

Change for Children



Maxim Vengerov Visits South Africa

World-renowned violinist and Global UNICEF Ambassador, Maxim Vengerov, visited South Africa during May. Mr Vengerov conducted a youth orchestra at the Linder Auditorium at the University of the Witwatersrand in Johannesburg, followed by a benefit dinner. Maxim emphasized that music not only brings joy to a child's life, even in the most dire of circumstances, but also that music is indeed a tool for active development. Visiting the building site of a music school at Morris Issaacson High School in Soweto, Mr Vengerov shared with learners that music can change their lives.



UNICEF/Hearfield

Nelson Mandela supports Schools for Africa project in 6 nations of Southern Africa

Nelson Mandela, in a PSA filmed exclusively for UNICEF, called for help from the public so that together we can support to raise the next generation of African leaders.



Image from Video

In sub-Saharan Africa, 45 million children will be denied schooling. UNICEF, the Nelson Mandela Foundation and the Hamburg Society have signed a Memorandum of Understanding to consolidate their partnership to promote the six-nations *Schools for Africa* campaign. The campaign will raise funds that will see over 4 million children in Angola, Malawi, Mozambique, Rwanda, South Africa and Zimbabwe enjoy improved learning environments that are safe, protective, healthy and accessible, with newly built classrooms, furniture, learning materials, safe drinking water and separate sanitation facilities. Teachers and community members will receive training to ensure that the children benefit from child-friendly schools.

Do your part for this cause by donating to UNICEF today.

Mr Price Group and UNICEF Announce Launch of Partnership



Photograph: Mr Price Group

Mr Price Group's Shane Van Niekerk and UNICEF's Macharia Kamau shake hands in a pledge to benefit the children of South Africa.

The Mr Price Group, the RedCap Foundation (a non-profit organization established by the Group) and UNICEF have announced the launch of a partnership to benefit young people in poor communities throughout South Africa.

Macharia Kamau, Country Representative for UNICEF, South Africa, welcomed the relationship between the organizations, saying "This partnership will help to turn the tide of challenges facing South African children to ensure that they get the best start in life."

Mr Price Group MD, Shane Van Niekerk, described fundraising initiatives to be launched by the company to help reach the target amount of ZAR 2 million. Fundraising opportunities which have thus far been contemplated include employee giving within the Mr Price Group, cause-related products, and other customer engagement initiatives to take place in Mr Price Group stores, including *Sheet Street* and *Milady's Clothing* stores.

All funds raised through the campaign will be channeled to both the RedCap Foundation and UNICEF, to focus on education and early childhood development services.

UNICEF Goodwill Ambassador Gavin Rajah emphasized the importance of schools as a haven from home, allowing children solace from domestic stresses. Mr Rajah commended the partnership, saying "It illustrates to the rest of the country a South African organization pledging its support for South African children."

Look out for campaign promotions in Mr Price Group stores.

CHANGE A CHILD'S LIFE WITH UNICEF TODAY BY MAKING A DONATION ONLINE: www.unicef.org/southafrica/donate

Maternal and child survival takes the stage at the 2nd Countdown to 2015



UNICEF/Pirozzi

Yvonne Chaka Chaka addressed the session of the opening of Countdown to 2015 in Cape Town, sharing her personal experiences and calling on all those present to make a difference to maternal, newborn and child survival.

Africa was one of the countries that had made little progress in reducing child mortality. She called on pregnant and new mothers to focus on their own health for the survival of their children, and she called on communities to ensure that children do not die from preventable childhood illnesses such as malaria which is one of the biggest killers of children each year.

UNICEF identified priority actions to be taken by the South Africa country office, including the hosting of consensus sessions with political, religious and business leaders and the convention of a national countdown partnership forum in order to determine a workable strategy. Additionally, UNICEF would compile South African countdown reports to ensure that government is aware of current progresses, and would develop an integrated model for accelerated child survival and development.

The Countdown to 2015, which took place in Cape Town during April, was a collaborative effort to track progress in maternal, newborn and child survival in countries with high mortality rates. UNICEF was one of the range of global institutions and individuals who organised the conference, which highlighted the progress, obstacles and solutions to obtaining Millennium Goals 4 and 5, concerning child survival and maternal health respectively. Yvonne Chaka Chaka, UNICEF Goodwill Ambassador and Regional Spokesperson on Malaria for Eastern and Southern Africa, addressed the delegates at the opening of the Countdown to 2015. Ms Chaka Chaka expressed her concern over the fact that South

The 8 Millennium Development Goals (MDG) were adopted by the United Nations in 2000 and all 191 member countries have set the target that they shall be achieved by 2015. The MDGs discussed at the Countdown were the following:

- 4. Cut the under-five mortality rate by two-thirds by 2015
- 5. Reduce maternal mortality by three-quarters and achieve universal access to reproductive health by 2015.

For more information on MDGs visit: www.un.org

DONATE TO UNICEF TODAY at www.unicef.org/southafrica

Getting to know UNICEF Staff



Macharia Kamau, a Kenyan national, began his career with the United Nations in 1985. Holding a Bachelor's degree in History and Economics from the College of Wooster, Ohio, a Master's degrees in Education, specializing in Administration, Planning and Social Policy and having completed a programme in Macro Economic Policy and Management, both at Harvard University, the Country Representative for UNICEF South Africa tells donors a little more about himself.

1. What made you decide to become involved in working for children?

Upon returning from University I realised that I knew very little about my own continent. I joined UNICEF because it presented an opportunity for the greatest exposure, and I had a thirst for knowledge.

2. What about your work is most personally satisfying?

Most satisfying about working at UNICEF is that I have never, not one day, woken up and not felt challenged. This business refreshes itself constantly.

3. What activities do you enjoy most in your free time?

In my free time I enjoy going to the gym, traveling to different places, and a good party.

4. What phrase or word best sums up your character?

Complex

5. If you could have one wish for South African children, what would it be?

I would wish that they could realise their full potential and the potential of this great country.

For every child
Health, Education, Equality, Protection
ADVANCE HUMANITY

UNICEF Welcomes Celebrity Advocates



UNICEF/Hearfield

UNICEF welcomes our Celebrity Advocates Danny K, Tshedi Mhofo, Nicole Fox and Kabelo Ngakane (left to right) to the UNICEF family. These young stars from the world of music and media have committed to having an instrumental role to play in effecting positive change in the lives of South African children through the work of UNICEF.



**Should you have any queries or wish to make a donation, please contact:
Justin Bradfield on
jbradfield@unicef.org**

Note to all Donors: UNICEF's Annual Report for 2007 can be downloaded from www.unicef.org/southafrica, detailing the work which UNICEF was able to achieve due to your kind contributions.



Thank you for working with UNICEF to secure a better future for South African Children