

EVERY CHILD

Hong Kong Committee for UNICEF Newsletter 2020

Issue 48



Unite for Children and Against COVID-19

unicef  | for every child
HONG KONG

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Save the future of COVID generation

Since the outbreak of the pandemic we have received reports one after another about how COVID-19 affected children. "An additional 150 million children has been plunged into poverty," one report noted. And another report stated grimly: "Four children under five would die every minute in the world."



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I could not stop thinking of the enormous suffering inflicted on millions of children who are already living in poverty, hunger and war zones. The double whammy they are facing is gut-wrenching. Yet, we are UNICEF and guardians of children. We are duty-bound to safeguard the COVID generation and help reshape a fairer and stronger future for them. As such, we have set two top priorities for our work this year.

Firstly, we need to stop the spread of the virus. UNICEF is engaged in what could possibly be the world's largest and fastest exercise of procurement and supply of vaccines by collaborating with partners in the COVID-19 Vaccine Global Access Facility (COVAX Facility). We will procure and supply 1,000,000,000 syringes and 2,000,000,000 COVID vaccines this year to the 190 participating countries to immunize the most vulnerable communities in the world.

Secondly, UNICEF has also launched a US\$6.4 billion (HK\$50 billion) emergency funding appeal, the largest in our history. The goal is to implement various humanitarian rescue programmes this year and save 190 million children affected by the pandemic.

Reshaping the COVID generation is not an easy task and the challenges are unprecedented. With your continued trust and support, we will be as committed as ever to fight the virus. Our headquarters launched the Thankathon initiative and we followed suit right before Christmas. We called our donors to convey our sincere gratitude and festive blessings. Not only did I gain an intimate knowledge of their expectations, but I was also motivated by our donor's encouraging words.

2021 is the lunar year of the Ox – the zodiac animal that denotes hard work and hope. I look forward to working with you to bring positive changes and reach milestones on our journey to save the COVID generation.

for every child, hope

Judy Chen

Judy Chen, JP
Chairman
Hong Kong Committee for UNICEF



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Touching stories from Thankathon

To recognize the generosity of our donors for their steadfast commitment to children's well-being and their robust support to UNICEF amid the pandemic, UNICEF HK organized its first-ever Thankathon right before Christmas, which was also part of the global Thankathon events started by the UNICEF headquarters. Hong Kong's Thankathon received strong support from UNICEF HK Chairman Ms Judy Chen and members of the UNICEF HK Council. Through telephone conversations with donors, we expressed our appreciation and were heartened to hear all touching stories first hand. Their encouragement greatly motivated us.

“The most unforgettable moment was my conversation with 80-year old grandma Yip. She goes to the teller counter at the bank to make a donation every month, which has been going on for six consecutive years, rain or shine! When I asked why she kept on doing this, she told me that her late husband was a long-term supporter of UNICEF HK. When her husband passed away, she was determined to continue the giving so that her late husband's belief could live on.
– Ms Judy Chen, Chairman, UNICEF HK”

“Every dollar counts. Through Thankathon, we aimed to convey our heartfelt appreciation to our donors, and help them understand how their donations help children around the world.
– Mrs Bonnie Li, Chairman, Fundraising Committee, UNICEF HK”

“After talking with several donors, I was moved by how much they cared about the situation of vulnerable children around the world. One of the donors urged us to launch more programmes to help children get through these challenging times as the raging pandemic poses greater threats to children in developing countries than the threats facing us.
– Mr Gordon Ng, Council Member, UNICEF HK”

Hong Kong Committee for UNICEF

Hong Kong Committee for UNICEF (UNICEF HK) was founded in 1986 and was established as an independent local non-government organization to raise funds through public donations, partnerships with companies, special events, etc. to support UNICEF's work. UNICEF HK also promotes and advocates for children's rights via organizing education and youth programmes in Hong Kong.

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Sharing of Thankathon



UNICEF HK Thankathon

<https://youtu.be/AbesG0xaIBw>

Safeguard COVID generation amid war against the pandemic

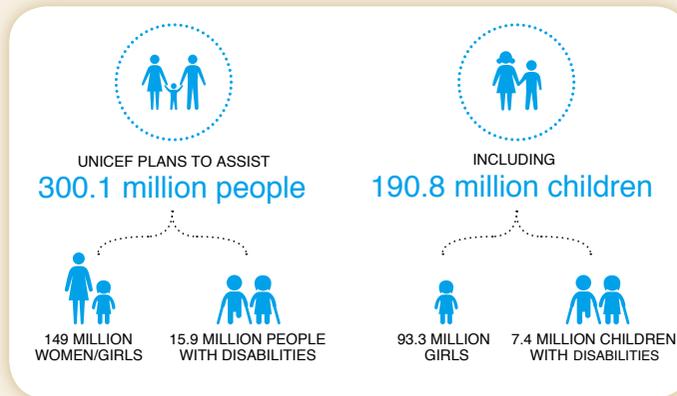
The year-long hardship resulting from the COVID-19 pandemic has affected children to different extents worldwide. School closure, online learning and social distancing have had severe impacts on the growth, as well as physical and mental development of children. More worryingly, the pandemic has led to an increase in poverty rate in many developing countries. Disruptions in vaccinations and healthcare services also pose a severe threat to children.

Severe threats of the pandemic

1. Globally, three billion people do not have handwashing facilities with water and soap at home. Over 40 per cent of schools lack handwashing facilities with water and soap affecting 818 million school-age children.
2. One-point-three billion children do not have internet connection in their homes. School closures force hundreds of millions of students to rely on virtual learning. For those with no internet access, education can be out of reach.
3. With disruptions to medical services in at least 68 countries, 80 million children under the age of 1 do not have access to life-saving vaccines. They may face threats from diseases and death.
4. Amid the pandemic, children's well-being is negatively impacted due to the constrained living condition, the sense of loss that comes with not being able to control the future and being bombarded by COVID-related information. Not only do these challenges create negative emotions but also contribute to psychological disorders.

In order to scale up our efforts and save the COVID generation, UNICEF launched late last year its largest ever emergency fundraising appeal for US\$6.4 billion (approximately HK\$50 billion) to reach 300 million people, including more than 190 million children affected by the pandemic worldwide. The main humanitarian actions include:

 <p>1. Water, Sanitation and Hygiene: 45 million people with access to safe water</p>	 <p>3. Vaccine: 27.4 million children with measles vaccination</p>
 <p>2. Education: 93 million children with access to education, including early learning</p>	 <p>4. Protection: 19.2 million children and caregivers with access to mental health and psychosocial support</p>



• Children are facing more devastating wars and natural disasters than ever before.

The growing need for humanitarian action

When a devastating pandemic coincides with war, conflict and disaster, children's lives are as fragile as glass.

Beirut explosion

The Beirut explosion in August 2020 had caused 200 deaths, 6,500 people wounded and over 100,000 children displaced. The catastrophe added to what had already been a terrible crisis for the people of Lebanon compounded by an economic collapse and a surge in COVID-19 cases. Local hospitals were overwhelmed and healthcare workers were exhausted. UNICEF HK responded with an emergency appeal to save affected children and families in Beirut.

Syria

March 2021 will mark a full decade of conflict in Syria, where the risks of malnutrition and food insecurity have been exacerbated by COVID-19. The pandemic has also caused significant disruption to education due to measures put in place to prevent the spread of the coronavirus.

Yemen

Since the conflict escalated in March 2015, the country has become a living hell for its children. Now, with COVID-19 spreading, Yemen is facing an emergency within an emergency. Only half of their health facilities are functioning, and many that remain operational lack basic equipment like masks and gloves.

Democratic Republic of the Congo

In the first half of 2020, as violence intensified in Ituri and North and South Kivu provinces, grave violations against children increased by 16 per cent. The prevalence of gender-based violence remained high, particularly in conflict-affected provinces.

UNICEF has been working to mitigate the impact of COVID-19 and humanitarian crises on children around the world. We will build up equipment stock to address unpredictable needs and help children overcome tough times.



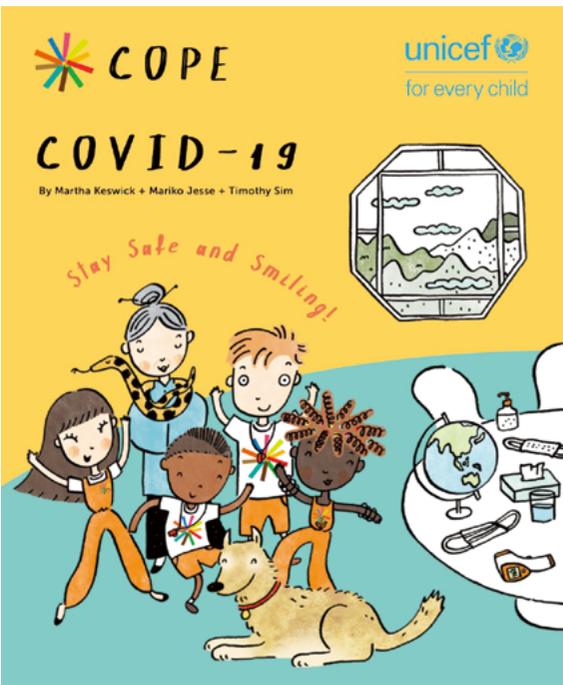
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Donate Now  **Support us to combat global crises in 2021**
To build a fairer and stronger world for every child.

Support UNICEF to protect every child
Our emergency and rescue actions need your continued support.  **Donate Now**

Supporting Children's Well-being During the COVID-19

Locally, UNICEF HK has remained vigilant since the launch of our emergency action, 'for every child, hygiene', in early 2020. We have rolled out various campaigns and resources over the past months to fight the virus with youth, children and relevant stakeholders.



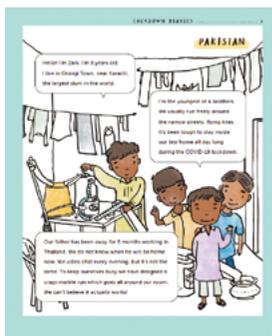
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Fight COVID while watching animation

UNICEF HK has teamed up with COPE, the disaster prevention book series, to launch a storybook on coping COVID-19. Originally written in English and with the support of Keswick Foundation, UNICEF HK has recompiled the book into Chinese and animated versions to meet the needs of local children. Narrated by Katherine Kwok, the animated version provides a more lively way for children



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to refresh their knowledge on the preventive measures on COVID-19 and read the children's lockdown diaries from different regions.

With guidance from four members of the COPE Squad, the illustrated story book vividly explains in a child-friendly way how the virus spreads. Through reading the diaries, children can learn more about the lives of children around the world amid the pandemic to cultivate their empathy.

This publication also provides prevention measures for kids, such as maintaining social distancing of about 10 footballs, reading stories with friends via the internet, maintaining hygiene and adding fun to home life to relieve anxieties.

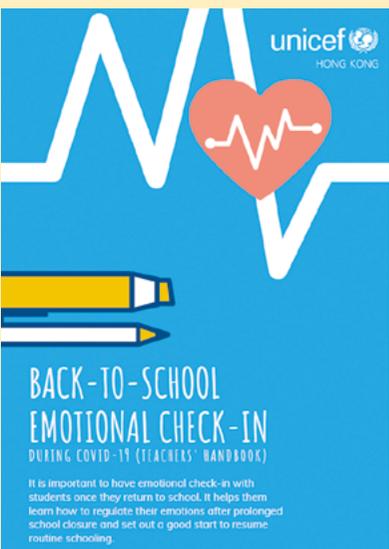
Read the storybook now
Free Download

Watch the Animation now
Cantonese only



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Learn emotion regulation together



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Under the new normal, students and teachers may feel overwhelmed and need to have a rest. UNICEF HK has prepared some tips for students to stay healthy. A handbook has also been created to help teachers regulate students' emotions. As the pandemic is expected to last for a while, please download the handbook and save the tips for rainy days!



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Tips for emotion regulation

Get it now



For students



For teachers

Send an Inspired Gift to save lives



© UNICEF/UNI125026/Sanoubane



© UNICEF/UN0399136/Stephen/Infinity Images

The pandemic has shown us what really matters in life – to be healthy and safe with our families and to help those in need. Do you know there are children losing their lives due to preventable causes every minute? Send an Inspired Gift and help save their fragile lives.



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Communities come together to build safety net for children

The pandemic poses both a challenge and an opportunity. While we tackle the difficulties in healthy growth and development for children, strong safety net is being built to help fight the virus. UNICEF HK appreciates the support given by partner organizations below.

Education promotes universal hygiene awareness

In November 2020, a partnership was formed with Victoria Educational Organisation (VEO). Fundraising activities, themed events and educational resources were organized through VEO kindergartens. We taught about the preciousness of clean water, and children had a chance to witness our work in action – turning sewage into clean water using purification tablets!



QR code pioneers new trend of electronic donation

Following our partnership with PayMe at the end of 2019 to enable quick donation by scanning a QR code, UNICEF HK responded to the #PayMeForGood 24-hour campaign in September 2020. For every donation of HK\$50 or above to UNICEF HK via the PayMe app, PayMe would match an additional HK\$10 to increase the donation amount to support the local emergency action, 'for every child, hygiene'.



Product repackaging for girls' empowerment

Japanese premium skin care brand Clé de Peau Beauté was the first global partner of UNICEF in promoting girls' empowerment and education. Both parties jointly launched a global charity programme, UNLOCK The POWER of GIRLS. To promote girls' empowerment, the brand repackages selected skin care products into limited editions and donates part of the proceeds to support UNICEF's work in the related area.

The programme came to Hong Kong in August 2020 and gave local residents the opportunity to contribute to girls' education, empowerment and employability. The brand also promised to donate US\$8.7 million (around HK\$67 million) to support UNICEF's gender equality programme, making it the world's largest single corporate donation ever.

Many a mickle makes a muckle, volunteer teams visit grassroots families

Cathay Pacific Airways and UNICEF HK announced that a total of HK\$6.77 million was raised in 2019 from the 'Change for Good' inflight fundraising programme. Every penny collected brings hope to vulnerable children.

Cathay Pacific gave a strong support to 'for every child, hygiene' and sent in a large team of volunteers to join our grassroots home visits and raise hygiene awareness.



Voice out for ethnic minorities

A survey conducted by UNICEF HK and UNISON indicated that more than half of the ethnic minority parents surveyed did not have the confidence to send their children to mainstream schools due to concerns of their children not meeting the Chinese language standards. In addition, 32 per cent of the surveyed parents were not provided with bilingual kindergarten application documents, while almost 10 per cent of the surveyed parents were arranged for Chinese-only interviews, leaving ethnic minority students without the same education opportunities.

To address the situation and enhance the support for ethnic minorities, UNICEF HK held 39 parent meetings as well as 50 training and sharing sessions for teachers and frontline social workers.



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On-campus staircase slide comes to school

Children are born to play; how can a playground be designed without their ideas? UNICEF HK teamed up with Playright Children's Play Association and launched a two-year Junior Playground Planner programme, where participating children would take part in the design of play spaces. Last year, following a series of workshops, field visits, model making and presentations, the on-campus staircase slide conceived by students of The Mission Covenant Church Holm Glad No. 2 Primary School in Kwun Tong was successfully built. The children's idea has come into practice.



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Children's Day cards demonstrate the spirit of children helping children

World Children's Day falls on 20 November every year. On this day, all children are stars and receive blessings.

Last year, 9-year old Brontie, a creative and kind-hearted local girl, created a set of Children's Day cards and activity stickers with her brother. Their creation not only helped parents to send well wishes to children but also facilitated the planning of parent-child activities with their kids. In turn, parents and children could spend a great time together. All proceeds from the card sales were towards supporting our work of advancing well-being of children. Thank you, Brontie!



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ACKNOWLEDGEMENTS

Breastfeeding Friendly Premises

- Lodgewood by L'hotel Wanchai Hong Kong
- L'hotel Island South
- ifc mall
- China Hong Kong City
- Empire Centre
- Island Resort Mall
- Tsim Sha Tsui Centre

'Change for Children' Hotel Fundraising Programme

- Hong Kong Hotels Association

'Change for Good' Inflight Fundraising Programme

- Cathay Pacific Airways

Donation Box

- Perle Suisse
- Shanghai Food Limited

PayMeForGood Campaign

- The Hongkong and Shanghai Banking Corporation Limited

Innovation Lab

- Sino Group

Victoria Educational Organisation in support of UNICEF 'Cherish Water' Charity Campaign

- Victoria Educational Organisation

UNICEF's Programmes Worldwide

- Asia Miles Limited

Young Envoys Programme 2020

- AEON Credit Service (Asia) Co. Limited

COPE COVID-19 Storybook for Children

- Keswick Foundation Limited

'The Best Start in Life: Nurturing Children and Families through COVID-19 and beyond' in East Asia and the Pacific

- Prudence Foundation

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I would like to hear how children's lives are being changed and get exclusive opportunities to get involved to help children.

Name: _____ Email: _____ Mobile: _____

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