

# EVERY CHILD

Hong Kong Committee for UNICEF Newsletter 2017

ISSUE 41

for every child,  
a good start

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[www.unicef.org.hk](http://www.unicef.org.hk)

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for every child



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# Life's early years, Lifelong impact



When asked about my work at UNICEF, I always say it's just about one word – 'Love'.

When my mother passed away years ago, I felt despair as I thought my world had crumpled beneath me. To break through the sense of sorrow, I devoted my time and attention to charity work. From then on, I appreciate what I have.

Yet I find many people who suffer a much harder life, especially children who lost their mothers and protection. They need compassion and love so much. For children in hardship, love and care are just as essential as food, clothing and shelter.

I love every vulnerable and excluded child that I have met in remote and rural areas as if I were their mother. I want to hold them in my arms and see them smile. I know if these children can be loved, nourished and raised in a safe and stimulating environment, they can all flourish and prosper.

Around the world many children lack adequate nutrition, protection, or stimulation that comes from talk, play and responsive attention. UNICEF estimates nearly 250 million children in developing countries are at risk of poor development due to stunting and poverty.

Even in developed countries, we need more investments and awareness in early childhood. We need to expand health and social services and strengthen support services for parents and caregivers, so as to foster children's cognitive, social and emotional development.

We cannot miss this critical window of opportunity to shape a child's future, because missed opportunities during these early years cannot be made up at later stages of life.

For every child, for their best start in life, UNICEF is committed to early childhood development. Together with our partners, we promote the holistic well-being of every child around the world.

We work in more than 190 countries and territories to help children survive and thrive, from early childhood through adolescence. With your support, we will continue to work at the right time and with the right interventions that can bolster a child's development.

Yours faithfully,

Judy Chen, JP  
Chairman  
Hong Kong Committee for UNICEF



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### Hong Kong Committee for UNICEF

The 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.

### The Council

**Chairman:** Ms Judy Chen, JP **Vice-Chairman:** Mr Johnny Ng **Treasurer:** Mr Johnny Ng **Secretary:** Mr Douglas So **Council Members:** Ms Au King-chi, GBS, JP, Mr Michael Cheng, Ms May Chiu, Mr Johnson Chow, Ms Margaret Coates, Mr David Fong, BBS, JP, Mr Martin Lee, Dr Maurice Leung, Mrs Bonnie Li, Mr Daryl Ng, JP, Professor Nirmala Rao

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### Honorary Advisor

Mrs Stella Lu, Mr Henry Tang, GBM, GBS, JP

### Chief Executive

Ms Jane Lau

## For every child

Whoever she is.  
Wherever he lives.  
Every child deserves a childhood.  
A future.  
A fair chance.  
That's why UNICEF is there.  
For each and every child.  
Working day in and day out.  
In 190 countries and territories.  
Reaching the hardest to reach.  
The furthest from help.  
The most left behind.  
The most excluded.  
It's why we stay to the end.  
And never give up.

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## Our impact for every child in crisis in 2016



**344**

humanitarian emergencies  
responded - from conflicts to natural  
disasters - across 108 countries



**2.5 million**

children treated for severe  
acute malnutrition



**2.5 billion**

doses of vaccines procured for  
children in nearly 100 countries



**29 million**

people provided with access  
to safe water



**2.3 million**

children accessed  
psychosocial support



**11.7 million**

children accessed basic  
education



# For every child, early moments matter

## Nutrition fuels bodies and minds

Across South Sudan, Somalia, Nigeria and Yemen, 1.4 million children are dying from inadequate nutrition. Poor nutrition in the first 1,000 days of life can lead to stunted growth, which is irreversible and associated with impaired cognitive ability.

“ Over 20 per cent of South Sudan’s population don’t know where they can get their next meal. They boil leaves just to put some food in the stomach of their children. ”

Andrea James, former Chief of Field Operations in South Sudan

However, there’s hope. “UNICEF is doing everything to reach children, including hardest-to-reach places – providing therapeutic food and malnutrition screening services to identify children in need.

“There are vulnerable children all around the world, including in Hong Kong. We need to look over every child in need, wherever they are. Children in South Sudan are dying and they need us to respond now.”



**For HK\$32, you can keep a child alive for another day by providing a day’s worth of food.**



Take a quiz to experience the lives in famine crisis.



## Vaccinate every child

Countless illnesses can be prevented with a simple tool: vaccines.

As one of the world’s largest buyers of vaccines for children, UNICEF reached almost half of the world’s children with life-saving vaccines last year.

A vaccine dose often only costs cents, while reaching and ensuring the child gets all the necessary shots required for fully protection costs around HK\$195.

UNICEF is committed to ensuring polio vaccines are available for every child.

**Donate and get a VR360 viewer to experience our work in making polio a history!**



There is a Chinese saying that “Your life at 80 years old is determined at three”. The first three years are critical because it is a period of rapid brain development.

However, around 250 million children, or 43 per cent of children under five in low and middle income countries are at high risk of not reaching their potential due to stunting, poverty and disadvantage.

## Healthy moms, healthy babies

Providing mothers with better health care gives them a safe pregnancy and childbirth. It is also an essential step in ensuring a good start for every child.

UNICEF HK engaged 1,000 little artists to draw ‘a small gift to mom’ at Little Artists Big Dreams Drawing Competition. Together with the HK\$800,000 donation from Principal Sponsor, Chow Tai Fook Jewellery Group Limited, around HK\$1 million were raised to support UNICEF’s ‘Cash Transfers for Deprived Children’ project in China which supports mothers and children with health care services.

Support little artists and vulnerable children in China by ordering fundraising t-shirts with little artists drawing online:

 [snaptee.co/go/unicefhk/](https://snaptee.co/go/unicefhk/)



## Fathers are also champions for early childhood development!

One does not need super power to be a super dad; just eat, play, love can help the child’s brain develop.

◀ This Father’s Day, UNICEF HK Ambassador Wong Kam-po shared a photo of him and his son to celebrate good parenting for brain development.



## Empower every child through education

Globally, 263 million children and youth are out of school and denied a fair chance to reach their full potential. In April, Montblanc and UNICEF renewed the long-standing partnership to empower 5 million children through early childhood care and education.



◀ UNICEF HK Ambassador Gigi Leung attended the Montblanc & UNICEF Gala Dinner in New York to raise awareness for UNICEF’s education programmes by passing it on around the world.

## For every child, in Hong Kong

We care about the vulnerable children in Hong Kong. We continue to support eligible Hong Kong NGOs or non-profit making organizations in implementing projects which promote and realize children’s early childhood development.

Interested parties can contact our Advocacy Department for information.

 [adv@unicef.org.hk](mailto:adv@unicef.org.hk)

Take action for every child

# Children need champions

Get involved, speak out, volunteer, or become a donor and give every child a fair chance to succeed!



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## Make A Video on 'I am ME'

Director Adam Wong Sau-ping produced the documentary *The Way Out* with Make A Video contestants 2016 to promote the spirit of listening to children and youth.

With the full support from Hang Seng Bank, UNICEF HK continues to work with ifva, Hong Kong Arts Centre to co-organize Make A Video Contest 2017. To support self-expression, and foster healthy and realistic self-images of youth, this year we invite young people to submit one-minute videos based on the theme 'I am ME'. UNICEF HK Ambassador Adam Wong Sau-ping will once again support the project as the Creative Advisor.



[mav.unicef.org.hk](http://mav.unicef.org.hk)



## Be a Young Envoy, advocate for every child!

Every child under 18 has the right to participate and have their opinions included in decision-making processes that relate to their lives. If you are a full-time student aged 12 to 18 years old, join us to be an advocate for yourself, and for other children, through UNICEF Young Envoys Programme 2017. Recruitment starts in September every year.

[unicef.org.hk/youngenvoys](http://unicef.org.hk/youngenvoys)



## UNICEF Charity Run For every child, end AIDS!

UNICEF's vision for an AIDS-free generation is that every child and their families are protected from HIV infection and AIDS.

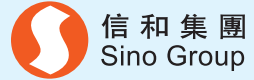
The next UNICEF Charity Run will be organized in coming November. Stay tuned on our Facebook page and website!

[run.unicef.org.hk](http://run.unicef.org.hk)



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## We acknowledge the support of Sino Group for this issue of *Every Child*.



**'Change for Children' Hotel Fundraising Programme**  
Hong Kong Hotels Association

**Change for Good Inflight Fundraising Programme**  
Cathay Pacific Airways Limited

**Children in Crises Fundraising Campaign**  
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**UNICEF Charity Run 2016**  
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New World First Ferry Services Limited  
Hytera Communications Corporation Limited  
Auxiliary Medical Service  
Hong Kong Air Cadet Corps

Scout Association of Hong Kong  
Hong Kong Stretching Exercise Association

**UNICEF Young Envoys Programme 2017**  
AEON Credit Service (Asia) Co. Ltd.  
Ms Monica Koh, Executive Director, AEON Credit Service  
(Asia) Co. Ltd.

**UNICEF HK Little Artists Big Dreams Drawing Competition 2017**  
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Art Futures Group Company Limited  
Baumhaus  
CreativeKids  
Kerry Logistics Network Limited  
FAB-A-MATTER, architectural and multimedia design studio  
MAMASMART  
School of Creativity  
Snaptee  
St John Ambulance  
Venture Studios (HK) Limited  
West Kowloon Cultural District Authority

**UNICEF HK Make A Video 2016 & Youth Documentary *The Way Out***  
Hong Kong Arts Centre, ifva  
Hang Seng Bank  
The OneMinutesJr.  
UA Cinema Circuit Limited  
MOKO  
Sing Tao Daily  
Young Post, South China Morning Post  
Nikon Hong Kong Limited  
Manfrotto Distribution HK Limited  
oneLegkick Production Limited  
9Production Limited  
Photoblog.hk

Youth Square  
Community College of City University  
InnoCentre  
Times Square  
apm  
Director Adam Wong  
Director Heiward Mak  
PlayTime

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Best Reading Book Stores  
Greenfield Bookstore  
The Good Lab

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American Express International Inc.  
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Montblanc

**Water, Sanitation & Hygiene Programme**  
Bonaqua

**Your Little · Their Mickle Fundraising Programme**  
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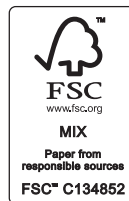
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## Donation/UNICEF HK news subscription form NLA17

**I would like to support UNICEF!**

**'Friends of UNICEF' monthly donation programme**

Monthly donation amount:  HK\$220  HK\$500  HK\$1,000  HK\$2,000  Other amount HK\$\_\_\_\_\_ (Please specify)

**'China Children's Health Fund' monthly donation programme**

Monthly donation amount:  HK\$220  HK\$500  HK\$1,000  HK\$2,000  Other amount HK\$\_\_\_\_\_ (Please specify)

**One-off donation**

Donation amount:  HK\$1,000  HK\$2,000  HK\$5,000  HK\$10,000  Other amount HK\$\_\_\_\_\_ (Please specify)

Donations of HK\$100 or more are tax-deductible

### Donor Information (Please fill in)

\*Name: Mr/Ms/Mrs \_\_\_\_\_ (First Name) \_\_\_\_\_ (Last Name)

Date of Birth: \_\_\_\_\_ (dd) \_\_\_\_\_ (mm) \_\_\_\_\_ (yy) \*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 (852) 2834 0996

Credit Card No.: \_\_\_\_\_ Expiry Date: \_\_\_\_ / \_\_\_\_ (MM/YY)

Name of Cardholder: Mr/ Ms/ Mrs \_\_\_\_\_

Signature of card holder: \_\_\_\_\_

**Autopay (Direct Debit)**: Please call (852) 2833 6139 for the Autopay (Direct Debit) Authorization Form and send back the completed form by mail (Only applicable to monthly donation).

**Cheque / Money Order (Only applicable to one-off donation)**: HK\$\_\_\_\_\_ (Payable to: Hong Kong Committee for UNICEF)

**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: \_\_\_\_\_

**The Hong Kong Committee for UNICEF ("UNICEF HK") collects and uses your personal data in accordance with the Personal Data (Privacy) Ordinance.**

**Purpose** - Your personal data is collected by UNICEF HK for the purposes of : 1. processing, administering and communicating with you regarding any donations made by you to UNICEF HK/ your subscription to the newsletter or other publications released by UNICEF HK ; 2. conducting research and generating statistics to enhance UNICEF HK's services and activities; 3. communicating with you in response to any queries or complaints submitted by you or in relation to your donations or application to an event, programme, volunteering or employment opportunity; 4. informing you (subject to your consent) of campaigns, activities and fundraising appeals relating to UNICEF's worldwide programmes of emergency relief and development for the well-being of children; 5. complying with applicable laws or regulations. **Transfer and Disclosure** - UNICEF HK shall only transfer and disclose your personal data to service providers (within or outside Hong Kong) of UNICEF HK to enable them to send to you (subject to your consent) marketing materials described in paragraph 4 above solely on behalf of UNICEF HK, and to provide back-end, administrative, communication, or IT services to UNICEF HK (including but not limited to payment gateways for credit card processing, research companies for donor satisfaction surveys, and agents to make promotional and pledge donation calls on behalf of UNICEF HK). UNICEF HK does not provide your personal data to any third party for the purposes of enabling that third party to market its own products or services to you. **Mandatory Information** - You must provide the information marked with an asterisk on this form (\*). If you do not provide this information to us, then we may not be able to process or administer your donations or applications.

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