

More Than 80 Million
People Across The World

say

YES

for **children**



More than 80 million people care about the world's children and call for – in fact insist on – action on their behalf.

GLOBAL PRIORITIES ► EDUCATE EVERY CHILD (14.1%), ►

It was a simple pledge campaign that led to this unprecedented, worldwide demonstration of support for child rights. In countries around the globe, *Say Yes for Children* asked people from every sector of society to support an agenda with 10 critical actions necessary to ensure every child their right to peace, health and security. Each individual making the pledge was asked to identify the three most urgent issues facing children in their country. The top priority? That all children – every girl as well as every boy – receive a basic, quality education.

say yes for children

Add your voice to the call for a better world for all children. Pledges from people all over the globe will be delivered to world leaders at the United Nations Special Session on Children, 19-21 September 2001.

I, _____ (name optional), believe that all children should be free to grow in health, peace and dignity, and that we must:

- 1 Leave No Child Out
- 2 Put Children First
- 3 Care for Every Child
- 4 Fight HIV/AIDS
- 5 Stop Harming and Exploiting Children
- 6 Listen to Children
- 7 Educate Every Child
- 8 Protect Children from War
- 9 Protect the Earth for Children
- 10 Fight Poverty: Invest in Children

In my country, the three most urgent issues are (check three of the numbers above).

About You

Country _____

Under 11 12-17 18-24 25+

Male Female

Would you be willing to get more involved in the Global Movement for Children?

Yes No

Send your pledge to the nearest office of: PLAN International, Save the Children, UNICEF or World Vision. For further information, visit the Global Movement for Children website www.gmfc.org or contact the offices above. Thank you.

Since its launch in April 2001, the campaign reached 194 countries, inspiring a diverse group that ranged from the previously uncommitted to front-line activists for children, and building a mass movement with one common vision: making the world truly fit for children.

In both industrialized and developing nations, pledge forms were centrally hosted on Internet sites and distributed widely in paper form, adapted into local languages and re-written especially for very young children. Pledges were distributed and collected at public events ranging from festivals and concerts to book fairs and workshops, and at public venues from malls and parks to cinema theatres and rural markets. Teams of volunteers were deployed in the most rural and remote areas, campaigned in city streets and entered classrooms to spread the word among even the youngest students.

Millions spoke through their pledge forms, demanding action and accountability at the highest levels, and those

voices will now be heard as

the pledges are presented to world leaders attending the **United Nations Special Session on Children.**



Republic of Moldova



say
YES
for children

LEAVE NO CHILD OUT (13.1%), ► FIGHT HIV/AIDS (11.4%) ..

The campaign went far beyond written pledge forms as *Say Yes* prompted a remarkable wave of social mobilizations. It rallied the support of human rights activists, parliamentarians, students, grass-roots action groups, community leaders and entire families around a common hope for the world's children. From country to country, NGOs joined together in coalitions and alliances. Support from the corporate sector opened new possibilities and encouraged new partnerships. International leaders including Presidents, Prime Ministers and First Ladies, and some 60 celebrities added their voices to *Say Yes*.

Children and young people by the million – activists and change-makers in their own right – seized the opportunity of *Say Yes*. Through children's parliaments, schools, and youth groups and associations, they advocated among peers and adults alike for their rights. They planned entire campaigns, hosted debates and discussions on national priorities, canvassed extensively for pledges and brainstormed on future actions for the Global Movement for Children.

The *Say Yes for Children* campaign created a new global community of advocates for children and the **Special Session on Children** is their turning point. Public attention will be focused on Heads of State and Government as they convene in May. There is a constituency that is ready and waiting to hold their leaders to the standard they have set for themselves – to turn promises for children into action.

International Spokespersons and Supporters

Say Yes for Children has been endorsed by some of the world's most respected leaders and celebrities, including:

UN Secretary-General Kofi A. Annan
President Kim Dae-jung, Republic of Korea
Her Majesty Queen Rania Al-Abdullah of Jordan

Muhammad Ali	Ziggy Marley
Bill Gates	Rigoberta Menchú
Tetsuko Kuroyanagi	Youssou N'Dour
Graça Machel	Susan Sarandon
Nelson Mandela	

"I believe that children everywhere have the right to grow to adulthood in health, peace and dignity."



– Nelson Mandela

Some Highlights...

HONDURAS

- A national alliance composed of 15 NGOs and 3 governmental institutions coordinated the campaign and has been doing vital work to rally Hondurans around commitment and action for children.
- President Carlos Roberto Flores pledged his support.
- The national football team wore *Say Yes* T-shirts during their international matches.
- Young people from student governments collected pledges across the country.
- A nationwide vigil and *Say Yes* sign-up on 31 August 2001 was coordinated in collaboration with the Youth Movement, the Christian Youth Association and representatives of different religions.

JORDAN

- *Say Yes* was launched by Queen Rania Al-Abdullah, a strong and vocal advocate for children's rights. King Abdullah II and Queen Noor also pledged their support.
- Just 21 days after the launch, *Say Yes* had gathered 1 million pledges.
- NGOs, government ministries, religious leaders, university students, the media and scores of children and young people were instrumental in promoting the campaign and in distributing and collecting pledges.
- Regular *Say Yes* events to mobilize communities ranged from football matches and mobile puppet shows to environmental workshops for housewives and rural farmers.
- With well over 1 million pledges collected, at least one person in each household in the country's population of 5 million has said *Yes for Children*.



Jordan

KAZAKHSTAN

- A coalition of 14 national NGOs and youth organizations from across Kazakhstan agreed to make *Say Yes* their first effort after coming together in support of the Global Movement for Children.
- On 1 June 2001, 3,000 young people participated in a march organized by Leaders of the 21st Century, a national youth association.
- During a Youth in the Media Festival in the summer of 2001, over 150 young journalists gathered in the capital to be trained as *Say Yes* leaders.
- With support from the Ministry of Education, a Knowledge Lesson on *Say Yes* was arranged in all schools across the country. The *Say Yes* NGO coalition produced information bulletins for schoolteachers in both Russian and Kazakh. More than 3.5 million pledges were collected that day.

KENYA

- Grass-roots NGOs made a special effort to reach out to over 50,000 AIDS orphans with the *Say Yes* campaign.
- A GMC/*Say Yes* road show van travelled around the country promoting the campaign and collecting pledges.
- A national TV broadcaster won the first-ever 2001 International Emmy Award for the most creative and original national programming for *Say Yes*.

(continued)

Some Highlights...

KENYA (continued)

- Over 100 private sector companies participated in the campaign through funding, donations and event promotions.
- Thousands of volunteers, mainly from youth groups and NGOs, went on a door-to-door campaign in some of the most remote areas of the country. The Kenya Music and Cultural Festival helped promote the campaign in rural communities.

NIGERIA

- 16 cross-sectoral focal groups have worked together on *Say Yes*, including the Presidency, the 36 Governors, key government ministries, secondary and tertiary institutions, media networks, women's organizations, churches and mosques.
- At the official presidential launch on 5 September 2001, President Olusegun Obasanjo pledged support for the Global Movement for Children, cast his pledge for *Say Yes* and declared, "Fighting poverty and educating our children is the best investment we can make for the future of Nigeria."
- The first seven days of September brought in more than 600,000 pledges.
- 200 women marched and collected thousands of pledges at a *Say Yes* Rally organized by private sector organizations in the commercial capital of Lagos.
- Coordinated by partner NGOs, ministries and agencies, 2,000 children and youth volunteers were enlisted to mobilize support for the GMC and canvas for *Say Yes* pledges in a door-to-door campaign fanning out across the country's churches, mosques, market places, schools and other public venues.



Belize

SRI LANKA

- President Chandrika Bandaranaike Kumaratunga launched *Say Yes*.
- The Sarvodaya Shramadana Movement – the largest NGO in Sri Lanka – used its volunteer network of 7,000 to actively support *Say Yes*. Several local and international NGOs implemented field-based programmes promoting the GMC/*Say Yes*.
- Over 5,000 religious leaders endorsed *Say Yes*.
- In a special outreach initiative carried out with the support of student representatives and teachers, children in over 50 urban schools across Colombo rallied their fellow students and teachers around *Say Yes*, while initiating their own projects to actualize the points of the pledge. Their efforts included the provision of basic services, toilets, safe water and furniture to poor and needy schools and children in rural areas.
- In the Sri Lankan Children's Challenge, Save the Children, along with government and NGO partners, consulted more than 15,000 children about their views on national and international priorities for children in the next decade.

VIET NAM

- In collaboration with the Committee on the Protection and Care of Children and the Youth Union, a special *Say Yes* initiative reached out to thousands of children in need of special protection across Viet Nam, including street children, disabled children, child labourers and other out-of-school children.
- Pledge forms were distributed through the Ministry of Education and Training to schools across the country in time for National School Enrolment Day on 5 September 2001. More than 800,000 children said Yes that day.
- Through a nationwide drawing and writing contest organized under the umbrella of *Say Yes*, tens of thousands of children depicted their ideas of 'a world fit for children.' 3,000 pictures and 100 stories were exhibited nationally, while 400 were sent to the United Nations in New York.

say

YES for children

has built a solid foundation
for the growing and expanding
Global Movement for Children

A GLOBAL FORCE TO MAKE A WORLD FIT FOR CHILDREN

What is the Global Movement for Children?

A worldwide coalition of organizations and individuals that:

- Share a common vision of a world fit for children
- Seek to build a massive constituency of people from all walks of life to support child rights, take action and demand accountability

The Global Movement for Children aims to:

- Mobilize a massive groundswell of public opinion in support of children's rights
- Strengthen and unify the voices of those already working on behalf of children and adolescents, and provide a common focus for their actions and work
- Serve as a catalyst for new partnerships, new commitments and renewed efforts to better the world for children.
- Call for leadership at *all* levels

Founding Partners

- BRAC
- NetAid.org Foundation
- PLAN International
- Save the Children Alliance
- UNICEF
- World Vision

At the Special Session

Learn more on Friday, May 10 at the GMC workshop: "Moving Beyond Promises to Action: Building a Global Movement for Children"



Global Movement
for Children

To see results of *Say Yes for Children* visit
<http://www.netaid.org>

For more information on the GMC visit
<http://www.gmfc.org>

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