



Message from Executive Director  
**May 2008**

This month we are keenly aware of the connectedness of the world. Headlines warn of the devastation that could result from a global food crisis. We are poised to respond as best we can to the impact of that crisis on the communities we support, and are working closely with our country representatives and partners in Haiti, Ethiopia and other countries to monitor the consequences of soaring food prices and associated unrest. As our country rep Gebriel Galatis reports from Addis Ababa, Ethiopia, “I am encouraged that Canadian Feed The Children has taken steps in Ethiopia to support food production and related activities in agriculture. This initiative will have meaningful results and impact the lives of the rural destitute in the coming years.”

This long-term sustainable approach is at the heart of our mission. Creating a stronger foundation for families facing poverty is our goal and one that has been realized for many thousands around the world, thanks to the support of our donors. Working closely with our partners and community leaders, we take a holistic approach to remove the barriers that keep children from being healthy or from reaching their potential. This means combining efforts to not only ensure that children have adequate nutrition, as our name implies, but also to build a dependable community structure that offers clean water, medical care, hygiene and sanitation, malaria protection, income generation, education support and community equity and leadership through education and skills training.

When an emergency or crisis makes an already challenging environment more dangerous, we step in to do as much as we can to address urgent needs. We often go to our supporters for additional support to meet these needs, as we have done in the past to send urgent medical shipments to Haiti in the wake of the floods from Tropical Storm Jeanne in 2004 and funding for food in Ethiopia after African floods in late 2007. These initiatives are above and beyond the financial support we generate every year to fund our existing programs, which too are urgent, but address needs that are identified by the communities we support at the end of one year for funding throughout the next. Our fundraising efforts are the engine that drives this funding. At times of calamity, we appreciate the willingness of our loyal donors to step up their contributions.

Thank you for ensuring the daily work we do for children gets done – every time you hit the Donate Now button or send in a coupon through a mailing or say yes to our telephone callers or note that monthly donation in your chequebook – you are meeting urgent needs for

precious children in Canada and around the world. You are at the heart of Canadian Feed The Children and drive our ability to be effective at all times, no matter what is going on in the world.

Jim Dahl  
Executive Director