September 2011

Hong Kong Committee for UNICEF Newsletter

ISSUE 30

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- Equity – reaching the most vulnerable
- Create equity for Hong Kong children – Child Rights Advocacy Project 2011
- HKCU 25 years of dedication to children together with corporate partners

Feature

Hand in hand with UNICEF

- Unite for Children – HKCU 25th Anniversary Charity Concert
- New HKCU Ambassador Wong Kam Po raises awareness through cycling

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unite for children
Message from the Chairman

The farthest away shall come nearest

Shanghai is where I was born, Beijing where I spent my childhood, the US where I started to bloom, but it is the charming city of Hong Kong where I am settling in that attracts me the most, its beauty best manifest in its people’s generosity. After almost a year of serving children as the Chairman of Hong Kong Committee for UNICEF (HKCU), I am now more confident in your generosity than ever. Early this year, HKCU was first awarded the Annual Financial Performance Award 2010 for outstanding fundraising among all UNICEF medium sized committees in the past 25 years. Is this not the most convincing proof?

We strongly believe that this award represents our united effort and also the vision we share with you all, that not a single child should die of preventable causes, and that every childhood should be full of joy, absent from threat, discrimination, exploitation and so on. As a distinguished charity and a leading organisation working specially for children, we believe firmly we can make a difference, bringing improvement of lives to the most hopeless.

It goes without saying that UNICEF’s major target recipients are the most vulnerable women and children — those hardest to reach and the least cared for. At the last annual meeting, ‘Equity’, a concept implying equality, was once again highlighted as a cornerstone of our global strategy. This was reflected when Mr. Wong Kam Po, the recently appointed HKCU Ambassador said, “We must never give up and adhere to all goals with determination.” No matter how hard to access, we will reach those in need and our labour will reap the harvest.

This issue of Every Child, our 25th anniversary issue, offers more than just four more pages. ‘In focus’ will examine UNICEF’s global working strategy and its equity-based approach and how we have applied it locally to help the most neglected and marginalised children and women.

May this silver jubilee edition help you learn more about our work and mark the start of many more jubilees to come. Let’s join hands, continue to uphold the rights of world’s women and children!

Yours sincerely,

Judy Chen
Chairman
Hong Kong Committee for UNICEF
Across countries

Despite the dramatic drop in the overall under-five mortality rate, sub-Saharan Africa remains to be the region most severely afflicted, with 129 of every 1,000 children under five dying in 2009.

Furthermore, among the 67 million children who are out of primary school, some 43 per cent are in sub-Saharan Africa, with an additional 27 per cent living in South and West Asia.

Within countries

Across all developing countries, children from the poorest families are twice as likely to die before the age of five as children from the wealthiest families within the same country. The poorest children are about one and a half times less likely to be immunised against measles, while the poorest women are two to three times less likely to use maternity services.

In education, gender disparities cut deep. Only 53 of 171 countries with available data claim to have the same numbers of girls and boys in both primary and secondary schools.

In focus

At least 100 of 150 developing countries are affected by conflict and crisis.

UNICEF’s contribution to achieving the MDGs in 2010 included assistance to more than 150 countries and territories, adding to remarkable strides made in previous years towards improving children’s health, expanding access to quality education and protecting children’s rights in crisis-ridden places.

However, progress in reaching the Goals is uneven, both within and across countries, with the world’s poorest being left behind.

An equity-focused approach

Equity-focused strategies are being developed to improve the provision and use of services for the most deprived and marginalised children by reducing barriers that result from factors such as geographical location, income poverty, ethnicity, gender, conflict and crisis.

The resultant research on the equity approach is promising: every additional $1 million spent on helping the most disadvantaged children in low-income, high mortality countries could avert 60 per cent more under five deaths than development strategies without such a targeted approach. It proves that the equity approach is the right practice in pursuing the MDGs.
Local action

End Child Sexual Abuse Foundation: Protect students with intellectual impairment

Despite any learning disabilities they may have, most students with intellectual impairment are fully physically active. Society has thus far failed to realise the importance of protecting them from sexual abuse. It can be extremely hard for them to resist, often less capable of expressing and taking care of themselves.

"Therefore, assisted by principals and teachers of special schools, we have designed a programme to provide students with sex education and knowledge of how to resist sexual abuse by using dolls, tools and cartoons," said Ms Christine Wong, Chief Education Officer, End Child Sexual Abuse Foundation. Supported by HKCU, the programme is able to continue this year.

"There are cases where students keep crying and refuse to have lessons, being too shy to face the teacher who is a stranger to them," Ms Wong said. "But then there are also cases with students accepting us gradually and we are all delighted. We hope to continue promoting this program, to help protect the most vulnerable children."

Youth Outreach: Reach the hard-to-reach youngsters from ethnic minority groups

"The "Hang Out Express" travelling across 18 districts in Hong Kong meets young people hanging out on the streets at night. Mr Ted Tam, Acting Assistant Executive Director (Outreach Service), Youth Outreach, shared some experiences: "We encountered a 15-year-old girl who was already a "big sister" of triad society. However, after half a year of our intervention, she joined our staff and started a brand new life." This year, with the help of HKCU, the "Hang Out Express" penetrated the remotest parts in Hong Kong to reach youngsters from ethnic minorities who are often isolated from their peers due to differences in language and culture. "We are reaching them regularly every month. We would like youngsters from local families and ethnic minority groups to meet together in the same truck one day and create real harmony in Hong Kong."

Create equity for Hong Kong children
Child Rights Advocacy Project 2011

Does "inequality" exist in a prosperous city like Hong Kong? A hot debate on the wealth gap in society revealed an uneven distribution of resources and disparities between the rich and poor in Hong Kong. To combat inequity, the Hong Kong Committee for UNICEF (HKCU) launched the Child Rights Advocacy Project this year. Three selected non-government organisations (NGOs) each received HK$500,000 from HKCU to further UNICEF's international renewed focus on equity.

"Cases of children being abused or left alone at home frequently happen in their families as they seldom have friends to talk to and do not know whom they can seek help from," Ms Christy Wong said. "Prevention and education are priorities as we should take action before it is too late." A group of trustworthy project volunteers are now providing services to beneficiary families after several months of training. Good results are achieved with each family receiving home visits by two volunteers every month, together with counselling services, provision of society resources and follow-up phone calls.

In focus

"Leonie’s journal"

Rise like a phoenix from the ashes

Ms Leonie Ki, Chairman of the Advocacy and Public Relations Committee of HKCU

"It is too late. A group of trustworthy project volunteers are now providing services to beneficiary families as they seldom have friends to talk to and do not know whom they can seek help from," Ms Christy Wong said. "Prevention and education are priorities as we should take action before it is too late." A group of trustworthy project volunteers are now providing services to beneficiary families after several months of training. Good results are achieved with each family receiving home visits by two volunteers every month, together with counselling services, provision of society resources and follow-up phone calls.

I would like to express my sincere gratitude to three independent judges: Mr Kenneth Chen, Under Secretary for Education, Prof Joseph Sung, Vice-Chancellor and President of the Chinese University of Hong Kong and Ms Christine Fang, Chief Executive of Hong Kong Council of Social Service, who are highly respected in social welfare, child affair and education sectors. We appreciate their valuable time and prudent evaluation to make impartial and sound judgements. At the end of July, Mr Chen showed his greatest concern for youth by meeting young night drifters in the company of the Youth Outreach and our members until 3 a.m. one night.

HKCU is highly recognised in Hong Kong. Internationally, we have Mr Leon Lai, Mr Lang Lang and Mr Jackie Chan as UNICEF Goodwill Ambassadors; locally, we have garnered unstinting support from the performing arts industry, having Ms Miriam Yeung, Mr Louis Koo, Ms Gigi Leung, Ms Charlie Young, Mr Eric Suen, to name but a few, as Ambassadors of HKCU. This year, we are honoured to appoint the world-renowned cyclist, Mr Wong Kam Po as the HKCU Ambassador. Labeled as a "national gem" by PRC President, Mr Hu Jintao, Mr Wong Kam Po is a perfect role model for teenagers. Together we will move forward to develop Hong Kong as a healthy "child-friendly" City filled with equality and prosperity.
Reports from the field

Severe drought and famine stalk the Horn of Africa

The Horn of Africa* is facing the worst drought in 60 years, by now resulting in famine in six cities across Southern Somalia. In July, UNICEF Executive Director Anthony Lake went on a field mission to Kenya where refugees fled to seek shelters. He witnessed the devastating impact of the drought in this arid and parched land, with 2,340,000 children suffering malnutrition, of whom 570,000 at risk of dying…

Lake heard of women walking from dawn to midday, searching for water in dry river beds; children surviving, if fortunate enough, on one meal a day, often only palm nuts; lactating mothers with not enough milk to feed their newborns.

"What we are seeing here is almost a perfect storm – conflict in Somalia, rising fuel and food prices, and drought and the loss of the rain. Now we are going to go another four to five months before there will be a harvest and we all have a huge job ahead," said Lake. "This is not just a question about lives being threatened but a way of life being threatened." UNICEF has had to immediately ramp up its responses.

From the first to 25 July, over 1,405 metric tonnes of nutritional supplies were delivered to the worst-affected areas, often hard to reach. This was enough to issue more than 65,000 children with supplementary feeding and treat 17,000 severely malnourished children. UNICEF also plans Long Term Agreements with local suppliers for NFI kits, Wash and Education supplies.

UNICEF requires a total of over HK$2.8 billion (US$363.7 million) to scale up the life-saving interventions in the Horn of Africa. We ask donors to support us in filling a funding gap of about HK$713 million (US$91.4 million).

As of 9 September, the Hong Kong Committee for UNICEF has raised HK$5.3 million and allocated HK$1 million from the emergency fund to support the relief work in the Horn of Africa.

The Horn of Africa, containing the countries of Djibouti, Eritrea, Ethiopia, Kenya, Somalia and Sudan, denotes the easternmost region of the continent of Africa. Its name comes from the region’s similarity in shape to a rhino horn. Local people are especially vulnerable when drought hit, due to their dependency on agriculture.

Building resilience to cholera

In January, cholera broke out in Côte d’Ivoire. UNICEF accordingly scaled up its response to prevent this completely preventable disease from spreading. Five cholera treatment kits, each aiming to treat 1,000 patients, were dispatched swiftly to the region. These included 800 water purification tablets, 300 ORS sachets, antibiotics, examination gloves, intravenous needles, and 10 large bars of soap. Public awareness posters were used to encourage everyone to wash their hands regularly and maintain good personal hygiene.

Child labour regained childhood

World Day Against Child Labour falls on 12 June every year. There are now 115 million children worldwide working under hazardous conditions. Mukesh Somaji Damore, who is from India, was a victim of child labour not long ago.

“I felt very sad. There were days when I would cry.” Mukesh recalls his days in child labour. Waking up daily at 4 a.m. and after 14 brutal hours of pruning and pollinating cotton plants with an empty stomach, he was given only a little bag of flour to prepare his dinner with. His health was further put at risk as pesticides were spread over the crops each morning while without any protective equipment. “I felt if there, I always had a fever,” he says.

With UNICEF’s work of mobilising local communities across the district to combat child labour, Mukesh is now back in school and has his sights set on becoming a teacher. “I’m not going anymore to work in cotton plants. I’m going to study.”

A Long way to peace: Independence of South Sudan

The Republic of South Sudan was finally established on 9 July 2011, ending a two-decade war between the North and the South that claimed over 2 million lives. In this war-torn country, children have been cut off from schooling, basic medical care, and even clean water. In South Sudan, one in nine still die before reaching the age of five. Those who survive face a road ahead still beset with difficulties. Political instability and further escalation of violence in the border region have also put lives in jeopardy. UNICEF is working closely with the government of the Republic of South Sudan to ensure the survival of children in a safe and healthy environment.

Continual education for children affected by Sri Lanka flooding

Severe flooding hit the land in February, killing 27 people, injuring 47, displacing more than 367,000 and affecting well over 1 million. Consignments of life-saving supplies, such as water and hygiene kits and cooking equipment were swiftly sent to address the pressing needs of women and children in flood affected areas. UNICEF also ensured the continuation of children’s education by providing replacement blackboards, school and recreation kits to help children resume some normality of life.
This is the year of the 25th Anniversary of Hong Kong Committee for UNICEF (HKCU) and we organised a series of activities to thank our long-term supporters. In the evening of 9 June, a celebration was held at the Hong Kong Convention and Exhibition Centre. The Honourable Donald Tsang, Chief Executive of the HKSAR, and Ms Judy Chen officiated at the ceremony, symbolically giving out the message that we will continue to be the “first call for children”. Mr Tung Chee Hwa, Vice Chairman of the National Committee of the Chinese People’s Politics Consultative Conference (CPPCC) and Mr Leung Chun Ying, Honorary Council Member of HKCU, also joined us at the celebration reception, together with over 300 guests and friends.

“The words, ‘we believe’, represent the key drive that pushes us forward to advance the cause for children. We believe every child everywhere has the rights to survival, development, protection and participation. We also believe we can make things happen for the well-being of children around the world.” Ms Judy Chen, Chairman of Hong Kong Committee for UNICEF

“The Hong Kong Committee for UNICEF has set a very high bar, mobilising millions of dollars and donations every year and strengthening our bonds with governments, civil society and the private sector throughout the region. Your work to help children in emergencies has been especially impressive.” Anthony Lake, UNICEF Executive Director

HKCU will continue to make good use of donations, helping the most vulnerable children across the globe.
HKCU’s Top 10 outstanding corporate partners in Hong Kong

Over the past 25 years, the Hong Kong Committee for UNICEF (HKCU) has been working closely with multi-national corporations, national companies and small-to-medium-sized businesses to build a world fit for children. Such collaborative efforts not only enable companies to achieve corporate social responsibility and business objectives, but also drive our work and further our contribution to children worldwide. We hereby express our sincere thanks to all companies and organisations that have generously supported us over the years!

1st place

Cathay Pacific Airways Limited

Mr John Slosar, Chief Executive of Cathay Pacific, (third from left) received a special souvenir from the Honourable Leung Chun Ying, Honorary Council Member of HKCU, to acknowledge the airline’s long-term support for UNICEF through ‘Change for Good’.

‘Change for Good’ in-flight fundraising programme

Since 1991, HKCU and Cathay Pacific Airways Ltd have organised the ‘Change for Good’ in-flight fundraising programme. Cathay Pacific travellers on board are encouraged to donate any spare change they may have to UNICEF. In the 2010 programme period, over HK$12.3 million was raised. Over the past 20 years, more than HK$110 million has been raised through ‘Change for Good’ to support UNICEF’s programmes in primary health care, nutrition, basic education, and safe water and sanitation in over 150 developing countries.

“We at Cathay Pacific are very proud of ‘Change for Good’ and we will continue to work closely with UNICEF – a loyal and very trusted partner – to bring help and support to those who really need it,” said Mr John Slosar.

Scan! & Send A GIFT

In the future, we will continue to arouse public awareness of the plight of children in developing world and champion children’s right, striving for their well-being. Let’s work hand in hand for children!

2nd

The Hong Kong Jockey Club

Mr Douglas So, Executive Director of Charities, The Hong Kong Jockey Club.

Mr Joseph Yu, Ms Gigi Leung and child beneficiaries from China presented a token of appreciation to Mrs Rose Leng, Head of Marketing and Planning Asia Pacific, HSBC.

3rd

The Hong Kong and Shanghai Banking Corporation Limited

Mr Joseph Yu, Ms Gigi Leung and child beneficiaries from China presented a token of appreciation to Mrs Rose Leng, Head of Marketing and Planning Asia Pacific, HSBC.

4th

Sunrider International

Mr Joseph Yu, Ms Gigi Leung and child beneficiaries from China presented a token of appreciation to Mr Stephen Tsui, Director of China Special Event and World Audio and Video Production, Sunrider International.

5th

MTR Corporation Limited

Mr Johnny Ng, Mr Louis Koo and child beneficiaries from China presented a token of appreciation to Ms Betty Leong, General Manager of Investment Property, MTR Corporation Limited.

6th

Chow Tai Fook Jewellery

7th

Soka Gakkai International of Hong Kong

8th

ING

9th

TSL Jewellery (HK) Co. Ltd.

10th

Victoria Educational Organisation

In the future, we will continue to arouse public awareness of the plight of children in developing world and champion children’s right, striving for their well-being. Let’s work hand in hand for children!

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Every Child

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This blackboard paint is one of the key components in school-in-a-box. When it is applied, it can convert the inside lid of the box into a blackboard slate. It helps teachers establish makeshift classrooms almost anywhere and ensure the continuation of affected children’s education around the world.

I bet you don’t know

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HK$310 = 500 sachets of oral rehydration salts. Buy a life-saving gift for children

A Gift of Two Blessings
In order to celebrate the 25th Anniversary of Hong Kong Committee for UNICEF (HKCU), the ‘Unite for Children – HKCU 25th Anniversary Charity Concert’ was held on 7 August 2011 at the Hong Kong Convention and Exhibition Centre. Attending and performing were UNICEF International Goodwill Ambassadors Mr Leon Lai and Mr Lang Lang, Regional Ambassador (East Asia and Pacific) Ms Miriam Yeung, HKCU Ambassadors Ms Gigi Leung, Ms Charlie Young, Mr Huang Xiao Ming and Mr Eric Suen, and guest artist Ms Fiona Sit. We would like to take this opportunity to express our thanks to the continuous support of different sectors in the community, ensuring the implementation of welfare projects for women and children in more than 150 developing countries and regions, and promoting the fundraising and advocacy of children’s rights.

On the night, every ambassador and guest artist voiced love messages in the theme of ‘We Believe’. At the same time, the audience responded simultaneously in Tencent Weibo, showing their love and support to children.

The programme first ran on NOW TV Star Search Channel (Channel 102) on 22 September at 10 p.m. Please visit http://concert.unicef.org.hk for more photos of the concert.

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**Unite for Children HKCU 25th Anniversary Charity Concert**

Hand in hand with UNICEF

In July this year, Hong Kong’s best cyclist, Mr Wong Kam Po, was appointed as Hong Kong Committee for UNICEF (HKCU) Ambassador. Being the first appointed athlete over the past 25 years, Mr Wong immediately devoted himself to the work of UNICEF and joined us in the ‘Unite for Children – HKCU 25th Anniversary Charity Concert’ by telling us a story about bicycles to raise awareness about children in developing countries...

My bicycle is indeed a great partner, it has kept me going at every race and together we have won the Rainbow jersey. But it has often crossed my mind that it would mean everything to poor children in Africa. In Rwanda, missing both their parents who died when they were small and feeling helpless and worried about their future, Vedaste and his elder brother barely held back their tears every time they looked at photos of their mother.

To survive, the brothers had to walk every day for three hours on their four thin legs, just to get water, not to mention education. Now with the help of UNICEF, not only have they started schooling but they have also been given a bike, a friend who take them to school, back home and on the way to water sources. It has saved them a lot of extra study time. I hope to see those boys fighting for their own Rainbow jerseys in the near future.

There are still 72 million children out of school at primary level. Could you help bring each and every one of them back into schooling?

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**New HKCU Ambassador raises awareness through cycling**

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**Hand in hand with UNICEF**
**At a glance**

**Advocacy & education activities**

**Let’s talk! Sharing experience of breastfeeding**

The theme of World Breastfeeding Week 2011, “Talk to me! Breastfeeding – a 3D Experience” draws our attention to the importance of communication in supporting breastfeeding. To echo the theme, the Department of Health, Hospital Authority and the UNICEF Baby Friendly Hospital Initiative Hong Kong Association co-organised the “Let’s talk! Sharing Session on Overcoming Breastfeeding Challenges” on 30 July. Attended families shared their experiences in how they had managed to persist in breastfeeding despite all difficulties.

**“Mum and Dad, your words do hurt!”**

UNICEF Young Envoys and ‘Voices of Youth’ joint hands to promote harmonious family

UNICEF Young Envoys Programme 2011 launched its first ever advocacy project this year, extending Young Envoys’ concern over child related issues to their own community in Hong Kong. After officially appointed UNICEF Young Envoys on 29 May, the 40 outstanding youngsters could not wait starting their mission as child rights advocates and, partnering with the online radio station ‘Voices of Youth’, conducted a survey on “Emotional Maltreatment in Family” – citing 83 ‘most hurting’ comments made by parents, such as “生価義燒好過生你” (It is better to give birth to BBQ pork than you!) and “你做人好失敗！(You are a failure!”.

The fresh Young Envoys then immediately split into two teams and made a field visit to Yunnan and Gansu Province respectively in China. Though visiting the young Envoys

**UNICEF Young Envoys Programme 2011**

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The fresh Young Envoys then immediately split into two teams and made a field visit to Yunnan and Gansu Province respectively in China. Though visiting the local ethnic minorities, the Young Envoys not only experienced the plight of people there, but also learnt more about UNICEF’s homes and schools of the local ethnic minorities, the Young Envoys not only experienced the plight of people there, but also learnt more about UNICEF’s homes and schools of the local ethnic minorities, the Young Envoys.

**Integrating with their understanding of family education gained in the field visit, the Young Envoys will produce four video clips about how emotional maltreatment in family hurts children, so as to improve parent-child relationship and promote harmonious family in Hong Kong.**

Applications for UNICEF Young Envoys Programme 2012, a free programme welcoming all full-time secondary students aged 12 to 18, have started and the deadline is 1 November. For more details, please visit www.unicef.org.hk or www.facebook.com/unicefye

**‘Living Gift’ Raffle Draw 2011 a gift to children**

UNICEF “Living Gift” Raffle Ticket Charity Sales was held from July to August and the lucky draw has completed on 3 September, raising over HK$2 million for UNICEF’s Global Immunisation Campaign to equip children with the ability to prevent and fight preventable diseases.

**‘Change for Children’ fundraising in hotels**

HKCU and the Hong Kong Hotels Association join hands in launching the “Change for Children’ Hotel Fundraising Programme. The programme aims to provide a platform for visitors to generously donate any spare change they may have to support needy children and women in China and more than 150 developing countries.

Over 30 hotels have joined the programme. Hotel guests can simply put spare coins into the donation envelopes found in their hotel rooms, and drop them into the donation box at the hotel front desk.

**Funding activities**

**Over HK$4.6 million raised for Libya and Japan**

The Hong Kong Committee for UNICEF (HKCU) launched a host of fundraising activities in March in response to the ongoing Libya unrest and the Japan earthquake, raising over HK$880,000 and HK$4,000,000 respectively to provide support in healthcare, nutrition, education, water and hygiene.

**Enrol in Charity Run 2011 to help prevent AIDS**

This year, HKCU is going to organise the sixth UNICEF Charity Run, including a Half Marathon, a 10km Run and a 3km Fun Run, at the Hong Kong Disneyland Resort and Sunny Bay on 27 November 2011.

On 20 July, HKCU Ambassadors Ms Miriam Yeung and Mr Louis Koo, UNICEF Charity Run Ambassador Mr Wilfred Lau, together with two top runners Mr Gi Ka Man and Ms Yu Kit Ching, officiated at the press conference.

Our target is to raise HK$8.5 million for UNICEF’s ‘Unite for Children, Unite against AIDS’ global campaign, with an increase of the number of participants to 13,000. The Charity Run is now open for enrolment. Please visit http://run.unicef.org.hk or call 2833 6199 for more details. Let’s Run for Children!

**Donation boxes arriving at Watsons**

This year, Watsons collaborates with UNICEF to launch the ‘Watsons Loving UNICEF Fundraising Charity Campaign’. Starting from 1 July 2011 to mid-2012, donation boxes have been placed in all stores of Watsons and Forment.

In addition, a year end charity sale of calendars and a Christmas bear will be held by Watsons to raise additional funds for more children in need.

**Qeelin Charity Auction**

Earlier this May, Ms Judy Chen, Chairman of HKCU and guest Ms Huang Yi were invited to the ‘Qeelin Caring Robot Exhibition’ opening ceremony, organised by fine jewellery brand Qeelin in International Finance Centre. Eight sculptures from the exhibition were selected for a charity auction, which proceeds will be donated to UNICEF.
**Take Action!**

**At a glance**

**Contact no.:** ______________________________________________________  
**Effective date:** ____________________________________________________

**Mailing Address:** ___________________________________________________________________________________________________________________

**Donor no. (if applicable):** __________________________________________  
**Date of Birth:** ____________________________________________________

Please fax, email or mail this form via fax: (852) 2834 0996/ email: info@unicef.org.hk/ Mail: 3/f., Hong Kong Committee for UNICEF, 60 Blue Pool Road, Happy Valley, Hong Kong

**^ Please delete if inappropriate.**

**Kitchee raised emergency funds through charity football match**

Kitchee Football Team played an exhibition match against Villarreal C.F. of Spanish League at Canon Cup 2011 at the Hong Kong Stadium on 27 May. After deducting all match expenses, Kitchee Foundation Limited, the event organizer, donated all ticket sales to HKCU, raising over HK$200,000 for emergency relief work.

**Subscription to UNICEF information**

**Unite for the environment!**

I would like to protect our earth. Please swap my printed Every Child subscription to an E-edition.

**Update of contact information**

- I am a new reader of Every Child and got the publication from  
  - CX City  
  - BMV  
  - Club houses  
  - Friends  
  - Others: ______________________________________________________

- I want to subscribe:  
  - an E-edition of Every Child.  
  - a printed copy of Every Child.  
  - both a printed copy and an E-edition of Every Child.

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  - Chinese Name: ________________________________________________
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  - Effective Date: __________________________________________________

**Please cut along the line.**

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Donation Form

Please choose the programme(s) for support
☐ Yes! I wish to join the ‘Friends of UNICEF’ monthly donation programme.
☐ Yes! I wish to join the ‘China Children’s Health Fund’ monthly donation programme.
☐ Yes! I wish to join the ‘China Children’s Development Project’ monthly donation programme.

Monthly Donation
☐ Amount I pledge:
☐ $200 ☐ $500 ☐ $1,000 ☐ $2,000 ☐ Other amount $____________ (Please specify)

One-off Donation
☐ I would make a one-off donation:
☐ $600 ☐ $1,000 ☐ $2,000 ☐ $5,000 ☐ Other amount $____________ (Please specify)

Donations of $100 or more are tax-deductible

Donor Information
Name: __________________________________________ Date of Birth: _____ (d) _____ (m) _____ (y)
(Mr./Ms./Mrs.)
Tel. (Daytime): _________________________________________________________________
Address: _______________________________________________________________________
E-mail: _______________________________________________________________________
Donor No. (If applicable): __________________________________ Auth. Code (For official use only): ____________

Donation Method
☐ Credit Card ☐ American Express ☐ Diners Club ☐ VISA ☐ Master Card
Credit card donation could be made by faxing this form to 2834 0996

Credit Card No.: __________________________ Expiry Date: _____/____ (MM/YY)
(Mr./Ms./Mrs.)
Name of Cardholder: __________________________ Signature: __________________________

☐ Autopay (Direct Debit): Please call 2833 6139 for the Autopay (Direct Debit) Authorisation Form, complete it and return to us by mail.

☐ Cheque/ Money Order (Only applicable to one-off donation):
$______ (Payable to: Hong Kong Committee for UNICEF)

Thank you!
Make a donation today and help save children’s lives

unicef.org.hk/donate

Online Donation

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