



Message from Executive Director
March 2008

We talk a lot here at Canadian Feed The Children about being the bridge that connects caring Canadians to the children we support. I think this is because it's an image that strikes just the right note for us – showing how strong relationships and a clear vision are at work in many different ways to help children affected by poverty. And no matter where we are in the process of getting the job done, we all contribute to the strength and usefulness of that bridge.

It all starts with the concept of connecting – an openness to experience and celebrate the connection we have with others. For many Canadians, this means a decision to help – to do something to make life easier for those who face poverty every day. To transform this decision into action, we create opportunities to become involved. We use mail and telephone outreach, the Internet, traditional media, direct dialogue and small events to start a conversation with people about what we do and how they can help.

With every supporter who shares our goals, the bridge becomes stronger. It lengthens and strengthens again with the partnerships we've developed with community organizations that share our expertise and experience in development and our vision for children. We work hand in hand with our partners to determine the true needs of the community and establish strategies to address them as effectively as possible.

The bridge reaches further to the children. So many of those we support have known great hardships and suffer the impact of poverty daily. Yet in my travels I regularly see an overwhelmingly positive spirit in their eyes and their actions. Though they often are burdened with difficult adult responsibilities, they embrace everything about childhood when given the chance. With opportunities to go to school, eat well, drink clean water, see a doctor and feel themselves and their families grow healthy and strong, these children relax into their childhood and allow themselves to dream of new possibilities.

The bridge that is Canadian Feed The Children ends with those dreams becoming reality. And, simply put, that happens because of you.

With great thanks for your support,

Jim Dahl
Executive Director