

# 2008 Review of the year



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Hong Kong Committee for UNICEF  
3/F., 60 Blue Pool Road, Happy Valley, Hong Kong  
Tel : (852) 2833 6139  
Fax : (852) 2834 0996  
E-mail: [info@unicef.org.hk](mailto:info@unicef.org.hk)  
Website: [www.unicef.org.hk](http://www.unicef.org.hk)

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聯合國兒童基金會

# UNITE FOR CHILDREN

2008 was a year filled with wars and natural disasters, inflicting a devastating impact on children's lives.

**Whilst many emergencies are unpredictable, UNICEF is often 'first in' with food, water, shelter, and health care.** UNICEF's presence on the ground in over 150 countries, providing psychosocial support, reuniting families and rapidly establishing health and educational services, means that we're also well-placed to make a difference in long-term recovery.

Thank you for your support in our mutual quest to create a world fit for all children, by ensuring **their survival, basic education, protection from HIV/AIDS and child protection.**



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# Emergencies

## reaching the vulnerable

### Sichuan

On May 12 2008, the devastating earthquake measuring 8.0 magnitude on Richter Scale struck Sichuan province leaving five million survivors homeless and vulnerable to heavy rains and hot summer temperatures.

UNICEF was one of the first organisations to respond, with our first shipment comprising 1,000 tents, 15,000 blankets and 60,000 school kits dispatched on May 18 2008. By middle of July 2008, almost RMB 62 million worth of supplies were delivered to earthquake-affected children and families. Items included tents, emergency kits, Vitamin A capsules, nutritional supplements, mobile toilets, water purification tables, ambulances and sports kits.



To help children as they recover, we have established 40 "child-friendly spaces" in temporary shelters where children can simply be children again. Here, they can play together, sing songs, draw pictures and gradually come to terms with the trauma they have experienced.

### Myanmar

When Cyclone Nargis stormed through Myanmar's Irrawaddy Delta on May 2 2008, it claimed the lives of more than 140,000 people.

UNICEF responded immediately, and by May 7 all 133 staff members working in the country were mobilized to take part in relief efforts.

In the following two months, UNICEF distributed 6,400 cartons of PlumpyNut for severely malnourished children and over 4.6 million water purification tablets. We also helped establish an 'information hub' to trace children who had separated from their families.



## Child Survival

Every day, over **26,000** children under five lose their lives to preventable illnesses.

Take Niger for example, a country in West Africa where around 260,000 children are acutely malnourished due to diarrhea and vomiting.

Thanks to your support, UNICEF is saving lives on many fronts here, as in many parts of the world: **delivering ready-to-use therapeutic foods (RUTF) and vitamins; promoting safe drinking water and sanitation; supplying oral rehydration salts and insecticide-treated mosquito nets; providing vaccinations for 2.9 million children in Niger alone throughout 2008.**

What all this means for children like ten-month-old Nalika, receiving treatment at the therapeutic feeding centre at Maradi, is a chance to survive the early years of life - and flourish.



Inside the therapeutic feeding centre supported by UNICEF in Maradi, southern Niger, ten-month-old Nalika sits with her mother, Hadiza, patiently waiting for her turn of feeding by therapeutic milk.

### YOUR DONATION AT A GLANCE

- ✓ In 2007, UNICEF provided US\$18 million worth of RUTF across more than 40 countries.
- ✓ Thanks to the combined efforts of UNICEF and its partners, the acute malnutrition rate fell from 15 per cent in 2005 to 11 per cent in 2007.



A quality education is every child's right and is essential to a good start in life. Yet 93 million children are still out of school.

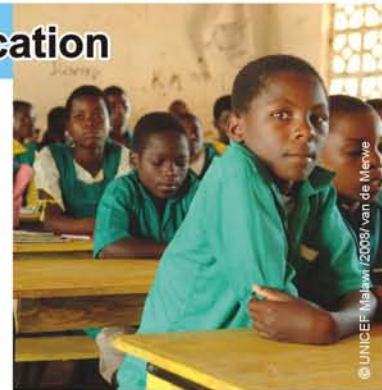
## Basic Education

Girls are especially affected. A girl who misses out on education is more likely to marry early - with her children less likely to go to school themselves.

UNICEF promotes girls' education by **improving facilities in schools such as providing separate bathrooms for boys and girls and breaking down community expectations such as girls fetching clean water each and every day.**

UNICEF also **supplies educational materials, mobilizes teachers, registers children, prepares school facilities and develops curricula in countries affected by conflict and other crises.**

Through your generous donation, UNICEF's campaign "Schools for Africa" has made a big impact in Malawi, where 45 classrooms have been constructed or refurbished and where, following the training of 6,000 teachers, child-friendly teaching and learning methods have been introduced.



### YOUR DONATION AT A GLANCE

- ✓ With your support, the non-attendance of primary-school aged children has decreased from 115 million in 2005 to 93 million in 2007.

We believe every child has a right to education and we're working hard to make this a reality.



"The foundations of the new toilets are stronger as they are made of cement. We now also have water to wash our hands after using the toilet," says Fred Livala.

# We can take ACTION!

In 2007, it was estimated that 2.1 million children under 15 were living with HIV and millions more have lost one or both parents due to AIDS.

UNICEF seeks to make a meaningful difference, by concentrating our efforts in four priority areas: **preventing mother-to-child transmission (PMTCT); providing paediatric treatment; preventing infection among young people; and protecting and supporting children affected by AIDS.**

Adequate facilities and services for the prevention of mother-to-child transmission can significantly reduce the number of HIV-infected babies being born.

UNICEF's support to HIV-positive women aims to improve babies' quality of life through enhanced care and support of their mothers, the provision of quality counseling on infant feeding and HIV alongside an early identification of HIV infection in young infants.



## HIV/AIDS



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Supported by you, baby Sizwe whose mother is HIV-positive, is receiving treatment, "He is very happy today," she says. "The treatment is working. Look at him!" The baby gurgles and smiles contentedly.

### YOUR DONATION AT A GLANCE

- ✓ Today, all hospitals and nearly 90 per cent of all primary-health-care facilities in South Africa offer PMTCT programme.
- ✓ More than 60 per cent of HIV infected mothers and their babies now receive anti-retroviral prophylaxis, with most also being counselled on safe infant feeding.



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## Child Protection

**Hundreds of millions of children worldwide are subject to exploitation, abuse and violence.**

They are kidnapped and recruited into armies, made to work in unbearable conditions, trafficked and forced into prostitution, with devastating consequences such as poor health, a crushing sense of abandonment - and often death.

UNICEF works to create a protective environment for children to cushion them from such abuses. This includes **advocating governments to implement laws to protect children, to raise awareness, to transform attitudes and customs that may harm children and develop educational programmes to help children develop life-saving skills.**



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### YOUR DONATION AT A GLANCE

- ✓ In 2008 UNICEF played an important role in negotiating the release of 232 child soldiers in Burundi and launching a global programme to help stop female genital mutilation in 17 African countries.
- ✓ In Jordan, UNICEF in collaboration with the Ministry of Education organized a workshop to provide school counsellors with appropriate skills and knowledge needed to identify and help pupils suffering from psychosocial problems in public schools.

Since 2007, the Child Protection and Welfare Bureau in Faisalabad has taken in 494 children - and reunited 413 with their families.

At the Child Protection Institutes, children attend literacy classes, play sports and receive counselling from psychologists. Meanwhile, the parents are located and counselled in matters of child rights.



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10-year-old Tariq fled violence at home to live alone on the streets, before finding a safe place to stay at the Child Protection Institute in Faisalabad. Now instead of sniffing glue, he has access to literacy classes, sports and counseling. He is learning with his teacher in the Child Protection Institute.

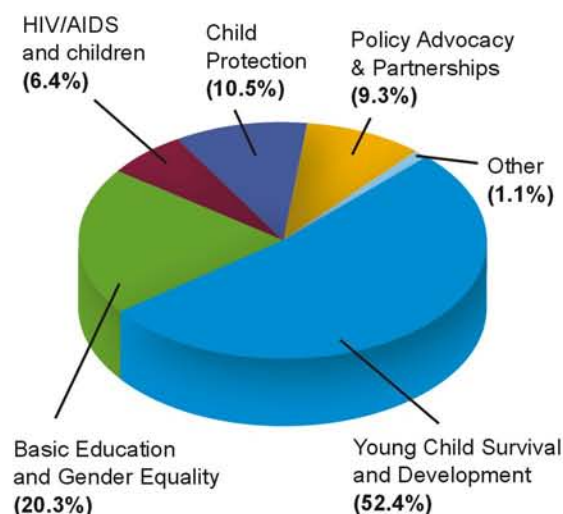
# YOUR DONATION

## A little goes a long way

UNICEF receives NO funding from the United Nations and is entirely dependent on voluntary contributions. That's why we value our supporters so greatly.

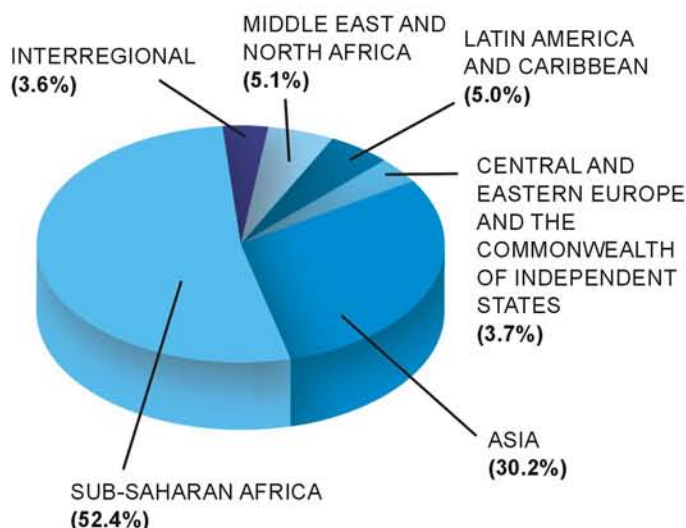
In all areas of our work, your donations stretch a very long way.

**UNICEF Programme Assistance by MTSP Focus Area, 2007**



**Total: HK\$19.6 billion (US\$2,517 million)**

**UNICEF Programme Assistance by Geographical Region, 2007**



**Total: HK\$19.6 billion (US\$2,517 million)**

### With your gift of:

- **HK \$3** provides vaccination to immunize 10 children against polio
- **HK\$6** buys an HIV/AIDS rapid diagnostic test kit for those over 18 months old
- **HK\$7** provides a pencil and exercise book for each of three children
- **HK\$900** buys a basic family water kit sufficient for ten families
- **HK\$4,800** buys recreation kits sufficient for 270 children caught up in an emergency



# Hong Kong Committee for UNICEF

## Fundraising Activities

### "Friends of UNICEF" Monthly Donation Programme

Hong Kong Committee for UNICEF Ambassador, Louis Koo visited Nepal in summer 2008 to see UNICEF's work on the ground. The visit was broadcast on TV and raised over HK\$2 million for the "Friends of UNICEF" Monthly Donation Programme in support of long-term development projects.



### "China Children's Health Fund" Monthly Donation Programme

Miriam Yeung, Hong Kong Committee for UNICEF Ambassador, together with Special Guest Astrid Chan, traveled to Qinghai of China in late October 2008 on a mission to understand the maternal and child health situation there. The trip raised over HK\$1.7 million for "China Children's Health Fund" Monthly Donation Programme, with a view to improving the health conditions of children in China.

### UNICEF Charity Run 2008

The 3rd UNICEF Charity Run was successfully held on 30 November 2008 at the Disneyland Resort Area. More than 5,600 runners participated in the two competitions - the 10km run and half marathon. The run raised over HK\$5 million for UNICEF's rebuilding projects for the Sichuan Earthquake.



## Advocacy Activities

### Child-friendly Family Campaign and "Friends of UNICEF" Ambassador Programme 2008

The Child-friendly Family Campaign 2008 aimed to press for a violence-free environment and increased public awareness of domestic violence against children. UNICEF recruited over 1,600 young people aged 6 to 18 as participants in this 2008 advocacy event. By participating in the year-round activities, our ambassadors proved to be perfect advocates for family harmony in Hong Kong.



### UNICEF Young Envoys Programme 2008

The UNICEF Young Envoys Programme, started in 1996, aims to stimulate an awareness among Hong Kong teenagers of the difficulties experienced in developing countries.

Outstanding UNICEF Young Envoys 2008 were selected to visit UNICEF projects in Philippines in summer 2008. The field visit highlighted the positive impact of UNICEF's work on the lives of children in developing countries.

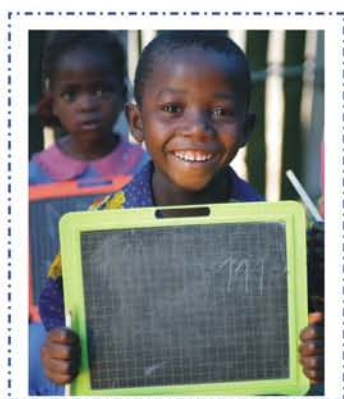
# Hong Kong Committee for UNICEF

## Message from the Vice-Chairman

To equip every child with the best start in life is UNICEF's enduring mission, and providing immunization, quality education, HIV/AIDS prevention and child protection are part of. Instead of just supporting a single child in a single community, UNICEF helps thousands of needy children in over 150 developing countries.

2008 was a year of suffering for children. In May 2008, Myanmar was stricken by the devastating cyclone Nargis. A few days later, Sichuan was hit by a cataclysmic earthquake. UNICEF was one of the first organizations to respond and create a child-friendly environment for children to have access to water and sanitation, return to school, and heal their psychological and post-traumatic wounds.

In 2008, over HK\$260 million was raised through various campaigns. These included Emergency Appeal for Sichuan Earthquake, "Friends of UNICEF" and "China Children's Health Fund" monthly donation programmes, "Change for Good Programme", "Living Gift Raffle Draw" and the sale of UNICEF Greeting Cards. With your generous support, we raised over HK\$140 million for the victims of the Sichuan earthquake.



UNICEF could fulfil neither our mission nor goals without your generosity. Let us reach out in love and compassion to other parts of the world and extend our support to those in need.

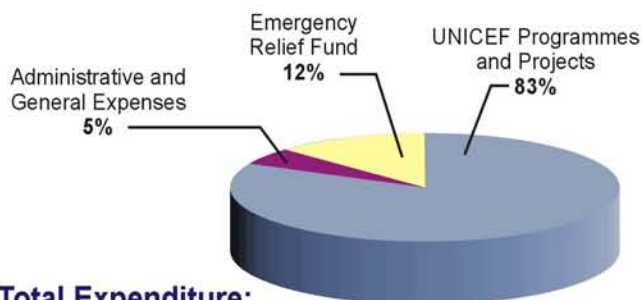
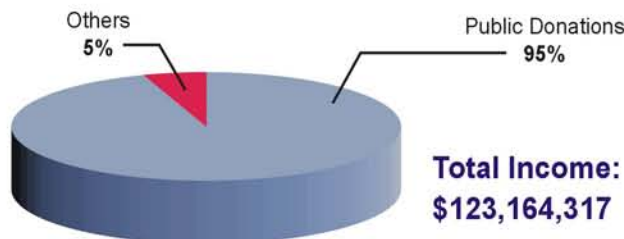
Yours sincerely,

Dr. Maggie Koong  
Vice-Chairman  
Hong Kong Committee for UNICEF

## Summary of Income and Expenditure 2007\*

General Source of Income	
Public Donations	\$ 116,603,873
Others	\$6,560,444
<b>Total</b>	<b>\$123,164,317</b>

(Expressed in Hong Kong Dollars)



Expenditure: Allocation of Funds	
UNICEF Programmes and Projects	\$104,872,295
Administrative and General Expenses	\$6,512,837
Emergency Relief Fund	\$15,000,000
<b>Total Expenditure</b>	<b>\$126,385,132</b>

(Expressed in Hong Kong Dollars)

The summary is extracted from the Financial Statements for the period starting from 1 January 2007 to 31 December 2007, audited by KPMG\*.

\* We are now in progress of auditing the 2008 financial report. You may approach us for more information upon completion of 2008 Audit Report in around June 2009 or visit our website [www.unicef.org.hk](http://www.unicef.org.hk). We will be delighted to provide you with the details of 2008's Summary of Income and Expenditure in the new issue of 2009 Review of the Year.