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Jim Dahl Message – November 2009

Though it's been a challenging year – for the communities we support, as well as many here in Canada – I am constantly aware of the extraordinary work that we're able to do at Canadian Feed The Children in spite of financial hardships.

Our ability to help reduce the impact of poverty on children is completely dependent on the generosity of Canadians. We very much appreciate the rallying of support we've received this year to help us fulfil our promises to the children and families we support.

Though some of our monthly donors have understandably had to suspend their donations because of the economy, we've seen others signing up for the first time to share our goals for children. To all our child sponsors and Everyday Hero monthly donors, I say thank you for what you've been able to do and what you are doing now for children with your regular contributions.

And though, like many charities, we've experienced a reduction in fundraising revenue, we've also seen many individuals and groups respond with even more generosity than they've been able to offer before. To all those who have made a donation online, through the mail or the phone, or been a part of a community fundraising event, I say thank you for joining this positive movement to help children who are struggling every day to stay healthy.

We've always made accountability and cost-effectiveness a priority here at Canadian Feed The Children but this year we've pared down even more. We're being more creative, more resourceful and more efficient to meet our most constant and urgent priority – the funding of transformative programs in nutrition, health care, education and income generation. These programs are where your money goes, and where change happens. They transform illness to wellness, isolation to participation, malnutrition to nourishment, unskilled to confident, hopeless to hopeful.

Our supporters are our family here in Canada, uniting to help other families become healthier, stronger and more self-sufficient. I thank each of our supporters for sharing again this year, and invite you to be as generous as you can these last few weeks of the year so we can fulfil our vital promises.

I also thank our local partners and our staff and volunteers for their outstanding efforts this year in coming together to help children thrive. It's your ongoing commitment and caring natures that inspire our supporters and create change in the lives of children. I was particularly moved by an email sent to all our staff recently from our Director of Finance. It reminds us that we are all in this together, sharing hopes and dreams and heartbreak and compassion. I invite you to read it here: <http://www.canadianfeedthechildren.ca/about/RayWhite.htm>

With great thanks for your support,

Jim Dahl
Executive Director