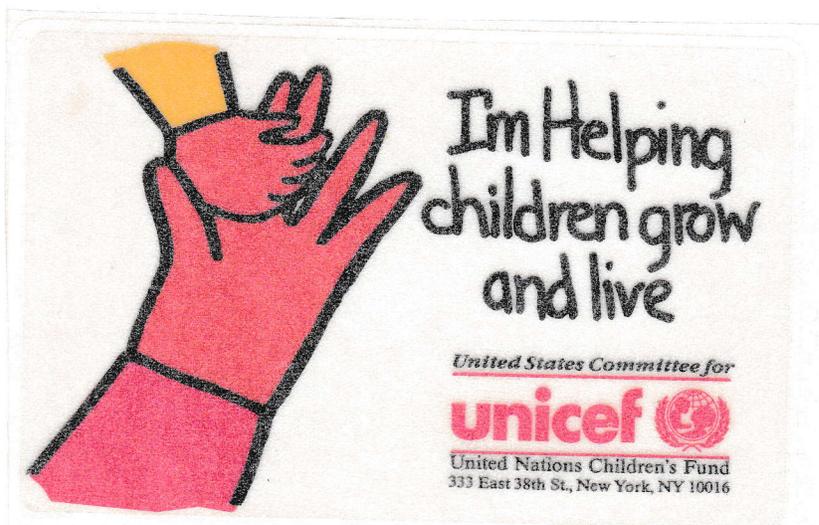


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U.S. Committee for  
UNICEF



**Raise Your Hand  
To Save A  
Child's Life!**

**Inside: Window Decal**



Robert Wilson  
P. O. Box 190146  
Atlanta, GA 31119



## **Saving a Child's Life is Easier Than You Think!**

December 29, 1995

Dear Friend,

Every three seconds, a child dies in a developing country... usually from problems that could have been easily prevented.

Malnutrition or disease is usually listed as the "cause" of death... but the underlying problem is often the lack of clean drinking water.

Throughout most of sub-Saharan Africa, drought still stalks the land. With low rainfall, the small, hand-dug water wells in many communities run dry... causing children to obtain water wherever they can find it. Water from low-lying areas, mud flats and depleted streams is usually contaminated with bacteria and intestinal parasites. It's almost certain the children will be struck with intestinal infections that cause severe diarrhea. The subsequent rapid loss of fluids and nutrients leads to dehydration... and often death.

Constant battles with dehydration weaken children's immune systems, leaving them vulnerable to opportunistic diseases. Diarrheal disease is also one of the major causes of malnutrition in developing countries -- more so than the lack of food!

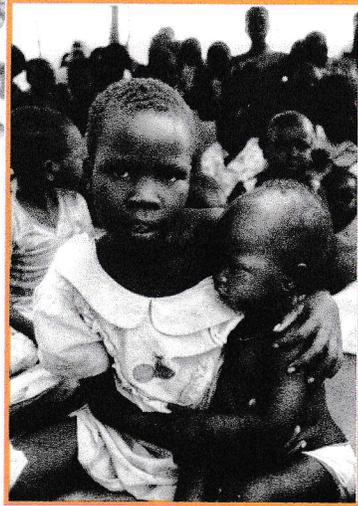
Today in Africa, more than half of the children do not have access to clean, safe drinking water.

### **What Can Be Done?**

For children suffering from dehydration, UNICEF provides packets of oral rehydration salts. These packets contain a mixture of sugar, salt, and minerals that can be blended with clean water to replace vital fluids and help restore the body's normal chemistry. A single treatment of Oral Rehydration Therapy (ORT) can often bring a child back from the brink of death!

What does it cost to provide ORT to one dying child?  
Only 15 cents per treatment!

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UNICEF/4617/Roger Lemoine

*An older sister takes care of her sibling at a UNICEF-assisted feeding center in central Africa.*

Distributing these packets in areas where drought has diminished and contaminated the water supplies is only the first step UNICEF takes to protect the lives of children.

### **Long-Term -- and Low-Cost -- Solutions.**

In developing countries all over the world, the typical water well that serves a village is dug by hand. These shallow wells dry up quickly during periods of low rainfall, even when water is still available deep underground.

UNICEF provides a long-term solution by helping to drill deep water wells that can withstand periods of limited rainfall. Simple hand-operated pumps bring the water to the surface to ensure that drinking water is almost always available.

In fact, since 1981 UNICEF has helped provide safe, clean drinking water for more than 700 million people. Last year, UNICEF helped improve the water supply and sanitation systems in almost 100 developing countries around the world.

What does it cost to dig a well in a village where the water supply is in jeopardy? Only \$450 -- to drastically reduce the risk of death for every child in a village!

### **What About the Crops?**

Low rainfall threatens both drinking water supplies and crop production. Periods of low rainfall can wipe out an entire season's crops, leaving massive areas without sufficient food...

... and it's always the children who suffer the worst.

To combat food shortages, UNICEF distributes special seed strains that thrive in some of the harshest climates.

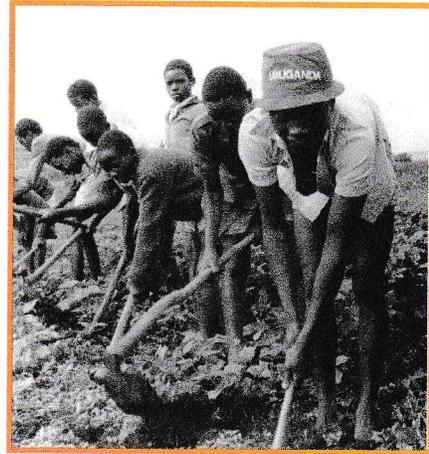
These varieties include drought-resistant sorghum, African maize used to bake bread, beans and ground nuts -- which are excellent sources of protein -- and upland rice to provide an important source of carbohydrates.

*All of these specially selected plants grow well in regions that suffer from numerous droughts...*

*...all of them greatly increase crop yields...*

*...and all of them have produced food surpluses wherever they've been distributed.*

In fact, as little as 40 pounds of these specially selected seeds can grow more than 1,600 pounds of nutritious food! How much does it cost for a package of these special seeds? Only \$15... to put an entire family on the road to recovery and help them become self-sufficient again.



UNICEF/2325/Bert Demmers

*Even the children assist their families by sowing seeds and planting crops to help bring their community to self-sufficiency.*

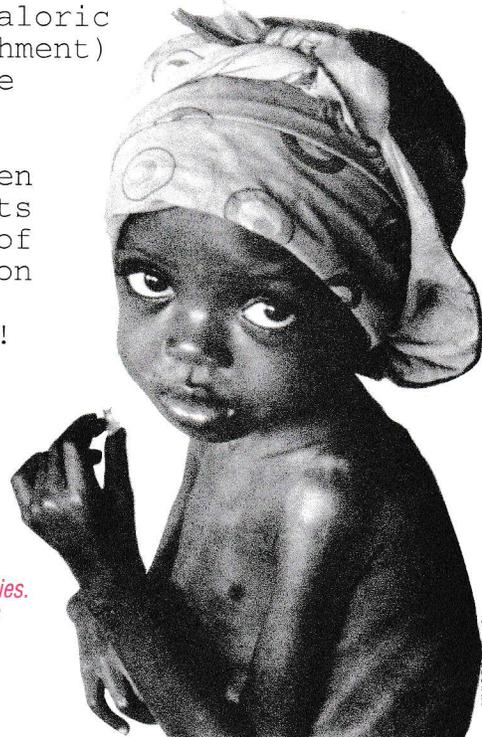
## **In Times Of Emergencies...**

Sometimes, however, even these strategies are not enough. During cataclysmic periods of drought, UNICEF provides emergency food supplements such as UNIMIX to help starving families recover. UNIMIX is a special formula that combines corn meal (carbohydrates), beans (protein), oil (high-density caloric source), and sugars (energy replenishment) to feed children who are in immediate danger of starvation.

It's amazing how quickly children can recover from the immediate effects of malnutrition. Within a few days of receiving UNIMIX, children who were on the brink of death can regain their energy and much of their lost weight!

What does it take to reverse malnutrition in a child? Only \$5.70 can feed a hungry child for almost a month!

*In cases of severe emergency, UNICEF helps distribute supplementary food to starving families. This young girl is taking a bite of a high-protein biscuit at a UNICEF-assisted center.*



UNICEF/5661/Sheehan



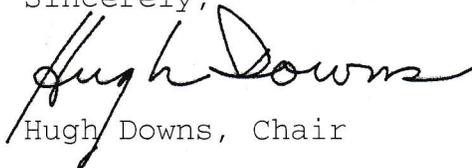
## You Can Save a Child's Life by Raising Your Hand!

These are only some of the UNICEF-sponsored programs that are at work today saving the lives of children. All you have to do to save a child's life is raise your hand... by sending a check to the U.S. Committee for UNICEF. For only \$17, you can help provide enough UNIMIX to feed three children for a month... \$23 can help distribute packets of oral rehydration salts to help save 150 children suffering from dehydration... and \$45 can provide crop seeds for three families to become self-sufficient again.

And if you could, a very special contribution of \$450 can help provide a water well... a permanent source of clean drinking water that can help save all the children in one village.

Please, "raise your hand" today and make a gift to save a child's life... and help give kids a chance to grow and live.

Sincerely,



Hugh Downs, Chair

P.S. I hope you'll proudly display the enclosed window decal on your car or home to show that you've "raised your hand" to save a child's life. On behalf of the millions of children we serve, I thank you for your generous support.





Dear Hugh: I want to help the U.S. Committee for UNICEF save the lives of children in developing countries. To support your vital programs, I have enclosed a gift of:

- \$17 to help provide enough UNIMIX to feed three children for a month.
- \$23 to help provide enough oral rehydration salts for 150 children suffering from dehydration.
- \$45 to help provide crop seeds to make three families self-sufficient.
- \$75 to help five families become self-sufficient.
- \$450 to help build a well and create a permanent source of clean water for an entire village.
- \$\_\_\_\_\_ Other (A gift of any size can help save children's lives!)

MP95F1

*Please make your check payable to U.S. Committee for UNICEF and enclose it with this contribution slip in the envelope provided. Your donation is tax-deductible to the extent allowed by law. On behalf of the children we serve, our most sincere thanks for your support!*

United States Committee for



United Nations Children's Fund  
333 East 38th St., New York, NY 10016



**I'm Helping  
children grow  
and live**

United States Committee for



United Nations Children's Fund  
333 East 38th St., New York, NY 10016

**Please place  
this decal on  
the window of  
your car or  
home to show  
your support  
for UNICEF!**

Robert Wilson  
P. O. Box 190146  
Atlanta, GA 31119

*(Please detach at perforation above and return the top portion with your gift in the envelope provided. Thank you!)*

*United States Committee for*

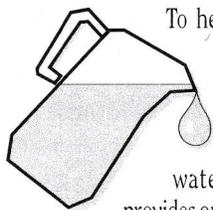


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## How UNICEF Works To Save Children

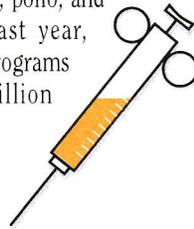
### Clean Water



To help prevent deaths from water-borne disease, UNICEF works to improve water systems and provides oral rehydration salts to treat children already stricken by diarrheal diseases. Last year, UNICEF helped improve the water supply and sanitation systems in almost 100 developing countries, while oral rehydration therapy programs saved over 1 million lives.

### Immunization..

Six diseases kill 2,100,000 children every year: measles, tetanus, TB, whooping cough, polio, and diphtheria. Last year, immunization programs prevented 3 million deaths.



### Fighting Malnutrition

UNICEF agricultural training and improved nutrition programs, as well as the provision of seed grains and tools help prevent malnutrition and make communities self-sufficient again. At a cost of less than \$10 per child per year, we can lower the rate of malnutrition by 50 percent in developing countries by the end of the decade!



*United States Committee for*



United Nations Children's Fund  
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