Save the Children®

THE MARKET

Save the Children is the world's leading independent organization for children, with programs in more than 120 countries. Save the Children helps children to survive and thrive by improving their health, education, and economic opportunities. In times of acute crisis, Save the Children mobilizes rapid lifesaving assistance to help children recover from the effects of war, conflict, and natural disasters. With its distinctive child-centered logo known around the world, Save the Children is one of the most recognized and trusted brands in humanitarian relief and development. It consistently receives high rankings from credible, third-party organizations.

ACHIEVEMENTS

Contributions from a broad base of supporters allow Save the Children to meet the most pressing needs of children. In 2010 Save the Children reached 73 million children through programs in health and nutrition, education, protection, HIV and AIDS, livelihoods, and emergencies.

Save the Children's leadership and expertise have contributed to unprecedented global successes for children in recent decades. Today, more children can read and write, more children are immunized, and fewer children are dying than ever before. Working together with developed and developing country partners, Save the Children played a leading role in reducing deaths among children under age 5 by more than one-third in less than two decades. In the area of early education, Save the Children is setting new standards and pioneering innovative approaches that succeed in some of the poorest and most challenging countries on earth.

HISTORY

Save the Children was founded in 1919 in England by the visionary social reformer Eglantyne Jebb. Her first mission was to aid children in war-ravaged Central Europe, and quickly she raised a large sum of money for that cause. By 1921, conditions for children in Europe were improving due to this effort; however, the Russian famine that year made Jebb realize that Save the Children must be a permanent organization to constantly safeguard children's well-being.

1920s. Jebb created an initial draft for what would become the UN *Declaration of the Rights of the Child*. This groundbreaking proclamation spells out the specific needs and rights of children. It calls upon states to act in the best interests of the child.

1930s. In 1932, a group of forward-thinking Americans were inspired by Jebb's vision to establish Save the Children in the United States. Their immediate goal was to help families struggling to survive during the Great Depression in the rugged mountains of Appalachia. Their work began with a hot lunch program for undernourished schoolchildren in Kentucky. The result was an almost immediate rise in attendance and academic achievement. The program became a model for the federal school lunch program.

1940s. Save the Children began promoting individual child sponsorship in response to the plight of children caught in the crossfire of the Second World War.

1950s. Save the Children provided shelter, food, health care, and schooling to impoverished children born overseas in the wake of World War II. By the time the United Nations adopted the *Declaration of the Rights of the Child* in 1959 Save the Children had expanded its education and farming programs to France, Holland, Italy, West Germany, Austria, Finland, Greece, Lebanon, and South Korea.

1960s. Save the Children's first field office in Latin America opened in Colombia in 1963. Tanzania became the site of Save the Children's first African field office in 1969.

1970s. Save the Children's approach to community-based rural development attracted funding from the U.S. government and was widely replicated around the world. Closer to home, Save the Children expanded its work to meet the needs of impoverished Native American children and Indochinese refugees being resettled in the United States.

1980s. Save the Children was in the early vanguard of worldwide efforts to reduce maternal and child mortality with comprehensive health programs. The "child survival revolution" was a cooperative effort to halt the deaths of the 40,000 children in the developing world who succumbed daily in the 1980s to preventable or treatable diseases. Today, this battle has not yet been won, as 22,000 children under 5 still die needlessly every day.

1990s. With lessons learned in protecting children during previous conflicts, Save the Children took its expertise to Bosnia during the Balkan wars, providing an outlet for emotions and an oasis of normalcy for troubled children. Save the Children was the first international NGO allowed back into Vietnam after the fall of Saigon.

2000s. Save the Children mobilized rapid responses to meet the needs of children in emergencies, from war-torn Afghanistan, to tsunami-stricken Indonesia, to the U.S. coastal areas hit by Hurricane Katrina and earthquake-ravaged Haiti. Meanwhile, Save the Children is pioneering new approaches to save the lives of mothers and newborn babies, contributing to steady declines in maternal and child mortality worldwide.

THE PRODUCT

Save the Children has a long track record of impressive results for children. Each community-based project stresses positive change for children through innovation, partnership, and accountability. To take promising approaches to the next level, Save the Children collaborates with local, regional, and national leaders to replicate early successes. Save the Children advocates for change based on demonstrated improvements for children. This is an essential tool to scale up programs to reach as many children as possible nationwide or regionally. In several countries, Save the Children has collaborated with policymakers and other partners to establish national policies and programs to ensure that all children can benefit.

Education. Some 67 million children worldwide are out of school, and many more drop out before completing sixth grade. As a result, many lack the skills and knowledge they need to lead productive lives as adults. By cultivating physical, emotional, and intellectual skills at an early age, Save the Children's early childhood development program prepares children to learn in primary school and beyond. Studies show children participating in these programs are more likely to enroll in school — and to flourish through learning.

Health and Nutrition. In developing countries, more than 8 million children die each year before reaching the age of 5. Nearly 40 percent of these deaths occur in the first month

of life. These statistics reflect the plight of millions of people living in remote, poor areas with limited health care. Save the Children is a leader for maternal and newborn health in 26 countries. Through a strategy to train, equip, and supervise community-based health workers, Save the Children has introduced a range of proven, cost-effective interventions that save newborn lives as well as prevent and treat the leading killers of young children: diarrhea, pneumonia, and malaria.

Domestic Programs. In the United States, Save the Children works in impoverished rural communities, providing early childhood education, literacy, physical activity, and nutrition programming, as well as emergency relief. As a result, children in these programs read more books, eat healthier foods, exercise more, score better on standardized tests, and are less vulnerable in times of disaster.

RECENT DEVELOPMENTS

As natural and man-made disasters have grown increasingly frequent and severe, Save the Children's relief assistance — overseas and in the United States — is designed to meet the unique needs of children, a niche that few other emergency responders share. Save the Children's rapid response teams provided assistance to 13 million children and adults in the aftermath of floods, earthquakes, cyclones, and other disasters in 2010. Save the Children has developed emotional support programs to help children overcome anxiety, fear, and the sense of loss. Save the Children also has a robust disaster preparedness program, training community members in high-risk environments. This training saved many lives following recent cyclones in Bangladesh, Myanmar, and the Philippines.

Save the Children has also been active in correcting shortfalls in America's emergency preparedness system that leave children vulnerable when disaster strikes. Save the Children played a leadership role on the National Commission of Children and Disasters, which recently released a report to the president and U.S. Congress recommending concrete steps to better protect American children during emergencies.

PROMOTION

It is estimated that a child survives every four seconds thanks to basic health care provided by a local health worker. Save the Children has a global campaign to train and equip more health workers who work on the front lines in local villages to treat children and mothers in a race to save lives. In partnership with the Ad Council, Save the Children produced a variety of multimedia assets under the banner of "See Where the Good Goes" to help Americans understand the urgency behind this issue and take action to help health workers save more children worldwide.

For more than a decade, Save the Children has issued the highly regarded *State of the World's Mothers* report, using the latest data on health, nutrition, education, and political participation to rank countries on where it's best and worst to be a mother. The report, which generates significant global media attention, also offers cutting-edge research and analysis on trends affecting the well-being of mothers and children.

Many of Save the Children's initiatives are made more visible with the support of Artist Ambassadors. These celebrity supporters, such as Jennifer Garner, Randy Jackson, and Julianne Moore, are highly committed to raising awareness about the needs of children in the United States and abroad.

BRAND VALUES

Save the Children's brand represents the personal and professional values its staff and programs exemplify as they work for improvements in children's lives:

Accountability. Personal responsibility for using resources efficiently, achieving measurable results, and being accountable to supporters, partners, and most of all, children.

Ambition. Setting high goals and committing to improving the quality of results for children.

Collaboration. Respecting and valuing each other, thriving on diversity, and working with partners to leverage effectiveness in making a difference for children.

Creativity. Being open to new ideas, embracing change, and taking disciplined risks to develop sustainable solutions for and with children.

Integrity. Aspiring to live to the highest standards of personal honesty and behavior, and always acting in the best interests of children.

THINGS YOU DIDN'T KNOW ABOUT SAVE THE CHILDREN

- **Save the Children plans to expand its domestic reach with programs in all 50 states by 2015 to serve more needy children in America.**
- **Save the Children's staff reflects the diversity of the children it serves, as the majority are from the countries in which they work.**