

EVERY CHILD

February 2011

ISSUE 29

Hong Kong Committee for UNICEF Newsletter



In focus

- *Four P's to halt HIV/AIDS for all*
- *UNICEF Charity Run 2010: 20 Thousand feet fought against AIDS*

UNICEF

Feature

- *Looking back, moving forward at the 25th anniversary*

Hand in hand



with UNICEF

- *'Children's Health Fund' field visit: The marginalised in Liangshan*
- *Pass it on with red packet money. Give 'Inspired Gifts' to the needy*

Unite for the environment! Swap to Every Child E-edition

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unite for children

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01/ Message from the Chairman
02/ In focus

- Four P's to halt HIV/AIDS for all
- UNICEF Charity Run 2010: 20 Thousand feet fought against AIDS
- Judy's blog

07/ Reports from the field

Reveal crises facing children worldwide and UNICEF's care for each child.

- Haiti earthquake 1 year on – UNICEF Executive Director brought a message of hope to Haiti

09/ UNICEF feature

Discover UNICEF afresh through different stories

- Looking back, moving forward at the 25th anniversary

I bet you don't know

11/ Hand in hand with UNICEF

Our work would not be possible without our ambassadors, partners, volunteers and donors

- 'Children's Health Fund' field visit: The marginalised in Liangshan
- Pass it on with red packet money Give 'Inspired Gifts' to the needy

13/ At a glance

Advocacy and education activities

For the betterment of coming generations

- 2011: A revolutionary year for VOY

Fundraising activities

Every dollar brings hope to countless vulnerable children

- Over 2 million raised for Gansu and Pakistan

Back cover/ Acknowledgements

Message from the Chairman

continue to ensure a "first call for children" as we approach our 25th anniversary

We feel both proud and excited about the approaching 25th anniversary of the Hong Kong Committee for UNICEF. It has not been easy to grow from a 200-square-foot office housing a mere handful of staff members into one of Hong Kong's most recognised charities dedicated to children around the world. Thanks to the tirelessly diligent, often unseen, devotion of Council Members, colleagues and volunteers, difficulties and challenges have grown into major milestones and achievements.

In response to the 2005 'Unite for Children, Unite against AIDS' global campaign, we launched Hong Kong's first and only charity run the following year. From then on, we continued to raise funds for AIDS in Charity Run 2007 and 2010. We again saw record-breaking achievements at our fifth Charity Run just 3 months ago, which successfully attracted 10 thousand runners and raised over HK\$8 million. As of today, we have raised over HK\$15.7 million to support the AIDS campaign in the 3 charity run events.

This year, we are also very honoured that Mr Leon Lai, a generous and charitable Goodwill Ambassador since 1995, has agreed to sit on the Council. Now there are 17 members in our Council. Through each member's connection and influence, UNICEF's work has been enriched, not only within Hong Kong, but also across the whole Asia-Pacific region. I believe our Council Members' commitments will translate into deeper support for us, guaranteeing a brighter future for children worldwide.

On the occasion of this memorable anniversary, I would like to express my heartfelt gratitude for your outstanding support. We will continue to ensure a "first call for children", extending the promise of hope and life-saving assistance to each and every child, especially those affected by war, sickness and exploitation.

My thanks again.

Yours sincerely

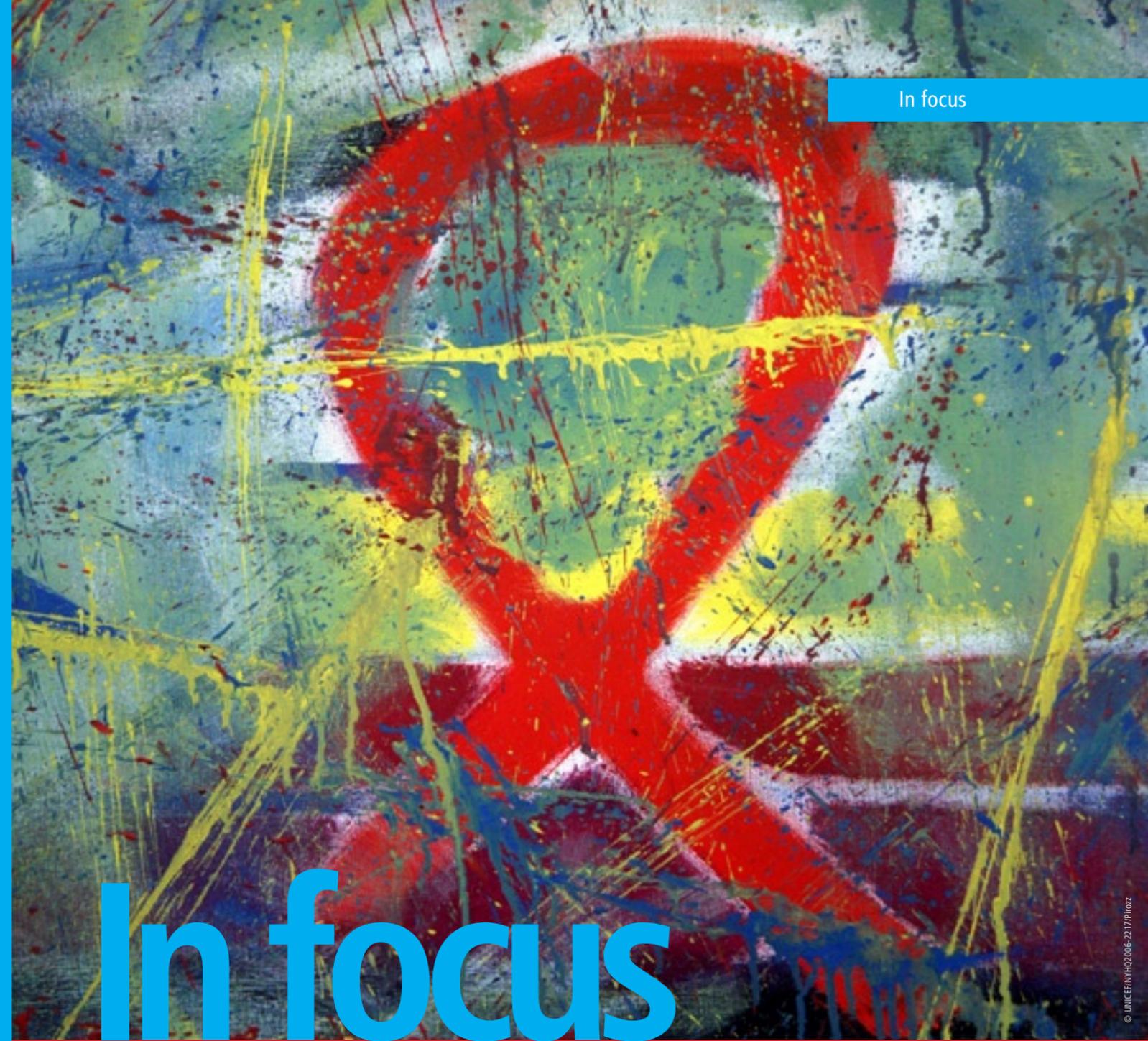
Judy Chen
Chairman
Hong Kong Committee for UNICEF

The Council

- Chairman: Ms Judy Chen
 Vice-Chairman: Mr Johnny S. C. Ng; Mr Joseph S. K. Yu, MH
 Treasurer: Mr Davie T.P. Auyeung
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The Hong Kong Committee for UNICEF

The Hong Kong Committee for UNICEF (HKCU) was founded in 1986 as an independent, local, non-governmental organisation to raise funds to support UNICEF's work and advocate for children's rights. Serving as the public face and dedicated voice of UNICEF, HKCU works tirelessly to raise funds through public donations, corporate partnerships, special events, and the sale of cards and gifts. HKCU also promotes and advocates for children's rights through various education and youth programmes in Hong Kong.



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In focus

Four P's to halt HIV/AIDS for all

UNICEF's Unite for Children, Unite against AIDS global campaign has been combating HIV/AIDS since 2005. In areas known as the "four P's", UNICEF continues to target the care, treatment and protection for mothers and children throughout pregnancy, infancy, adolescence and youth. With emphasis on equity, this comprehensive response aims to reach even the most marginalised, removing barriers to access for everyone, everywhere.



Achieving an AIDS-free generation

33.3 million people were living with HIV in 2009

A global view of HIV infection

Achieving an AIDS-free generation is possible if the international community steps up efforts to provide universal access, and reaches the most marginalised members of society.



Fast facts

- 5 million young people in low- and middle-income countries are living with HIV.
- Every 35 seconds, one more young person is infected with HIV.
- Globally, sexual transmission accounts for over 80% of all new infections.
- Girls account for approximately 70% of all infections in young people in sub-Saharan Africa, where 80% of all new infections are found.
- In sub-Saharan Africa, only 30% of young men and 26% of young women have a comprehensive knowledge of HIV.

Preventing infection among adolescents and young people

According to an important UN report, *Children and AIDS: Fifth Stocktaking Report 2010*, the estimated number of young people aged 15-24 living with HIV at 2009's year end reflected a drop of nearly 15% over the past decade. Despite this encouraging decline, still every half a minute, 1 more young person is infected, accounting for one-third of the world's new infections. Reaching marginalised young people, including vulnerable adolescent girls, must remain a priority for achieving an AIDS-free generation.



Confronting the reality of new infections in young people

In 2009, among 2.6 million newly infected cases in 2009, over one-third were found in young people aged 15-24 years. In 9 countries in Southern Africa, at least 1 in 20 young people are living with HIV — this increasing to more than 1 in 10 in Botswana, Lesotho and Swaziland. If the spread of HIV is to be reversed, priority must be given to reaching young people, especially the marginalised. Young women still shoulder the greater burden of infection, accounting for approximately 70% of all infections in young people in sub-Saharan Africa. Greater attention should be paid to gender inequalities in prevention of HIV transmission.

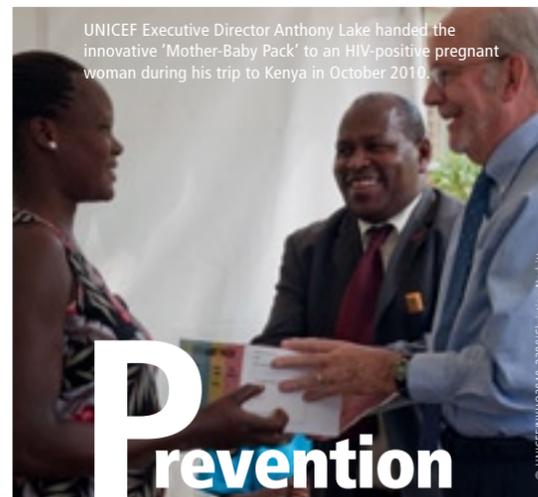
Globally, sexual transmission accounts for over 80% of all new infections, with the key modes of transmission in young people being high-risk behaviour such as unprotected sex and transactional sex. Adolescents at greatest risk are also often exposed to moral judgment, stigma, even criminal prosecution. As a result, these young people often avoid programmes that offer HIV information, prevention or treatment.

The way forward

Attaining an AIDS-free generation means erasing inequities that fuel the epidemic. Achieving this goal is only possible through simultaneous action through non-judgmental services that improve young people's comprehensive knowledge of HIV as well as their access to condoms, HIV testing, and risk reduction counselling.

Prevention information and programming should be delivered through a continuum of age- and context-appropriate programmes that are better targeted to reach the most vulnerable, along with removal of barriers to access, better data disaggregation, monitoring and evaluation of programmes, and attention to outcomes. The end of 2011 aims to achieve 3 measurable outcomes:

1. Increasing comprehensive knowledge of HIV to at least 80% of young people in and out of school;
2. Doubling the number of young people reporting condom use during their last sexual intercourse; and
3. Doubling the use of HIV testing and counselling services among young people.



UNICEF Executive Director Anthony Lake handed the innovative 'Mother-Baby Pack' to an HIV-positive pregnant woman during his trip to Kenya in October 2010.

Prevention of mother-to-child transmission (PMTCT)

More than 1,000 babies are born with HIV every day, with half dying before their second birthday if not diagnosed and treated. PMTCT provides drugs, counselling and psychological support to help mothers safeguard their infants against the virus. A one-stop innovative device called "Mother-Baby pack" was launched last year to make it possible for all women to take the correct dose at home. Ensuring PMTCT is provided to all women in need is the most effective way to end mother-to-child HIV transmission by 2015.



Paediatric care and treatment

In 2009, 2.5 million children under age 15 lived with HIV. Although the number of children in low- and middle-income countries receiving antiretroviral therapy increased from 275,300 in 2008 to 356,400 in 2009, this is still only 28% of the 1.27 million children currently estimated in need. To ensure that HIV-infected children do not progress to AIDS and die, it is necessary to identify them early, provide them with timely access to care and treatment, and document and follow their progress.



Protection care and support for children affected by HIV and AIDS

National monitoring data on children affected by AIDS indicate that the investments are paying off. Social protection can not only improve HIV outcomes for children, but also help break the cycle of vulnerability driving new infections in adolescents. In Malawi, a study revealed that the use of cash transfers led to a significant decline in child marriage, pregnancy and self-reported sexual activity among all beneficiaries. A 60% decline in the incidence of new HIV infections was found among girls who were enrolled in school at the start of the study.

20 Thousand feet fought against AIDS



© HKCU 2010

UNICEF Charity Run 2010

Everyone has a role to play in fighting the global HIV/AIDS epidemic. UNICEF field offices and national committees around the world are contributing to 'Unite for Children, Unite against AIDS' global campaign in their own unique ways. Last year, the Korea Committee started the 'Children and AIDS' pledge; the US Fund has also produced a Zambia PMTCT (Prevent Mother-to-child Transmission) documentary film, with its premiere in January. As for Hong Kong, in a fifth successive year, the Committee chose to galvanise the whole city to run in support of this meaningful global campaign.

After a whole year of preparation, the fifth UNICEF Charity Run, successfully held on 28 November at Hong Kong Disneyland Resort, was completed in record breaking numbers. The event attracted as many as 10 thousand runners and raised more than HK\$8 million. With such mass mobilisation of Hong Kong citizens, great contributions were made to the global fight against AIDS. Part of the funds raised has gone to the purchase of 15,000 innovative 'Mother-Baby Packs', which is jointly developed by UNICEF and WHO. They will prevent 15,000 babies from developing HIV through mother-to-child transmission.

Mr WANG Zhi-min, Deputy Director, Liaison Office, the Central People's Government in the HKSAR, Mr John Tsang Chun-wah, GBM, JP, Financial Secretary of HKSAR, Mr Johnny Ng and Mr Joseph Yu, Vice-Chairmen of the Hong Kong Committee for UNICEF and their fellow Council Members officiated the ceremonies, cheering for the runners, together with Ambassadors Miriam Yeung and Louis Koo.

Winners and Awardees

Half Marathon Overall Champion

- Men's • Thomas Kiprotich (1'09'50)
- Women's • Kristijna Loonen (1'24'25)

10km Race Overall Champion

- Men's • Gi Ka Man (00'32'29)
- Women's • Yiu Kit Ching (00'38'00)

Top Individual Fundraisers

- 1. Ling Chee Sing Lothair
- 2. Lam Yuen Yuen Circle
- 3. Yuen Chung Yee
- 4. Hui Chak Yung
- 5. Law Wai Fong

Top Group Fundraisers

- 1. Fook Wah Kun Kee Knitting Fty Ltd
- 2. ING
- 3. Aon Hong Kong Limited

Most Supportive Groups

- 1. ING
- 2. Aon Hong Kong Limited
- 3. S.T.F.A. Lee Shau Kee College



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Judy's blog

"Time flies, the Hong Kong Committee for UNICEF has been organising the Charity Run for 5 successful years. And this year, we are very glad to again have the Hong Kong Amateur Athlete Association as our co-organiser, alongside full support from Hong Kong Disneyland Resort....." I've long prepared to speak these few lines at the prize giving ceremony of UNICEF Charity Run 2010 on 28 November, but.....

My doctor did tell me that my baby would be expected in December, but what I didn't expect was the little darling rushing into this world a few days ahead of the Run! Though I could not attend the event, I did not take my mind off it, the races, the results, every little detail. I was really thrilled in the hospital, learning of the 2 new records broken – the number of participants and the amount of funds raised – because this means better treatment and care for more children and women living in the shadow of HIV/AIDS.

Most touching to me was knowing that part of the money raised this year would go to the purchase of the newly-developed 'Mother-Baby Packs', and prevent 15,000 newborns from contracting HIV through vertical transmission. It brings such a terrible feeling whenever I think of little children daily dying and orphaned due to the lack of HIV/AIDS treatment or prevention. Especially now that I've become a mother, I can better understand how painful it must be when a mother cannot ensure a healthy development for her child, especially through breastfeeding..... Isn't the invention of 'Mother-Baby Packs' good news!

Breastfeeding not only strengthens babies' immune system, but also lowers the risk of breast cancer for mothers. However, if untreated, positive mothers bear a 5-20% risk of passing the virus through breastfeeding. Now with the Packs, HIV positive mothers can breastfeed their newborns more safely with reduced risk of transferring the virus to their babies. As a mother myself, I've formed the strongest bond with my baby through breastfeeding, where we develop the most intimate relationship through an exchange of love. At the same time I feel a strong sense of responsibility towards him and millions of children in the world. Together with the staff of UNICEF, we will dedicate our efforts to build a world fit for all children worldwide.

I am so happy that 'Mother-Baby Packs' have enabled all mothers to enjoy the sweetest mother-child bond through breastfeeding like me. I believe it is also their largest source of support and power in the fight against the illness. Thanks to everyone who has contributed to the better future of children. The world is changing because of you!



Mother-Baby Pack



© HKCU 2010

The innovative 'Mother-Baby Pack' has now made home-based HIV prevention easy and possible for all expecting mothers. The pack provides reliable care and prevention. By using the 'Mother-Baby Pack' correctly, the risk of

mother-to-child transmission will drastically drop from 35% to 5% or less with a successful rate of over 90%.

The facebookers "like" it!

UNICEF Charity Run 2010



- Wall
- Info
- Notes
- Photos
- Discussions
- >>

Sit Sang Kai 那請下年繼續支持參加~
05 January 2011 at 20:09 · Like · Comment

John Law 跑完,仲想再跑下年呀!
05 January 2011 at 19:29 · Like · Comment

Christine Schreiner thanks so much for such an enjoyable event :)
04 December 2010 at 12:48 · Like · Comment

Gloria Chan 上年一家三口跑三公里: 40分鐘, 今年: 38分鐘...有進步!!! Yeah!!! 下年繼續努力!!!
02 December 2010 at 14:51 · Like · Comment

Penny Lee 第一次跑半馬, 兩小時內完成, 下年再參加!!!
01 December 2010 at 14:31 · Like · Comment

Marius Mueller Awesome event!
29 November 2010 at 15:45 · Like · Comment

"I wanted to come here and meet with some of the patients and shake hands and show that it's perfectly safe."

Anthony Lake, UNICEF Executive Director in his visit to a cholera treatment centre



UNICEF Executive Director brought a message of hope to Haiti's most vulnerable

© UNICEF/NYHQ2010-2709/Dominio

Maternal deaths drop by third Goal yet to reach

Maternal deaths due to complications in pregnancy and childbirth have decreased by 34% from an estimated 546,000 in 1990 to 358,000 in 2008, according to *Trends in Maternal Mortality*, a report released in September 2010 by WHO, UNICEF, UNFPA and the World Bank. Effective measures, through training more midwives and strengthening hospitals and health centres, are being taken in countries where women face a high risk.

Nevertheless, 1,000 still die every day mainly due to severe bleeding after childbirth, infections, hypertensive disorders, and unsafe abortions. More needs to be done to achieve the Millennium Development Goal target of reducing the maternal mortality ratio by 75% between 1990 and 2015. It is vital to support the development of complete and accurate civil registration systems including births, deaths and causes of death.



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© UNICEF/NYHQ2010-2709/Dominio

One year after the devastating Haiti earthquake, in a surprise visit to Haitian capital on 15 December 2010, Executive Director Anthony Lake reaffirmed the commitment of UNICEF and other UN agencies to continue the fight against the cholera epidemic, and encouraged

Haitians themselves to take action against the disease.

Accompanied by UNICEF Representative in Haiti Françoise Gruloos-Ackermans, Mr Lake met with several prominent figures in the fight against cholera, including William Pape, Executive Director of GHESKIO, managing cholera treatment centres in several of the city's poorest camps for displaced people with the help of UNICEF and other humanitarian partners.

Meeting with patients

Inside the large GHESKIO tent in Port-au-Prince, heavy with the midday air, Mr. Lake went from patient to patient, quietly chatting with the children and their parents. Besides listening to several cholera patients at the treatment centre, he also explained that cholera can be prevented by using hygienic measures and safe water.

"However, it's not enough to wash their hands and use latrines." Mr Lake explained, "When they're sick, people should also come to a centre like this and fight against the stigma of cholera. Because people are afraid to come to the centres, thinking they will get sick, they are afraid to touch people who have cholera." He noted, "The people whom I just met in this tent are just regular people who happen to have cholera. Thank God, all of them are getting better."

Fighting against Indonesia's double natural disasters



© UNICEF/NYHQ2010-2427/Eddy Purnomo

UNICEF's emergency preparedness measures swung into action shortly after 2 destructive disasters — a volcanic eruption and a 7.2-magnitude earthquake — struck Indonesia on 26 and 25 October respectively. Emergency assistance and specialists were rushed to the affected areas to target health and nutrition, water and sanitation, education and child protection. UNICEF is also working with the Ministry of Health to ensure breastfeeding mothers continue caring for their infants. The Mount Merapi volcano eruption in Central Java resulted in over 320,000 displaced people, 282 casualties and around 400 people missing as of the end of October.

Philippines typhoon rapid assessments conducted within 1 week



© UNICEF 2010

UNICEF has been working with the Government and partners to promptly respond to the typhoon emergency caused by the Super Typhoon Megi in mid October 2010, affecting 2 million people, and damaging 80% of crops and 90% of structures in the most devastated areas. 8 specialists conducted rapid assessments within the first week of the emergency. Emergency assistance such as tents, basic health kits, water kits, hygiene kits, school packs and over 1,000 Psychosocial Support volunteers were also rushed to the areas most in need. An estimated 1 million people were benefited from the procurement of emergency drugs supplies and cold chain equipment.

Cholera-prevention activities

Across Haiti, there are 72 cholera treatment centres and units, where doctors, nurses and other health-care practitioners are treating the sick with oral rehydration salts and antibiotics provided by UNICEF and others. UNICEF is also supporting cholera-prevention and hygiene-promotion activities at some 5,000 schools, 300 child-friendly nutrition centres and over 700 residential care centres. As of December 2010, the cholera outbreak was continually spreading through all 10 departments across the country. Haiti's Ministry of Health has reported around 80,000 cases and 2,000 deaths.



© UNICEF/NYHQ2010-2711/Dominio



© UNICEF 2010

Heart-warming thanksgiving from Haitian children

The Hong Kong Committee for UNICEF is very moved by the love, thanks and wishes sent from Haiti.

Continual joint efforts against child malnutrition in Niger

Although the prevalence of global acute malnutrition among children under 5 years of age in Niger decreased from 16.7% to 15.5% between June and November 2010, it is still above the emergency threshold of 15%, according to the results of the National Nutrition Survey made public on 16 December. Last year some 38,000 children were hospitalised, with a further 275,000 receiving outpatient treatment through public health facilities supported by UNICEF and other organisations. This represents one-fifth of all children treated for severe acute malnutrition worldwide. In addition, 686,000 children under 2 received food rations free of charge between July and December.



© UNICEF/NYHQ2010-1572/Haiti

Major milestones

- **1946*** United Nations Children's Fund (UNICEF) was established
- **1965*** UNICEF was awarded the Nobel Peace Prize
- **1986** The Hong Kong Committee for UNICEF was founded
- **1991** Launched 'Change for Good' in-flight fundraising campaign with full support of Cathay Pacific Airways
- **1993** Organised the first China Children Week to raise funds for the purchase of polio vaccines
Launched the first monthly donation programme – 'Friends of UNICEF'
- **1994** Baby Friendly Hospital Initiative Hong Kong Association was registered, thus becoming the first NGO dedicated to promoting breastfeeding and protecting infant health
- **1996** Initiated UNICEF Young Envoys Programme
- **2000** Co-established UNCRC – Child Ambassadors' Scheme with funding support of the Government
- **2003** Co-established Hong Kong's first Children's Council as a platform for children's views to be voiced
- **2005** UNICEF Youth & Information Centre came into operation
- **2006** Launched UNICEF Charity Run – the first to be themed around fighting against AIDS in Hong Kong
- **2008** Published Hong Kong's first study on friendliness of families with the University of Hong Kong
- **2009** Launched Hong Kong's first CRC educational kit suitable for all primary schools
4 Climate Ambassadors attended Children's Climate Forum in Copenhagen on behalf of HKCU
- **2010**
 - Broke UNICEF Charity Run's highest records of funds raised and number of participants
 - Created Hong Kong's first children online radio station, 'Voices of Youth'
 - 'Change for Good' accumulated over HK\$100 million in donations

25th Anniversary

LOOKING BACK

MOVING FORWARD



I bet
you don't know
What is this man doing?

(PTO for answer)



2003 Where are you, bros?



In our February 2004 issue, a story was published covering a brave pair of brothers, Caius and Clyff aged then only 11 and 5, who themselves organised a winter 'swimathon' in December 2003 to raise funds for the education of poor children in China. After 59 laps, they raised a total of HK\$29,500 for UNICEF.

We believe this inspiring story could encourage more of you who truly care about children living on the margins, to innovate and initiate your own fundraising campaigns.

Contact us at 2836 2930 or email at media@unicef.org.hk if you have any ideas or information.

2010 High Level Meeting on Child Rights in Asia-Pacific

On 4-6 November last year, UNICEF Executive Director Mr. Anthony Lake, HKCU Vice-chairman Ms Joseph Yu, Council member Ms Leonie Ki and Chief Executive Irene Chan went to Beijing to attend the High Level Meeting on the Cooperation for Child Rights in the Asia-Pacific Region.



One of the greatest achievements was the unanimous adoption of the 'Beijing Declaration on South-South Cooperation for Child Rights in the Asia Pacific Region', marking a beginning in more intensive efforts to strengthen and deepen South-South cooperation among countries of the

Asia Pacific region to advance children's rights. Key areas of the commitments include ensuring economic and social development is equitable and accessible to all children.

2011 'Unite for Children. Unite for Hong Kong.'

UNICEF has been working around the world to realise every child's basic rights to survival, development, protection and participation. This year, we will intensify our local work by pioneering a local child rights advocacy project: 'Unite for Children.

Unite for Hong Kong.' with the aim of promoting and realising children's rights, to build a better future for Hong Kong children in partnership with local charitable or non-profit making organisations.

Applications opened in January this year for all interested organisations. Results will be announced in April. For more details, please log onto the official campaign website: www.unicef.org.hk/uniteforhk



Hand in hand with UNICEF

The marginalised in Liangshan

'China Children's Health Fund' field visit

Many are familiar with China's great classical novel, *Water Margin*, and its tale of Liangshan's 108 heroes fighting to protect their homeland but very few are aware of the women of Sichuan's Liangshan, where maternal mortality is 2.5 times the national average.

Last summer, our Ambassadors Karen Mok and Daniel Chan, special guest Astrid Chan and our staff visited this marginalised, minority region. Supported by Chow Tai Fook Charity Foundation and other sponsors, our team of 15 visited children and families in the remote mountainous Meigu County in Liangshan Prefecture of Sichuan, China. Although the 3 artists had been to many other poor areas in China with UNICEF, none could hold back their emotions, hard-hit by the stories and sights of local poverty stricken lives as they visited homes, clinics, and maternal and child health care hospitals.

2.5 times national maternal mortality

According to official statistics, around 30% of the rural population in Liangshan is struggling below the national rural poverty line – earning income less than 1,196 RMB each year per person. Deep-rooted difficulties, such as extreme poverty, poor access to health services, low awareness of hospital deliveries, under-equipped health facilities and shortages of qualified health providers, all combine to imperil the survival and wellbeing of the children and women living on the edge.

In 2009, compared to national averages, the maternal mortality in the region was over twice as high, the under-5 mortality was also higher and the hospital delivery rate was only 44.4%, not even half the national average. Only on this trip did we see just what these statistics really mean – broken and shattered families, devastated by the loss of mothers, babies born with disabilities, and the ever-present threat of HIV/AIDS, often due to preventable causes. Each word the local women and elders uttered recalling their stories felt like another stone falling onto our chests.

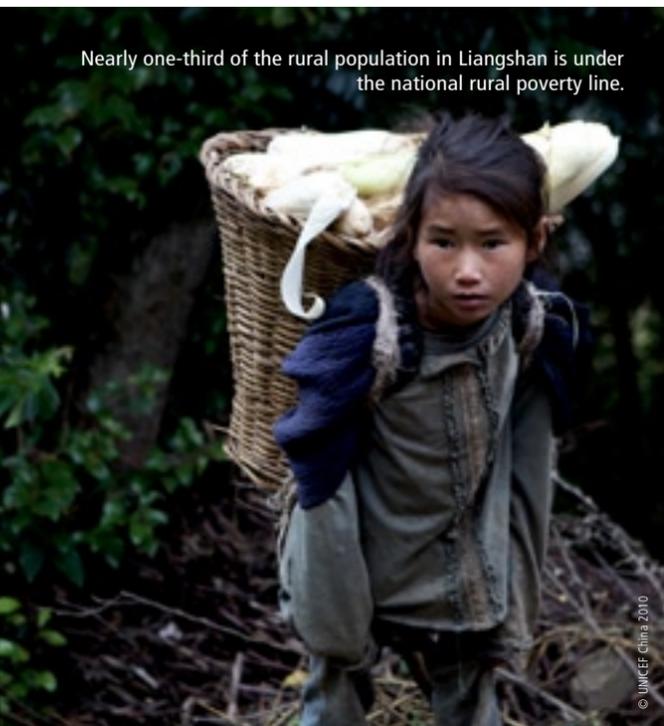
Donations improve health and sanitation

In 1999, HKCU set up the 'China Children's Health Fund' Monthly Donation Programme to help implement development programmes in rural China. A TVB production crew filmed the entire visit and produced a programme entitled "涼山的第一線曙光" (The First Daylight of Liangshan). It was broadcast in February on TVB and TVB HD to help raise funds for the programme. UNICEF is working to provide maternal and child health and immunisation services, and at same time prevent mother-to-child transmission of HIV and provide treatment and care for children living with HIV/AIDS. By providing basic health services and facilities alongside raising locals' health care awareness, we will hopefully make a real difference in many lives at risk.

Fill out the attached donation form and contribute to the life changing 'China Children's Health Fund' now!



Nearly one-third of the rural population in Liangshan is under the national rural poverty line.



Karen Mok and Astrid Chan listened to an HIV-positive mother sharing about her daily challenges.



Daniel Chan had a playful time with a kid during the visit to his poor home.



Through 'China Children's Health Fund', UNICEF is able to provide basic health and medical services to children in need.



Under-equipped health and medical facilities have been posing challenges to the survival and wellbeing of children and women.

I bet you don't know

The man is actually a health worker treating long-lasting insecticidal nets with pesticide. These pre-treated mosquito nets resist multiple washes and are effective for 3-5 years. They can protect children and their families against malaria, a disease which, within 48 hours of the illness' onset, kills an African child every 30 seconds.



Pass it on with red packet money Give 'Inspired Gifts' to the needy



It is traditional to give red packets to children and younger generations during Chinese New Year. Containing far more than mere lucky money, the slender red envelopes actually represent precious blessings from family elders,

wishing for luck, health, wisdom, fortune and peace all year long. To repay the favour and pass these blessings onto the less fortunate, what better way than purchasing Inspired Gifts with the red packet money on behalf of your loved family or friends?

Inspired Gifts are real and lifesaving, delivered by UNICEF on your behalf to needy children in over 150 developing countries. Simply take the 4 steps below and you can make a huge difference to children's lives.

- Buy an Inspired Gift online for children in need at www.unicef.org.hk/inspiredgifts
- Dedicate the gift to a friend or family and select an e-card to send
 - We will send the e-card to the person you picked
 - The Inspired Gift will then be dispatched to those children most imperilled
- Buy Inspired Gifts this Year of the Rabbit and pass your best New Year wishes onto less fortunate children!

- 8 red packets (HK\$155) = 1,000 Pencils**
Provide 1,000 children with an important learning tool.
 - 12 red packets (HK\$235) = 5 Mosquito Nets**
Help counteract Malaria, and keep 5 women and their children safe from this killer disease.
 - 20 red packets (HK\$381) = 40 Sachets of High Energy Biscuits**
Deliver important nutrients to child victims of earthquakes, floods, cyclones and many other emergency situations.
 - 27 red packets (HK\$535) = 10,000 Water Purification Tablets**
Distribute 10,000 water purification tablets to individual families. Each tablet is able to turn 4-5 litres of dirty water into potable water to safeguard children's lives.
- Visit www.unicef.org.hk/inspiredgifts now to view even more Inspired Gifts.



Red Packet Charity Sales

As part of UNICEF's 'China Children's Week' Fundraising Campaign 2011, Red Packet Charity Sales were successfully held in January across shopping centres and MTR stations. The funds raised will be used to support the Local Action for Rural Children (LARC) project for vulnerable children and families in poor areas of China by improving the quality of health, basic education, water, and sanitation services.



2011 A revolutionary year for VOY

The first season of the entirely teen-produced online radio programme, Voices of Youth (VOY), ended in success. With experience gained from the first year, we should be expecting a new round of intriguing and improved episodes in 2011. In collaboration with RTHK's online radio platform, TeenPower, VOY will continue to infuse the voices of youth into society, promoting children's right to participation.

Since last October, VOY has piloted campus broadcasts through various secondary school radios. Recess and lunch break features have prompted student awareness of child and youth related issues. We have also arranged school visits to meet with campus radio hosts, collecting teenagers' views and feedback for VOY 2011.

Please visit the Voices of Youth official website <http://uchannel.hk/unicefvoyn.htm> to capture the 12 episodes covering topics as varied as teenage drug abuse, ethnic minorities, climate change and youth participation. To listen to the programme theme song, please visit <http://www.facebook.com/unicefhkvoy>

Adventurous training empowered UNICEF Clubs

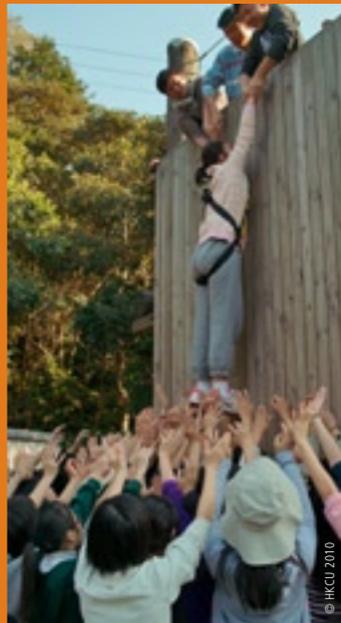


On 18 December, around 20 Club Officers from all over Hong Kong met each other and their mentors, discussing plans

and learning management techniques at the UNICEF Club Orientation on 18 December 2010. On 26-27 February this year, they attended a leadership training camp at HKFYG Lamma Youth Camp. The adventurous team-building activities enhanced participants' personal growth as well as inter- and intra-school bonding. The event was successfully organised with the assistance of our university volunteers, who are also UNICEF Clubs' mentors. All schools gave welcome addresses. A strong network was established to benefit all UNICEF Clubs in the long run.

Advocacy & education activities

YE11 start their journey of becoming young advocates



From a record high 700 applicants and after careful screening and interviews, 60 outstanding Young Envoys (YE) were selected back in November for the Young Envoy Programme 2011. Their 9 month training started at the end of 2010 with a 2 day leadership training camp, where they learned about team work and the need for trust. At the end of the training camp, they worked together to overcome a high wall challenge, which at first had seemed impossible. Such experiences stretched abilities and helped equip them for their new roles as Young Envoys.

YEC committee pledged commitment to children



On 8 January 2011, the new executive committee of UNICEF Young Envoys Club (YEC) was inaugurated in the office of Hong Kong Committee for UNICEF, congratulations!

Witnessing the 9 committee members pledge their commitment to children were Ms Jean Wong, BBS and Mr Gilbert Mo, Council Members of HKCU, Ms Margaret Elizabeth Coates, Member of the Advocacy and Public Relations Committee of HKCU, along with around 80 Young Envoys.

They have promised to help enable a world fit for children through advocating children's rights. Finally, we wish them a successful year, living up to their theme of "Voice it out, Pass it on" for the benefit of children worldwide.

Fundraising activities

Over 5 million raised for Gansu and Pakistan

In the summer of 2010, the Hong Kong Committee for UNICEF launched various fundraising campaigns to support victims of Gansu's deadly mudslide and the calamitous flooding in Pakistan. Over HK\$4 million and HK\$1.7 million were raised respectively. From the immediate onset of the disasters, UNICEF responded to the urgent needs of both devastated communities. Maternal and child health care equipment, cold chain equipment, water purification tablets and teaching materials have been delivered to Gansu. In Pakistan, UNICEF is providing safe water to over 2.9 million people daily, as well as clothes, blankets and education supplies to assist vulnerable children.



A Recognition Ceremony was held on 23 August 2010 to acknowledge the support of corporate donors for Gansu Mudslide Emergency.



4,000 Students "trick-or-treated" for deprived children

On 24 October 2010, HKCU Ambassador Gigi Leung and special guests Juno Mak, Endy Chow and Shaun Tam took part in the Halloween Dress-up Contest co-organised by Toys"R"Us and Harbour City. More than 4,000 students participated in the 'Trick-or-Treat for UNICEF' Halloween Fundraising Campaign this year, raising over HK\$430,000 for the 'Education for Gansu Children' Programme.

Mission Hills Group helps the children in China

'The Mission Hills Star Trophy' and a Charity Dinner, organised by the Mission Hills Group, were held at Haikou, China at the end of Oct 2010. More than HK\$1 million was raised for UNICEF's work in fighting AIDS and improving the living conditions of children and women in China. UNICEF Ambassadors Maggie Cheung, Aaron Kwok, Miriam Yeung, Gigi Leung and Charlie Young attended the Charity Dinner.



HSBC and UNICEF unleash Asia's potential in education

In spite of the general improvements in the quality of life in Asia, 7 million Asian children are still unable to attend school. In support of UNICEF's commitment of advancing universal primary education, the Hongkong and Shanghai Banking Corporation Limited and the Hong Kong Committee for UNICEF held the third HSBC Champions Charity Golf Day on 12 October 2010 at the Clearwater Bay Golf & Country Club. Chairman of the Hong Kong Committee for UNICEF Judy Chen and Ambassador Aaron Kwok were present to launch the event, which successfully raised HK\$1.5 million.

At a glance



Little artists drew to help kids

To raise funds for 'Local Action for Rural Children' in China, the 4th 'Little Artists Big Dreams Drawing Competition' was held on 26 February 2011 at the Happy Valley Recreation Ground. These "Little artists" not only demonstrated extraordinary creativity in portraying their utopia to the world, but they also donated generous sums of red packet money, exemplifying the spirit of "kids helping kids". At the event, sponsors and supporting parties were presented with tokens of appreciation.

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ACKNOWLEDGEMENTS

'China Children's Health Fund' monthly donation programme - Field visit to Liangshan of China
Ministry of Commerce, People's Republic of China
Ministry of Health, People's Republic of China
Sichuan Provincial Department of Commerce
Division of Maternal & Children Health and Community Health,
Health Department of Sichuan Province
四川省涼山州委接待辦
四川省涼山州外宣辦
四川省涼山州衛生局
四川省涼山州商務局
四川省涼山州外辦
四川省涼山州美姑縣政府辦公室
四川省涼山州美姑縣宣傳部
四川省涼山州美姑縣衛生局
四川省涼山州美姑縣商務局
Liaison Office of the Central People's Government in HKSAR
Chow Tai Fook Charity Foundation
Cathay Pacific Loyalty Programmes Ltd. (Asia Miles)
Dragonair
Air China
Sichuan Airlines
Shenzhen Airlines
Shangri-La's Kerry Centre Hotel, Beijing

"China Children's Week 2011" - Little Artists Big Dreams Drawing Competition
Art Of Nature International Co. Ltd
Toys "R" Us
Times Square
Coca-Cola China Limited
Quality Printing Limited
Antalis (Hong Kong) Limited
Crayola
Leisure and Cultural Services Department
Hong Kong St. John Ambulance

HSBC Charity Golf Event
The Hongkong and Shanghai Banking Corporation Limited

Gansu mudslides
Ho Man Fat Memorial Foundation Limited

Cathay Pacific Airways
Dragonair
NWS Holdings Charities Foundation Ltd
Soka Gakkai International of Hong Kong
Bank of East Asia
Maxims
CASH
Wing Lung Bank Foundation Ltd
Li & Fung (1906) Foundation Ltd
Toys "R" Us
Semk Products Limited
PARKnSHOP
Watsons Your Personal Store,
Fortress
Times Square
Harbour City
HK Commercial Broadcasting Co. Ltd.

Mission Hills Event
Mission Hills Group
Integrated Publicity Services Limited

Pakistan floods
Cathay Pacific Airways
Dragonair

Red Packet Charity Sales
Amoy Plaza
East Point City
Hopewell Centre
Laguna Plaza
Lee Theatre Plaza
Maritime Square
MTR Corporation
Pacific Place
Park Central
SEMK Products Limited
Telford Plaza
The Link Management Limited
The Westwood
Times Square
Tuen Mun Town Plaza

'Trick-or-Treat' for UNICEF Fundraising Campaign 2010
Harbour City
Toys "R" Us

UNICEF Charity RUN 2010
Hong Kong Amateur Athletic Association
Hong Kong Disneyland Resort
Sunrider International
ING Asia Pacific
M.A.C Cosmetics
TSL Jewellery (HK) Co Ltd.
Cathay Pacific Loyalty Programmes Ltd. (Asia Miles)
NWS Holdings Ltd.
Aon Hong Kong Limited
Chiu Hing Construction & Transportation Co Ltd
Wah Fung Engineering Co Ltd
Mannings (Asia) Consultants Ltd
TNT Express Worldwide (HK) Ltd.
Seiko - Thong Sia Watch Co., Ltd.
Quality Printing Ltd.
HK Commercial Broadcasting Co. Ltd.
Wella Knitting Factory Ltd
Che Foong Woollen Co., Ltd.
MTR Corporation Ltd.
Circle K Convenience Store
Toys "R" Us
Coca Cola China Limited
New World First Bus Services Limited/Citybus Limited
New World First Ferry Services Limited
City University of Hong Kong
Sina Hong Kong
Sino Asia Industrial Limited (Iconnect)
Image Marketing Limited
Times Square
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Tsing Ma Management Limited
Discovery Bay Services Management Limited

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AEON Credit Service (Asia) Co., Ltd.
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'Voices of Youth' online children radio station
Headline Daily
SAHK Jockey Club Elaine Field School
SKH Li Fook Hing Secondary School
South Tuen Mun Government Secondary School
St. Rose of Lima's College
uChannel of Hong Kong Federation of Youth Groups
Yan Chai Hospital No.2 Secondary School
Young Post Editorial, SCMP
Yu Chun Keung Memorial College