



**Message from Executive Director
October 2008**

October 16 is World Food Day. Charities, non-governmental organizations (NGOs), community groups and anyone interested in seeing global access to nutritious food are marking it in a number of ways. Here at Canadian Feed The Children, we are playing host to an exciting community fundraising campaign. Hungry for Change is the tag line we use with our logo, indicating our commitment to changing circumstances for children affected by poverty. It's a natural tie-in with our name, though we do more in all our development programs that help families feed their children. This phrase - Hungry for Change - turned out to be the perfect name for a cross-country campaign spearheaded by one man who energized his industry into taking action on behalf of children. The Canadian Electrical Industry is on board in a big way, using World Food Day as the impetus to raise money for Canadian Feed The Children nutrition programs in Canada and around the world. Learn more at hungryforchange.ca. We are very proud and pleased that Wayne and his industry have chosen to make an important difference in this way. As always, this type of support enables us to offer the kind of programs and services that matter most to children and their families.

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Our valued donors can expect to receive their Childhood newsletter and new Best Gift Ever later this month, and child sponsors can expect this year's updates to be mailed by November 30.

All of us at Canadian Feed The Children appreciate your ongoing support in helping us bring good food, clean water, health care, education and community-strengthening initiatives to all the children we serve.

With great thanks for your support,

Jim Dahl, Executive Director