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for knowledge



CANADIAN
FEED THE
CHILDREN

Childhood

An update for supporters of Canadian Feed The Children

Winter 2004



everyday heroes

Every day, more and more Canadians are becoming heroes to hungry children everywhere through our Everyday Heroes program. This new monthly giving plan helps ease the hunger pains of impoverished children in Canada and throughout the world - \$1 a day, one day at a time.
(Continued)



Letter from Jim



Jim Dahl and CFTC's Uganda field representative
Christina Sempebwa in Baale, Uganda.

Caring Donors and Trusted Friends,

As CFTC's Executive Director, I get the opportunity to interact with all sorts in the CFTC community. In the field, I am fortunate enough to be party to the wonderful effort put in by representatives like Christina Sempebwa in Uganda. But for all the dedication and hard work I see in people like Christina, when I come back to Canada and feel the sense of confidence and strength given to us by the commitment of our trusting supporters I realize that the members of the CFTC community on the home front are just as important as the wonderful people we have helping communities around the world. Both groups are doing their best to help raise strong, healthy children, and I would like to take this opportunity to thank all of you - from field workers and corporate donors to foundations and the tens of thousands of individuals who simply care deeply about children. Please, enjoy this issue of *Childhood* with our compliments and feel free to contact us at anytime with your questions or comments.

I would also like to introduce CFTC's new Director of Programs, Gale Thomas. For close to 20 years, Gale worked with Christian Children's Fund of Canada, where she honed her skills in international development. She brings high-quality management expertise; a clear vision for our programs and partnerships; a wonderful team spirit; and great respect for the field in which we work and the people we serve. I am very pleased to have Gale as part of our team and know that, under her leadership, our hard-working program managers and partners will continue to lead even more children to improved health and well-being.

A handwritten signature in black ink that reads 'Jim Dahl'. The signature is written in a cursive, flowing style.

Jim Dahl
Executive Director

Saving Children's Lives in Haiti



Goyavier water tank
This CFTC-built cistern will provide 10 families with 8,000 litres of drinking water during the dry season.



Food line in Gonaives
The "bread basket" of Haiti, crops and livestock were virtually wiped out by floods in September.



Nutritional supplements in Gonaives
CFTC handed out thousands of vital high-protein soya-based nutritional supplements this year.



Children's Grace Hospital
CFTC field representative Madsen Gachette gives a treat to a young patient in Port-au-Prince.

This has been a trying year for the people of Haiti. Hurricane Jeanne, widespread flooding, and continuing political upheaval have claimed thousands of lives and left thousands more in disarray. Over the decade that CFTC has been working in Haiti the challenges have never been greater. And this year, on cue, our caring donors responded.

Over 20,000 donors have contributed more than \$730,000 to our Haiti program since January. Our ad in The Globe and Mail netted scores of individual donations; the Canadian International Development Agency (CIDA) recognized our effort to help the people of Haiti with a \$225,000 contribution; and one exceptional donor from Ontario had been to Haiti, seen the great need first-hand, and made a personal donation of \$10,000. All these gifts - great and small - were paramount in bringing vital aid to the children of Haiti. With your help, these are just some of the ways CFTC helped Haitians this year:

- CIDA's financial support will provide clean water for 4500 families in the Mapou and Dubédou regions, provide thousands of families with farming tools and supplies and build 75 latrines to decrease the spread of disease.
- In February, we shipped a 40-foot container holding hospital supplies and equipment, school material, bicycles and vegetable seeds to Haiti.
- In July, we purchased and distributed thousands of kilograms of high-nutrient food and airlifted 80 boxes of antibiotics and other vital medicines to the Port-au-Prince region.
- In December, CFTC will send \$1 million worth of medicines to Haiti for the prevention and treatment of deadly waterborne diseases resulting from contaminated water and flooded latrines.

Our ongoing programs provide daily health care, clean water, food and education to children and communities in and around the Port-au-Prince area.

Help Haiti's children:

Donate safely and securely online at www.canadianfeedthechildren.ca
Donate by phone at 1-866-292-FEED
Mail a cheque to 174 Bartley Drive, Toronto, ON M4A 1E1

everyday heroes continued from front page



Over the next few months, you'll see and hear more about Everyday Heroes through two heartwarming TV spots profiling some of the great work current and future Everyday Heroes facilitate around the world. Produced within our mandate to keep administrative costs to a minimum, we'd love to know how you feel about this exciting new outreach effort. Give us a call at 1-800-387-1221 or email us at cftc@canadianfeedthechildren.ca To become an Everyday Hero sign up online at canadianfeedthechildren.ca/everydayheroes or feel free to give us a call. Hungry for change? We're here to help.

A Gift that Lasts

Our Lasting Gifts program provides the opportunity to plan for healthier children as you plan your own finances. A Lasting Gift can be a gift in your will, life insurance or income annuity, stocks or property. Canadian tax laws make Lasting Gifts easy and rewarding. Call Samantha Koon at 1-800-387-1221, ext. 233 and plan your Lasting Gift.



Schools in Sierra Leone
CFTC Program Manager André Leite (third from left) at one of the many schools in the war-torn African nation CFTC helped provide with the basics essential to learning.



Helping street kids in Bolivia
Our new programs to help street kids and impoverished families are just under way in Bolivia. Look for more reports in 2005.



Helping families help themselves
Thanks to the CAW's Social Justice Fund, this Ethiopian farmer received seeds and agricultural training to grow food for her family and to generate income.



The Philippines
A shy smile from a Filipino girl. Efforts to send medicine, educational basics and agricultural necessities continue in the Philippines.



Better living through solar
The women of Wa, Ghana surround their new solar panel, installed by CFTC. The community's health clinic can now store medicines at the appropriate temperature.



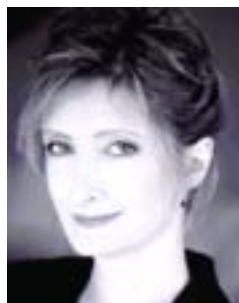
Lunchtime
A boy enjoys a healthy lunch in Toronto. Our child-sized salad bars were a hit this year with students, giving them the energy they need to learn and grow.

Reaching Out to Caring Canadians

Our communications efforts reach out regularly to Canadians who care about children. In addition to generating support for CFTC's mission and awareness about child poverty, our priorities are always accountability, transparency and responsible use of funds. We're proud that we have consistently directed over 80 cents of each donated dollar to our development programs. Take a look at some of the ways we're spreading the word about CFTC on behalf of the children we serve.



Gregory Tsang, Vice President Government Relations and Strategy, CIBC, (left) accepts CFTC's Outstanding Corporate Partner Award from CFTC Chair Brian Leon.



CFTC thanks actors Sheila McCarthy (left) and Mary McCandless for starring in two television commercials on our behalf. Giving generously of their time and talents for the two 2-minute spots, Sheila and Mary are the very embodiment of the Everyday Heroes the spots are hoping to encourage.

Doing Well by Doing Good

There are many ways an employer or employee can get involved in helping children. We're proud of the corporate partnerships we've developed with community-minded businesses, and welcome those who care about children and the community they work in to consider a creative alliance. Here are a few ways that businesses can work in partnership with CFTC:

- Cash donation in support of our programs
- Sponsorship of our Canadian-based AppleCheck program
- Sponsorship of special events or initiatives (such as direct response television)
- Corporation's Employee Charitable Fund
- Employer's Matching Program

"What could be more important than feeding hungry children?
Canadian Feed The Children has responded to this pressing need.
By so doing, they give us all food for thought."

Joan Peters, Director, Corporate Donations, CIBC

Interested in a CFTC Corporate Partnership? Contact Alex Mayer, Corporate Gifts & Sponsorships, 1-800-387-1221, ext.235 amayer@canadianfeedthechildren.ca

Connected!

Publishing technology sure has come a long way. It allows us to bring you *Childhood* and keep you up-to-date on all our work at minimum cost. However, while publishing costs continue to fall, postage fees continue to rise. So, we invite you to stay in touch via e-mail. Visit canadianfeedthechildren.ca to sign up for our e-newsletter or call our donor relations team at 1-800-387-1221 and help us save the postage.



CanadianFeedTheChildren.ca

Now, the most cost-effective way to donate to CFTC is also the most rewarding. Our newly re-designed website not only lets you give, but also stay in touch with the CFTC community and see images and stories from the children and communities we serve. And there's more to come! To let us know what you think, drop us a line at cftc@canadianfeedthechildren.ca.

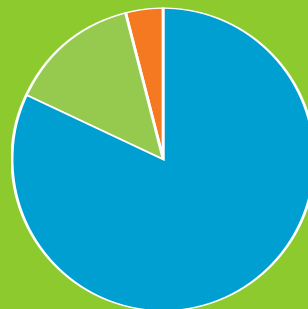
United we stand – for children

Looking for an opportunity to support CFTC at work? You can direct your donations to support CFTC during your workplace United Way campaign by putting Canadian Feed The Children and our charitable registration number (11883-0983-RR0001) on your United Way pledge form.

In Honour/In Memory

Your donation to CFTC can be made in memory of a departed friend, colleague or loved one. A beautiful card will be mailed on your behalf to the person you choose to honour or to the family of the one you are remembering. Call us at 1-800-387-1221.

Where Your Donations go:



- PROGRAMS 82%
- ADMINISTRATION 4%
- FUNDRAISING 14%



Co-ordinating in Uganda
CFTC's Director of Programs Gale Thomas (centre in white skirt) and CFTC Program Manager Siobhan O'Leary (left) visit with community leaders in Zzinga.



A family affair
CFTC's sponsors enable families to send their children to school, provide water wells, health care, sanitation and income generation projects. The smile on the boy at centre makes all the hard work worthwhile.



AIDS In Africa
Since 1999, CFTC has supplied soya-based nutrition to Kampala's Mulago Pediatric Clinic to help children with HIV/AIDS. This vital food acts as an incentive for caregivers to bring children in regularly for medical care and counselling.

AIDS and Children

- 1,400 children around the world die from AIDS everyday.
- More than 3 million children are HIV positive.
- Most children are infected at birth or while breast-feeding.
- AIDS advances more quickly in children because their immune systems are not fully developed.
- Half of infected children die before the age of 2, most of the others before 5.

Source: Stephanie Nolen, *Globe & Mail*