



# Childhood



>>Fall 2007

Reducing the impact of poverty on children

## Best. Gift. Ever. - yours to give!

All of us at Canadian Feed The Children are proud to introduce a new way to help children. Our Best Gift Ever catalogue performs double duty for Canadians looking for the perfect gift to celebrate a special occasion and looking to help children who face the hardships of poverty. How can we best help these children? You'll find the answers in our 2007/08 gift catalogue or online at [www.bestgiftever.ca](http://www.bestgiftever.ca), along with all you need to honour friends and family with a beautiful greeting card of your choice.

It's often the simplest approach that makes the most difference. For children living on the streets in Bolivia, you can make a special gift toward their safe haven - a warm bed, food, care and ongoing support. For children missing school as they walk hours to collect water in Uganda, you can make a gift of bringing water closer to home.

In any of the countries we support, new school supplies give children opportunities they just wouldn't have without them. And in rural communities, chickens, a goat or a cow can go a long, long way to helping children stay healthy.

These are a few examples of the life-enhancing support you've helped make possible at Canadian Feed The Children over the past 20 years. Now, with our Best Gift Ever catalogue, you can continue to help children thrive by choosing some of the specific initiatives we've singled out that might have special meaning for you.

It seems more and more, what goes on in one part of the world affects us all. Giving the Best Gift Ever reflects our desire to help children living in poverty and, at the same time, gives our loved ones a wonderful gesture they can hold in their hand.



*Children in Lweru, Uganda, together with a new family goat that brings greater nutrition and income -one example of the best gift ever.*



[www.bestgiftever.ca](http://www.bestgiftever.ca)

Choose the best gift ever today!

### Canadian Feed The Children

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## Helping the children of Haiti

We fund our programs for children through the generosity of thousands of caring Canadians who want to help improve circumstances for those affected by poverty. Occasionally, we receive special government funding, as is the case for a new 18-month project in Haiti entitled *Improving living conditions and incomes of producers in the Sedren ravine watershed*. We are very proud of this new venture, funded by the Canadian International Development Agency (CIDA) and implemented in partnership with one of our local Haitian partner organizations, Service Oecumenique D'Entraide (SOE).

Sedren is located in northern Haiti, close to the town of Gonaives, a community of 16,000 that was hit hard by tropical storm Jeanne in 2004. Extensive environmental degradation is pervasive throughout the country and had contributed to the deadly floods from the storm. Local farmers are dependent on agriculture for a living but because of environmental damage, most cannot grow enough crops to feed and support their families.

Environmental factors have also lowered the fertility of the soil, further compromising the nutritional health of local children.



*A few of the children we serve in Haiti*



*One of the barren, eroded hills surrounding the village of Sedren, where CFTC's support will bring improved agriculture for farmers.*

This important project will have a positive, lasting impact on the tenuous situation of the region and will directly affect 1,500 families.

Our efforts will help promote the sustainable use of natural resources; provide farmers with vegetable seeds, tools, seedlings and chickens; foster the regeneration of the local environment; and lessen the impact of future natural disasters.

## Leading the way



Canadian Feed The Children has a dedicated staff of 20 and a board of nine volunteer directors. The men and women on the board guide our strategies to help as many children as possible, and represent a wide cross-section of community leaders. We are proud to have such an engaged group to share our passion and help ensure CFTC is a strong, accountable and effective charity. Together at their September 10 board meeting are: (standing left to right) Rob King, Brian Leon, Anne Marie Turnbull, board chair Mark Wise, Glenys Babcock, and (seated) David Evershed and Valerie Mah. Missing from the photo are Julie Layne and Sheila McCarthy.

Read more about CFTC's leadership on our website at [www.canadianfeedthechildren.ca](http://www.canadianfeedthechildren.ca).

## A word from Jim to our monthly supporters



### everyday HEROES

*Whether you're an Everyday Hero monthly donor or a child sponsor, you have an important and lasting impact on children living in poverty. We thank our current monthly donors, and welcome all those who care deeply for children to consider becoming one today. To do so, please call Jan or Dee at 1-800-387-1221 or sign-up online at [www.canadianfeedthechildren.ca](http://www.canadianfeedthechildren.ca)*

Our aim at Canadian Feed The Children is to give as much relevant, sustainable support as children need to enjoy a healthy childhood and a full life.

Every time someone makes the decision to support children through CFTC, we are stronger in our aim, and one more child feels the impact of a caring world. With great appreciation for all our donors, I extend a special thank-you and welcome to those Canadians who have chosen to help children regularly as a CFTC child sponsor or a monthly donor.

The automatic, convenient nature of these donations is a great benefit but can also make it easy for a donor to forget the true impact they have.

While those of us who give monthly may not pay strict attention to the fact that, every month, we share \$17 or \$30

or \$75 with those affected by poverty, the reality is that, because of you and your decision to give monthly, there are children thriving today who were struggling yesterday.

Like most charities, being able to rely on this type of regular support from our donors means we are able to give regular support to the children and families we serve.

Every day, I see the impact of your monthly donations on the lives of these children and I thank you deeply for continuing to bring them good food, better health, a sound education and a wide range of community supports.

Jim Dahl, Executive Director  
*(left: with friends in the Philippines)*

## Banking on Canadian children



*Youngsters are served a hot meal at the CFTC-funded nutrition program in Bella Coola, B.C.*

In Canada, where hunger and malnourishment is an unfortunate reality for many of the one million children affected by poverty, we provide community and school-based nourishment programs. We reach out to Aboriginal and other communities that can face unrelenting poverty on a daily basis, so that our support is felt by those who need it most. Joining our donors in this important goal is CIBC, a valued corporate partner that has strengthened our Canadian programs through their generous and ongoing support of our Aboriginal nutrition programs.

Thanks to CIBC, we provide over 5,500 inner-city children with nutritional education and nourishing dairy products throughout the year. In partnership with REACH (Regina Education and Action on Child Hunger), this child nourishment is served up at 40 locations through Regina in a variety of schools,

preschools, daycares, churches and child-service agencies.

On the west coast of the country is Bella Coola, BC, which ranks fourth out of 78 provincial regions for lowest level income and health status indicators. As with many isolated communities, the cost of healthy, fresh food is too high for some families to bear. With CIBC's support, we provide healthy breakfasts and lunches to infants, pre-school and school children who may otherwise go hungry on any given day.

Our great thanks to all our supporters and the caring people of CIBC who have helped make an important difference in the lives of Canadian children.

If your business is interested in becoming a corporate supporter of CFTC's programs for children, please contact Kristin Philpot at [kphilpot@canadianfeedthechildren.ca](mailto:kphilpot@canadianfeedthechildren.ca) or **1-800-387-1221, ext. 241.**

## Giving While You Work

Canadian businesses are becoming more and more socially responsible and are adopting community-minded initiatives into their operations. In fact, every year, corporate dollars make up more of the charitable dollars given to worthy organizations in this country.

If you're an employee, you can take advantage of this growing trend through employee-driven giving. This can happen in two ways: One is through workplace payroll deductions designated to your favourite charity. Some organizations have even set up their own charitable funds that you can contribute to on a regular basis.

The other way is through corporate matching programs, where you donate to the charity of your choice, and your employer matches your gift dollar for dollar, doubling the impact of your gift.

Some organizations have both methods available for the greatest impact.

Find out if your employer offers these excellent philanthropic opportunities. Canadian Feed The Children is honoured to receive employee-designated gifts throughout the year from caring companies. We extend our thanks to the following employees and corporations for supporting our important work, which is having a positive impact on children right here at home and around the world:

**IMB Toronto Employees' Charitable Fund**  
**BMO Fountain of Hope Grantium Inc.**  
**Hydro One Inc.**  
**TELUS Communications**



**For more information on Giving While You Work, please contact Lisa Mollagholamali at 1-800-387-1221 ext 227.**

## Driving support to Ethiopia

On behalf of thousands of families in Ethiopia, we extend a special thank-you to the Canadian Auto Workers Union (CAW) Social Justice Fund for their 2007 contribution of \$50,000 to our Ethiopia program.

Thanks to CAW's generous support, together with our partners and our child sponsors, we are increasing children's access to nutrition and education. In the communities of Sululta, Chanco, Addis Ababa and Woliso, where the majority of the young people we support are orphans, children receive the resources needed to attend school: a uniform, exercise books, pens, pencils, school bags, shoes and nutritional support. In the near

future, we will be establishing a new library in Woliso to give school children a quiet, safe place to study and complete homework. Support provided by our caring child sponsors and CAW will also extend to the provision of health and nutrition services to community residents, with a particular focus on children under the age of five.

This year, we have strengthened our support of Alternative Basic Education Centres through the continued provision of teacher salaries, in-depth teacher training, educational materials, community enhancement meetings and the provision of clean water and appropriate sanitation



*One little girl of many who benefit from our education and nutrition support in Ethiopia*

through the building of wells and latrines.

The positive results that parents, teachers and guardians see in the children from these initiatives could

not have been achieved without the CAW's support and the continued support of all our valued donors. Thank you for helping these precious children thrive.

## Very Important Project

There are so many ways to partner with Canadian Feed The Children to help children. Some of our supporters give monthly on an automatic basis, some in response to a mailing or phone call, through their workplace or while visiting our website. All are effective and welcome ways to make a big difference in a young life. An exciting new way to reach out is through our VIP program, which offers a small group of supporters a simple way to have a profound impact. We believe that by pooling your funds with like-minded people, you can maximize your philanthropic investment to improve the lives of hundreds of



children. There are currently three VIP's available to support in Ghana and Uganda that address vital issues around education, vocation and HIV/AIDS. You can help create a brighter future for children by getting involved in a VIP today. To learn more, please visit our website or contact Kristin Philpot at **1-800-387-1221, ext. 241**.

## Ring a Bell for Kids



Maarjje van Caspel

By donating Bell Canada shares to Canadian Feed The Children you can reap a tax bonanza while helping children affected by poverty in Canada and around the world. For more information, visit our website or call us at **1-800-387-1221**.



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