



## **Message from Executive Director February 2009**

As Executive Director, I feel so fortunate to be a part of an organization made up of thousands of the most caring and generous Canadians. We are a proud country that stands for independence, co-operation, compassion and originality. Canadian Feed The Children reflects those characteristics because they are fundamental to the choices we make in creating change in the lives of children affected by poverty. And that change is only possible because of individual Canadians who make decisions with others in mind – even when it's difficult to do so.

The events of this past year have taken its toll on so many. Our troops in Afghanistan, and their loved ones, continue to sacrifice so much for the security and safety of others. Food prices around the world are affecting access to good nutrition for many, especially for those already challenged by poverty. Parents here at home are struggling with the effects of economic hard times, many finding themselves unemployed for the first time in their adult lives. Companies that have been proud employers are frantic to find solutions to dwindling revenue. Our own government has been in flux, trying to find ways to bring relief across the country.

And yet, in spite of these problems, I continue to see overwhelming evidence of our supporters' motivation to reach out to others. It's as if challenging times awaken our hearts even more – realizing how vulnerable we can all be to circumstances. But amid all the chaos and instability, the one constant is our humanness, our ability to feel connected and compassionate, and act on those important emotions.

With your help, we are working hard to make 2009 a better year for children here in Canada and around the world – bringing them what's missing from their lives, from nutrition to education to health care to greater family support. We thank you for your contribution to our vital mission and welcome your input and feedback every step of the way.

With great thanks for your support,

Jim Dahl  
Executive Director