



Message from Executive Director
December 2007

Ending one year and beginning another is a natural time to reflect on everything we do to help children live better days. All of us at Canadian Feed The Children are reviewing our systems and procedures, pouring over reports, building operating plans and revising budgets to ensure we have the biggest impact with the most cost-effective approach. In the middle of complex paperwork and animated discussions on how we can help even more children next year, it occurs to me that at the heart of every move we make is a profound story.

Take the Best Gift Ever, our new gift catalogue program. We developed it this year as a way to give donors the opportunity to support children in specific, meaningful ways and, at the same time, honour someone with a personalized greeting card. We hoped it would be well received and it has been, for which we are grateful. What we didn't expect was such a high level of emotion coming out of the program. I see staff printing out beautiful cards on behalf of our generous donors and I know that each one contains an incredibly heartfelt message to someone else. It's such a simple concept – send a gift to a child to celebrate how we feel about each other. The other day, one of our child sponsors made 27 separate gifts to acknowledge the support she received from her friends and family over a difficult year. Stories like this have moved us all. And for every Best Gift Ever, there's another story, just as personal and just as moving.

It's the same with all of our programs. We sat together in a staff meeting the other week and heard about a young man in Thompson, Manitoba. He grew up on a First Nations reserve that provides a nutritional program supported by Canadian Feed The Children. The program's cook retired and a few replacements didn't work out. With no one to do the job, this young man volunteered, reluctantly. He was 19 years old, unskilled and insecure, with no knowledge of nutrition. Then our program manager took him shopping. She showed him how to build a menu from nothing, how to turn a recipe for four into one for 40, how to budget and plan, what good nutrition means. That was last year. This year, he is confident, productive, beaming. As are the children he feeds daily.

It is our intention in 2008 to not only help precious children by reducing the impact of poverty they experience, but to share with you the gratifying stories that spring from that support. It's only through your generous donations that we are able to have such a profound effect on children's lives. And it's only right that you hear the good news and life-affirming stories that come from your poignant act of sharing.

We wish you joy and peace in the New Year. And we thank you for choosing to stand up for vulnerable children through your support of Canadian Feed The Children.

Jim Dahl
Executive Director