

For 90 years, we have been saving children's lives worldwide.

We Fight For Children's Rights.

We bring immediate and lasting improvements to children's lives around the world. With programs in Canada and over 120 countries, Save the Children is the world's largest independent organization for children.

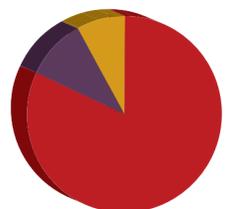
Save the Children has Programs in 6 Key Areas:

- EDUCATION
- HIV and AIDS
- HEALTH and NUTRITION
- EMERGENCY RELIEF
- CHILD PROTECTION
- CHILD RIGHTS GOVERNANCE



While all the photos are from the contexts described, for ethical and privacy reasons, they do not feature the specific child involved.

An Organization You Can Trust



Where Your Money Goes

Programs 82%
Fundraising 10%
Administration 8%

Based on the average of the last 5 years



Save the Children Canada is committed to following Imagine Canada's Ethical Fundraising and Financial Accountability Code.

Save the Children Canada prides itself on being cost-effective with your donation.

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MYTHS

REALITIES

It will cost too much money to save all these children.

Less than half of what the world spends on bottled water every year could save the lives of millions of children.

The world is already over populated. If these children live it will only make the problem worse.

The exact opposite is true. Women and their partners have fewer children when they know their children will survive.

Any money sent to poor countries to reduce infant and child deaths will be stolen or misused by corrupt regimes.

We cannot let children die for the offenses of their governments. Aid does reach these children. And it saves lives.

There is no point in saving the life of a child if their only future is one of desperate poverty.

If you truly believe this than stop reading. But if you believe that your child has the right to basic health, nutrition and safety, then poor children around the world deserve no less.

JOIN EVERY ONE:
www.everyonecanada.ca

EVERY ONE DESERVES A CHANCE.

Millions of children in the developing world have the odds stacked against them. More than eight million children died in 2008 before reaching their fifth birthday – a majority of them from easily preventable causes, such as under-nutrition, malaria and diarrhea.

If this were happening to our next door neighbours, Canadians would not stand by idly – we would demand urgent action from all levels of government.

But we unconsciously apply a double standard, turning a blind eye to the ongoing realities of children in the developing world, including our own third world that exists in so many aboriginal communities. This cannot be allowed to continue.

The remedies are simple and inexpensive: vitamin supplements cost 2 cents each. Cotrimoxazole costs just pennies per dose and can keep HIV-infected children

alive. Treatments for diarrhea 42 cents per child and bed nets that protect against malaria cost just \$10. Providing basic health care in these communities is also highly affordable – it costs just \$100 to train a community health worker.

Now it's time for governments around the world to come together with the purpose of giving every child a real chance. In the year 2000, the United Nations Millennium Development Goals (MDG) committed nations to reducing extreme poverty. The current commitment is to cut child mortality by two-thirds before 2015. There has been progress, but much more still needs to be done.

Save The Children Canada is launching a new campaign to get this issue front and centre in the Canadian conscience. The EVERY ONE Campaign believes that every child has the right to basic nutrition, clean water and health care.

We want our government to act and use its moral authority with other governments. In the run up to the 2010 G8/G20 meeting in Huntsville, we will be working with UNICEF, Plan, World Vision and other Non-Governmental Organizations (NGO's) to push this issue onto the agenda.

Governments have already proven they can work together effectively when confronted by an issue like the current global economic crisis.

Now that same focus must be applied to the issues of child survival. Get involved. Talk to your family and friends. Contact your local Member of Parliament. Help the efforts of Save the Children Canada and its partners.

Together we can give every one of the world's children a chance – not only to survive, but to thrive.

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SOLUTIONS BY THE NUMBERS:

\$0.50 to buy hand soap for schools in Central Asia

\$3 to provide a child with a hygiene kit in China

\$10 to provide a mosquito net

\$13 for a Newborn Care Kits

\$14 to promote exclusive breastfeeding

\$20 to provide a 6 month supply of iron tablets for pregnant mothers in Myanmar

\$40 provides monthly support for a pregnant / lactating mother in South Africa

\$70 to provide an 8 week supply of Ready to Use Foods

\$80 for Tools and supplies for Community Health Workers

\$150 to train a Community Health Worker

EVERY child is born with the right to live, but not an equal chance.

Throughout the developing world, the most dangerous day in a child's life is the day the child is born, with close to 2 million newborn babies dying on their very first day of life every year. Moreover, 90% of all child deaths under the age of five are from easily-preventable diseases.

Save the Children has launched an ambitious five-year campaign to end this injustice, but we cannot do it alone. EVERY ONE of us has a role to play in saving children's lives.

Be part of the next revolution to **Join the EVERY ONE movement.**

THE NEXT REVOLUTION THE EVERY ONE REVOLUTION

BELIEVE
EVERY child is valuable no matter where they live.
EVERY ONE has the power to save the life of a child.
URGENT ACTION is needed NOW: more money, more political will. EVERY ONE must be involved.

The Power of EVERY ONE

- We can't do this alone, but it can be done. We need help from far and wide—each of us has a role. EVERY ONE.
- How can we do this? By involving people and companies and governments and YOU to help change the world. Who can make this happen? EVERY ONE.
- How many children can be saved? All of them. EVERY ONE.
- We can prevent these deaths. We know what to do to give each of these children a chance to survive. EVERY ONE.

TO SAVE THE LIFE OF A CHILD I WILL:

- ✓ Visit the EVERY ONE website
- ✓ Join the EVERY ONE REVOLUTION
- ✓ Sign the EVERY ONE petition
- ✓ Send a letter to my MP
- ✓ Tell my friends and family about the EVERY ONE MOVEMENT



THE STORY BY THE NUMBERS

8.8 MILLION

The number of children who died before the age of five in 2008.

6

The number of countries where more than half all child deaths occur – India, Nigeria, Democratic Republic of Congo, Ethiopia, Pakistan, and China.

15

The number of times less likely an infant is to die from pneumonia if she or he is exclusively breastfed for the first six months, compared to an infant who is not.

8 VS 5

8 deaths per 1000 births and 5 deaths per 1000 births – represent the infant mortality rate for First Nations communities versus the rate for the general Canadian population.

57

The World Health Organization's assessment of the number of countries with 'critical shortages' of health workers – 36 of them in Africa.

28%

The proportion of children's deaths that are linked to poor sanitation and unsafe water.

\$40 BILLION

Additional funds needed annually to save the lives of millions of children and to meet the Millennium Development Goals by 2015 - \$9 Billion less than the \$49 Billion world consumers spent in 2008 on companion pet food.