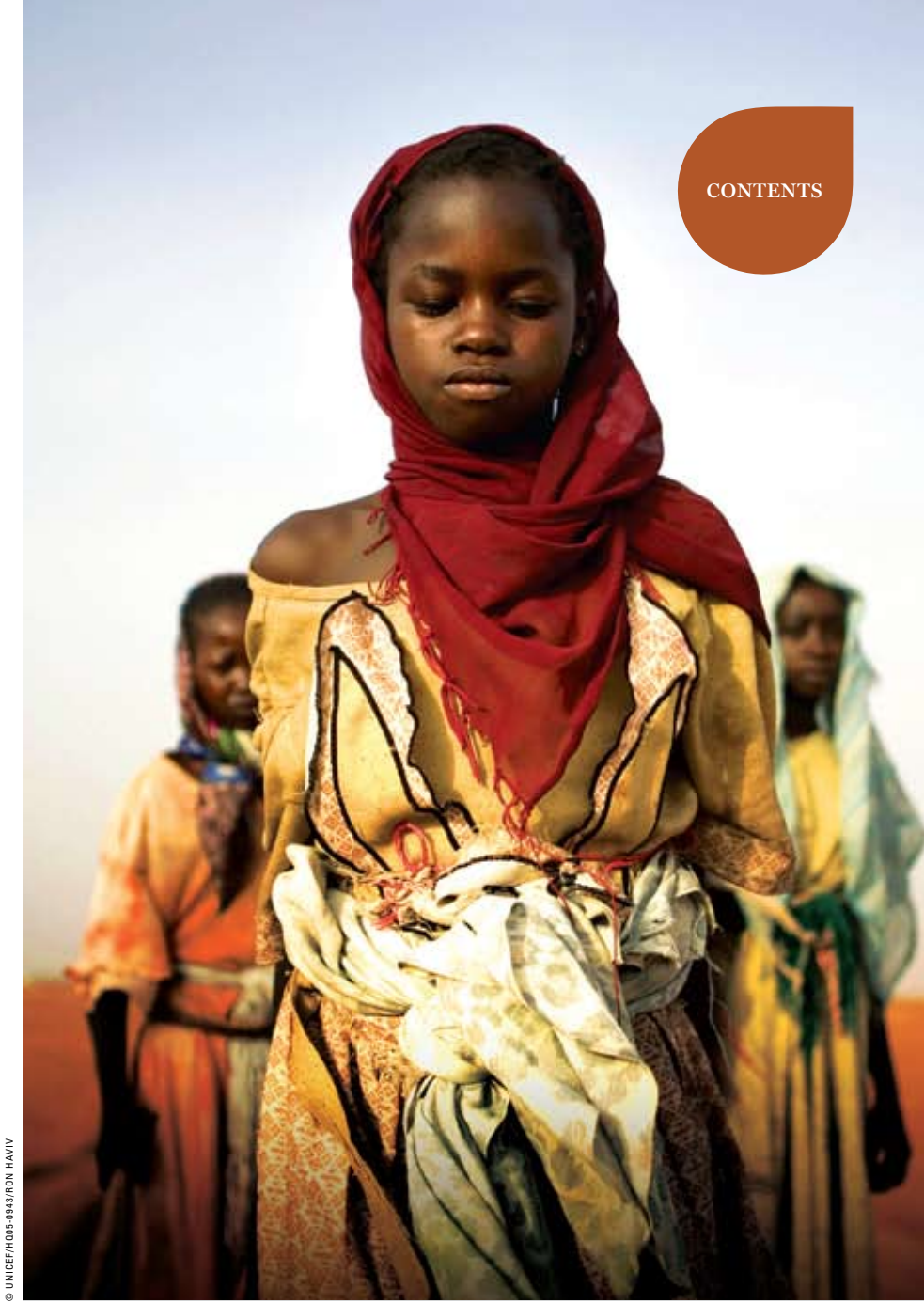
14 MAKE YOUR MARK

Consider leaving a gift to UNICEF in your Will and help children for years to come

15 YOUR UNICEF

Trek for the children of Morocco

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YOUR DONATION WELL SPENT

For every £1 we raise, 75p is spent on our work to help improve the lives of children around the world. UNICEF is not funded by the United Nations and relies entirely upon voluntary donations, so your support is vital.

CHILDmatters

Childmatters Summer 2009 issue. Many thanks to Alice Smeets from the collective 'Out of Focus' in Belgium. Her moving picture (page 8) won the international competition "UNICEF Photo of the Year 2008", and shows a girl in the largest slum in Port-au-Prince, Haiti's capital.

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HOW YOU'RE PROTECTING CHILDREN EVERYWHERE

Your support is helping contribute to a world where every child can be educated, be healthy, be heard, be treated fairly and can simply be a child. These are just a few of the recent developments – for the latest news go to unicef.org.uk



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HOPE IN THE DARKNESS IN SRI LANKA

The 25-year war in Sri Lanka has finally come to an end. But sadly, the humanitarian crisis continues. UNICEF is on the ground supplying safe drinking water and nutritional support to the thousands of children displaced by the fighting. And, with your support, we plan to remain in the area for as long as help is needed.

Find out more about our work in Sri Lanka at unicef.org.uk/srilankainfo



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STANDING BY THE CHILDREN OF SUDAN

Even when other aid agencies were suspended from working in Sudan in March, UNICEF continued to provide much needed water, food and healthcare to thousands of children. Their basic rights are being denied as a result of the fighting, but with your support we'll continue to help Darfur's children when they need us most.

Find out more about our work in Sudan at unicef.org.uk/sudan



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REACHING OUT IN SOMALIA AGAINST ALL ODDS

The escalating violence in Somalia hasn't stopped UNICEF and its partners helping nearly two million women and children gain access to life-saving healthcare. Our Child Health Days have provided vaccinations, Vitamin A, deworming, diarrhoea prevention, screening for malnutrition and health promotion.

Find out more about our work in Somalia at unicef.org.uk/somaliainfo



© UNICEF/UK/MYANMAR 2008/SHIMA ISLAM

HELPING MYANMAR (BURMA) ON THE HARD ROAD TO RECOVERY

Over a year on from Cyclone Nargis, UNICEF is still helping children in devastated communities throughout Myanmar rebuild their lives. Thanks to your support we've been able to provide 250,000 people with safe drinking water and have also built nine schools to get children back into education.

Find out more about our recovery work at unicef.org.uk/myanmar



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PROVIDING SHELTER FOR THE CHILDREN OF PAKISTAN

The conflict in North West Pakistan has displaced more than two million people – over half of them children. We've worked with communities there for over 60 years, so have the expertise and resources to respond quickly. With our partners and your support, we've provided emergency relief to thousands of families.

Find out more about our work in Pakistan at unicef.org.uk/pakistan

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PROMISE ME

I WON'T HAVE TO WORK 20 HOURS A DAY

UNICEF promises to uphold every child's right to a childhood. This includes the world's street children. Millions of children, often as young as five, are forced to live in fear on dangerous city streets. They have been robbed of their childhood. We cannot accept this. These children have rights. They have the right to a childhood, they have the right to be healthy, they have the right to an education, they have the right to be treated fairly, and they have the right to be heard. These rights are not up for debate. Together, we can help give these children back their childhood. Turn the page to read more. >>

PROMISE ME



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WE PROMISE TO PROTECT THE RIGHTS OF CHILDREN

In 1989, the world gathered to make a set of promises to children: the UN Convention on the Rights of the Child (CRC). By doing so they recognised that all children everywhere should have the same rights. The Convention became the fastest, most widely signed treaty in the world.

Twenty years on, and thanks to your support, we've seen huge improvements in the lives of children across the globe. For example, immunisation has saved the lives of over 20 million children.¹ But there are still so many daily violations of children's rights taking place. More than 100 million children don't receive even a basic primary education.² About 25,000 children under the age of five die every day, mainly from preventable diseases.³ Many children are having their lives torn apart by war and natural disaster, while others are exploited and abused. With so many children living and working in truly appalling conditions, more must be done to uphold their rights.

UNICEF is the only organisation working for children and their rights that is recognised in the CRC. As champion of the Convention, we know that millions more children will survive and thrive if the world keeps its promise to fulfil their rights.

Our programmes focus on children's rights to health, to education, to be treated fairly, to be heard and to have a childhood, and we help children in over 150 countries. It's

thanks to your support that we've been able to do so much, including initiatives such as Zhengzhou's 24-hour drop-in centre for street children in China.

This is a joint programme with the Chinese Government and meets a very real need, as there are many children living on the streets in China. The centre reaches out to these children with food, water, medicine and shelter. Those ready to leave the streets are supported in going to school. Programmes like this all over the world are giving children hope for the future. By providing advice, support and education, we're giving children the chance of eventually finding a job, so that they can support themselves and their future families.

Another example of how we uphold children rights is in the case of Judi (pictured above) who lives on the streets of Manila, in the Philippines. She attends a UNICEF-supported street education programme run by Childhope Asia, where she gets counselling, support and protection. Sadly, we just don't know what help other street children, like those pictured in this article, might be getting. There are many thousands of street children in the Philippines and millions more worldwide – they all need our help and our promise to uphold their rights.

To tell everyone about UNICEF's involvement in upholding children's rights, we have recently launched our campaign, "Promise Me". It includes some powerful advertisements, like

1 Source: www.unicef.org/immunization/index_coverage.html, 2 Source: UNICEF Education Fact Sheet, 2009, 3. UNICEF Child Survival Fact Sheet 2009

WILL YOU PROMISE TO HELP PROTECT THEIR CHILDHOOD?



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the one on the previous page. Through raising awareness, we hope to raise funds to support the most vulnerable children in the world.

We want to inspire more people like you to join us in making a promise to do all we can to help realise the rights of the world's children. So we encourage you to tell your friends about

UNICEF and to help us raise awareness about the world's greatest promise: a better life for every child.

To find out more about our campaign visit unicef.org.uk/promiseme

AKBAR AND THE KARACHI STREETS

Case Study

Akbar (age 14) is just one of the 10,000 street children in Karachi, Pakistan, who are denied their right to a childhood. Homeless and without a family to care for him, Akbar does what he can to get by. Along with gangs of other children like him, he sleeps in sewage pipes, parks or bus stations. Akbar explains how he arrived in his desperate situation, "My step-brother brought me to Karachi. He murdered my father [and] took my mother and my younger sister away and then he brought me here, where he eventually left me at a roundabout. I was only five."

There are children like Akbar all over Karachi. Some collect metal and paper from the city dumps to be recycled. Others are sold for sex in the red-light districts. Most are subjected to daily physical and emotional abuse.

But since UNICEF helped open the Dost Drop-in Centre for street children in Karachi, Akbar and other children like him have somewhere safe to go.

Thanks to our supporters, Dost has been a huge success. Already, more than 550 children have been registered at the centre, which provides medical care, bathing facilities, counselling, training and support for family reunification. It also provides a place where children like Akbar have a caring team of adults who can act as both their confidants and their friends.

With your continuing support, more and more children like Akbar can regain their sense of dignity and self-respect. By making sure their rights are upheld we aim to be able to give them a safer life and the chance to be a child again.



"UNICEF-Photo of the Year 2008" by Alice Smeets, Out of Focus, Belgium.

The winning picture of the international competition "UNICEF Photo of the Year" shows a girl in the largest slum in Port-au-Prince, Haiti's capital.

A CHILD'S VOICE IN THE STORM

In 1999, world leaders came together to address the problem of climate change. Ten years on, environmental changes are continuing to have a devastating effect, particularly on children. While we can't turn back the clock, UNICEF is working to minimise the effects of climate change on children's lives.

As world leaders prepare to gather in Copenhagen this December to agree a new global deal, children in the developing world are still living with the effect of climate change. We need to see a strong global agreement to reduce the carbon emissions that are the root cause of this problem. Time is running out and the world's children desperately need action.

With global temperatures rising, destructive phenomena, such as cyclones, floods and droughts, are becoming more common. And it's clear that it's the world's poorest countries that will bear the brunt of these disasters now and in the future. Climate change could cause an additional 40,000 to 160,000 child deaths per year in South Asia and sub-Saharan Africa, through loss of income alone.¹

THE DISRUPTION FROM CLIMATE CHANGE

The impact of natural disasters is just part of the problem. It's also the spiralling long-term disruption that restricts access to water, food and land. In cultures reliant on agriculture, the increase in temperature is threatening livelihoods. Areas that rely on seasonal rains to grow crops are now experiencing torrential downpours that threaten to destroy their harvest. Other regions have no rain at all and sources of water are drying up. It's children that often take on the burden of collecting water and fuel from ever more distant sources, meaning they miss out on school.

Climate change is also contributing to the problem of disease. Malaria – which already kills more than 800,000 children under the age of five every year² – is now being seen for the first time in areas like the highlands of Kenya and Jamaica, as a result of both higher temperatures and increasing rainfall. Meanwhile,



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the lack of safe water looks likely to increase instances of diarrhoeal-related disease in low-income countries by up to five per cent by 2020.³

HOW WE CAN HELP

But there's so much we can do. We're passionate about helping children live with climate change and empowering their communities to respond to this global problem. Your support is allowing us to help communities strengthen their resilience to natural disasters. We can equip them with the knowledge and skills they need in order to prepare for an emergency – rather than just react when disaster strikes.

We're running water and sanitation programmes, including rainwater harvesting and providing wells and pumps to tackle problems of contaminated or diminishing water supplies. We're also ensuring communities are equipped to deal with the threat posed by malaria. And we're using solar power in place of fossil fuels in many communities. These are just some of the initiatives we're running in over 150 countries, helping communities adapt to the realities of climate change.

Children are central to this response and have a right to participate in the decisions affecting their future. It's children who have to carry the burden for years to come. We're working to ensure that their voices don't go unheard – most crucially at the meeting in Copenhagen. This is why we are calling on the UK Department for International Development to ensure that children are involved in action plans for the future.

It's our hope that the governments of the world will face up to their responsibility; to make the changes that are needed now, to make a world fit for children.

We are participating in a **Stop Climate Change Coalition March in London on 5th December**, to coincide with the **Climate Change Conference in Copenhagen**. Join us and vote with your feet to stop climate change.

To find out more about how you can get involved, visit unicef.org.uk/climatechange

HASINA'S STORY

Case Study

Monday, 18th February 2008 is not a day 12-year-old Hasina will ever forget. He awoke to chaos, as flash floods rose between Ambohimamarivo and his hometown Tanambe in Madagascar. For three days, panic spread over the people of Tanambe. Families watched helpless as their houses collapsed. Hasina's primary school was washed away, denying him and hundreds of other children their right to an education. UNICEF was working in the area, so we immediately set up tents to form temporary classrooms.

"I would never have believed that it was possible to go back to school so quickly," Hasina said. "I lost all my school things and my classroom is completely destroyed. Fortunately, this tent has been set up so that we can use it as a classroom." As global temperatures continue to rise, it is predicted that floods such as these will increase in frequency and intensity. But there is hope. With your support we're helping communities like Hasina's have measures in place that will minimise the effects of disasters. Only that way can they face the future with confidence.

A CHILDHOOD REGAINED

AN ESTIMATED 6,000 CHILDREN HAVE BEEN RECRUITED INTO ARMED GROUPS IN SUDAN'S TROUBLED REGION OF DARFUR.¹ THESE CHILDREN HAVE BEEN SEPARATED FROM THEIR FAMILIES AND DENIED THE RIGHT TO BE A CHILD. BUT UNICEF IS WORKING TO HELP ALL CHILDREN ASSOCIATED WITH ARMED FORCES RECLAIM THEIR CHILDHOOD.



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Sarah was just nine years old when she followed her mother into the Sudan People's Liberation Army (SPLA). She learned to march and handle an automatic rifle, and she had to work for five or six days at a time carrying supplies, cooking and cleaning for her fellow soldiers. For three years Sarah missed out on the chance to go to school and to play. She was denied the right to an education and a childhood.

Sarah is just one of the thousands of children who have had their lives torn apart by the armed forces of Sudan. Some are used as child soldiers and trained to fight and kill, while others become porters, cleaners or cooks. Many become victims of daily psychological and physical violence, while others are also victims of sexual abuse by older soldiers.

UNICEF is working with various NGO partners in the region to release and reintegrate children affected by the armed conflict into their communities. This has been helped by the agreement of the SPLA to legislation outlawing the recruitment of combatants under the age of 18. As a result they have released at least 20,000 children since 2001.² But there are still thousands more children caught up with the various armed forces operating within Sudan. We continue to exert pressure to ensure all the children are released as soon as possible.

Even when children are demobilised, reintegration into their communities can be a slow, painful process. Emotionally scarred by their traumatic experiences and carrying the stigma of their involvement with the armed forces, they need support to help put their experiences behind them.

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UNICEF has provided children caught up in the conflict with the counselling and education they deserve to find their place back in their communities. We also work with our partners to trace the children's families so they can be reunited.

Your support has helped to establish vocational training centres and courses for children affected by the conflict. Here they can develop practical skills such as brick making and construction techniques, shoe making, leatherwork and gardening. Skills that will help these vulnerable children build a better future, by giving them a chance to get a job, home, family and ultimately happiness.

Sarah was one of 250 children UNICEF helped to demobilise back in April 2006. Her release was marked by a ceremony where the children handed over their weapons and uniforms and received a set of second-hand clothes and text books from the local school.

So far this year, supporters like you have helped hundreds of children escape the various armed forces in Southern Sudan. With your help, UNICEF will continue to work to see that thousands of child soldiers can lay down their weapons, turn their back on the violence, return to their lives and have their right to be a child realised.

To find out more about the plight of child soldiers, visit unicef.org.uk/childsoldiers

1. Source: www.bbc.co.uk/news/1/hi/world/africa/7796507.stm, 2. Source: *Forced Migration Review, Issue 21, Oxford University Press, UK 2004.*

MAKE YOUR MARK

A gift in your Will could help us build a better world for children. We rely on your support for our funding, so I'd like to tell you the story of one of our supporters who was an inspiration to us all at UNICEF. I hope she will inspire you too.

© UNICEF/ HALLAHAN/SUNITOMO CHEMICAL - OLYBET.NET



It was while travelling to developing countries for her job that Alison Richards gained first-hand experience of the problems that UNICEF is working to overcome.

Alison saw the terrible suffering of women and children and vowed to help them in as many ways as she could. She was always looking for

new opportunities to support our work, even using her 50th birthday celebrations to raise funds for us.

As a volunteer, Alison rose to become vice chair of UNICEF UK, but tragically, just days after learning she was to receive an OBE for her services to children, she died of cancer at the age of 53. It was an enormous loss, but Alison made sure she continued to help children by leaving a gift to UNICEF in her Will.

While Alison had the time and energy to give so much, we are not all in the same position. But including UNICEF in your Will is something everyone can do and it can have an enormous impact on the children we help. Every gift will make a difference, no matter what its size. £200 can help protect 40 families from the threat of malaria by providing them with mosquito nets, which cost just £5 each. With £2,000, you can help save 400 and £20,000 can save 4,000 families.

So, after you have provided for your family, please consider leaving a gift to UNICEF in your Will. Wherever in the world it is spent, it can change children's lives forever. Thank you.

For more details, or to talk in confidence about leaving a gift to UNICEF, please call Jane Hallahan, UNICEF Legacy Manager on **0844 801 2414** or email her at janeh@unicef.org.uk. Or if you prefer, complete and return the slip below.

I WOULD LIKE TO HELP BUILD A BETTER FUTURE FOR THE WORLD'S CHILDREN

- Please send me more information about remembering UNICEF in my Will
- Please call me to discuss
- Please send me information about amending my existing Will to include UNICEF
- I intend to remember UNICEF in my Will
- I have already remembered UNICEF in my Will

Title	Initials	Surname
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Postcode		
Telephone		
Email		

Please cut along the dotted line and send this form back to us at:
Legacy Department, UNICEF, Freepost CL885, Billericay CM12 0BR

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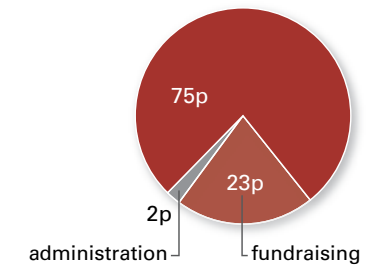
As an organisation reliant upon voluntary gifts, we are always answerable to our donors. Below are some questions we are asked frequently by supporters. Ask us your own questions or tell us your views by emailing us at childmatters@unicef.org.uk

Can I sponsor a child through UNICEF?

UNICEF does not operate child sponsorship schemes. We do not believe it is right to pull out a single child for support. We do use stories about individual children to highlight how your support has helped but, ultimately, all children are equal and have the same rights. It would not be fair to help some children gain access to their rights, such as the right to education, whilst excluding others. In all of our projects we involve the communities we work with and aim to make the services we provide accessible to all who need them.

Where does my money to UNICEF go?

For every £1 we receive 75p goes straight to our work with children. We spend only 2p in administration and the remaining 23p is spent on raising another £1 to help vulnerable children. In 2008 we sent £42.9 million to projects worldwide and provided life-saving initiatives including immunisation and life-enhancing programmes like education.



Trek for the Children of Morocco

Following our successful trek to Nepal earlier this year, which has so far raised over £120,000, UNICEF is organising a trek for the children of Morocco in November 2010. It will take place across the awe-inspiring landscape of the Sahara Desert, and aims to raise awareness of our projects with the most vulnerable children in the country.

The trek will avoid established tourist trails and instead travel along an ancient trade route that is still used by nomadic Berber and Toureg tribesmen, some of whom we hope to encounter during our trip.

At the end of the trek you will visit a UNICEF project in the desert city of Ouarzazate to see, first hand, how much of a difference your support makes to the children of Morocco.

The trek will take place from 6-14 November 2010, so you have plenty of time to train and get sponsorship. To take part you will be expected to raise at least £2,600 and pay a non-refundable fee of £295.



This is a great opportunity to set yourself a physical challenge, to raise funds for UNICEF, learn more about our work and, of course, visit this amazing country.

To find out more about the trek for the children of Morocco, visit unicef.org.uk/morocco or email challenge@unicef.org.uk or call the Help Desk on **0844 801 2414**



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