

Circle K International



UNICEF USA Partnership Resource Guide

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What is UNICEF?

UNICEF is an acronym for United Nations Children's Fund. It was first established by the United Nations General Assembly as the United Nations International Emergency Fund in December 1945 to provide food and emergency care to children in countries that had been affected by World War II. Today, it works with more than 190 nations and territories worldwide.

The organization's main objective is providing resources to children in struggling territories and regions such as access to safe and clean water, emergency relief, vaccinations and sanitation services. While its primary focus is helping children, UNICEF also works to tackle other global issues such as human trafficking, environmental and climate changes, HIV/AIDS, education, and nutrition. Through the Sustainable Development Goals (SUDs) that have been adopted by the United Nations, UNICEF focuses on its work to be meaningful and life-changing, and the organization's involvement in a variety of global issues makes their efforts that much more unique.

While UNICEF focuses on a variety of campaigns, they are perhaps best known for The Eliminate Project, Trick-or-Treat for UNICEF, UNICEF Kid Power, and TeachUNICEF. Since CKI's partnership with UNICEF began in 2005, both organizations made commitments to battle against the many issues and struggles the children are dealing with worldwide; a history of our past partnerships is starts on Page 10 of this Resource Guide!

So why choose UNICEF? The organization's humanitarian efforts occur worldwide, and there is a lot to be done. Without the help of dedicated community members and support of other organizations like Circle K, UNICEF would not accomplish the work they have currently in many nations worldwide. With partnerships of community service organizations and events hosted by communities and the youth, UNICEF looks to make an impact worldwide and change the lives of children and their families that are currently struggling to survive every day.

With the help of people worldwide, UNICEF looks to accomplish its missions and objectives:

- Advocate for the protection of children's rights while helping them meet fundamental needs of life and giving them opportunities to reach their full potential
- Emphasize that the development, protection and survival of children are universal development imperatives that are important to the progression of human beings
- Commit to providing special protection to disadvantaged children
- Promote equal rights of women
- Collaborate with its partners to accomplishing of the Sustainable Development Goals that were established the world community
- Ensure that the most disadvantaged children and nations are the main priorities
- Provide education by giving support to teacher training and classrooms in independent nations
- Encourage the youth to become ambassadors and speak their voices

The WASH Project

Have you heard of the WASH Project? Circle K is partnering with UNICEF until 2022 to improve access to and quality of **water**, **sanitation**, and **hygiene** (WASH) for those who live in Haiti by raising a collective \$240,000!

Why is this necessary? Over **800 children** die *every day* due to unsafe drinking water, poor sanitation, or poor hygiene. **2.1 billion people** do not have safe drinking water at home, which forces them to utilize unsafe water sources that are often contaminated with human waste or pathogenic organisms that lead to diseases such as cholera; cholera is easily treatable in a country like the United States, but can lead to rapid dehydration and death within hours in “less developed” countries. Worldwide **2.4 billion (1 in 3 people)** do not have immediate access to improved sanitation infrastructure, or toilets, and because of that **1 billion people** still practice open defecation.

In Haiti, about 40% of the population- **4 million human beings**- do not have access to clean water, and only **1 in 4** of Haiti’s inhabitants have access to a sanitary toilet. Women and girls are disproportionately affected, as each day they are expected to walk miles to find a water source and carry full buckets back to their communities. Additionally, girls often drop out of school at the onset of puberty as a result of the lack of sanitation, all of which ties the WASH Project to gender equality and equity of education.

Contaminated water is used for everything from drinking to cooking to cleaning to farming and, as such, malnutrition and disease related to water, sanitation, and hygiene are devastating the poorest country in the western hemisphere.

Haiti has a rich history, and is comprised of a strong and resilient people. Circle K’s involvement with the WASH Project is aimed not at putting a bandage on the issue through remote aid, but equipping UNICEF with the ability to directly educate and empower Haitians to affect sustainable change and save lives. More specifically, the framework of the WASH Strategy includes seven programming principles which are reducing inequality,

sustaining access to quality services at scale, promoting resilient development, strengthening accountability at all levels, contributing across Sustainable Development Goals, integrating humanitarian and development programming, and strengthening national systems. With these principles, UNICEF also utilizes programming approaches for WASH which include strengthening enabling environments, utilizing evidence to promote children rights, leveraging sustainable financial resources, building sustainable markets, empowering communities, and delivering services and supplies. Through these principles and approaches, by partnering with the Haitian government UNICEF and the WASH Project look to promote the necessary resources and services to struggling territories and regions and improve the lives of children and their families.

Check out the in-depth WASH presentation on the International Website (<http://CircleK.org/WASH>) to learn more, and to share with members!

How To Get Involved

Fundraise

The most direct and effective way to get involved with the WASH Project is to fundraise! Here are ideas straight from the WASH Guide, which can be found on the [International Website](#).

Project Ideas

WASH Us Make A Diference!

Water Obstacle Course

Sample Sign: "The average distance that someone in a developing community walks to fetch water is 3.75 miles." Your family ran out of water this morning. Your mother send you and your siblings to fetch more water. You must gather your siblings and get started as soon as possible. Have each member of your group jump through a spinning rope. Then take 10 steps to the right.

Bake Sale

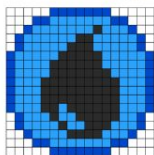
Have baked goods be in the shape of water droplets or add blue food coloring to rice crispy treats and cookies in order to emphasize the theme of our initiative. For "brownie" points, print off water related facts and tie to the baked goods.



The Tacky Traveling Toilet

- 1.) Paint a toilet your group's colors, or any bright color (you can use an old one or get it donated). You can even plant flowers in the basin if you'd like.
- 2.) Tell group members that they can pay to have the toilet placed anywhere they'd like for a day. This can include a local business or someone's house. You can also sell "insurance" to make sure the toilet doesn't show up at a particular residence or business.

Droplet Keychains



Design water droplets out of perler beads, iron, and add a key ring. Sell for \$1 for WASH!

Water Walks

Charity Race: Raise awareness about the water crisis in Haiti by giving race participants the option to see what it feels like to carry water during the race. (2.5-gallon container used by individuals in developing countries to retrieve clean water from a water source and carry it for miles to their homes). (5K for Water, Running for Clean Water).

Cholera Water

Sell water bottles labelled "cholera water" on campus and/or at a club event to spark conversations and raise money.



Water Well Wishes

On a poster board or tri-fold display board, draw a picture of a water well. Sell water droplet cut-outs for a set amount of money and have students decorate them with their name, major, Greek letters, etc. Another approach would be for the buyers to write their "wishes" onto the water droplets. See your well fill up with water.

Restaurants

Ask a restaurant to let customers make a \$1 donation when they order water.



Water Challenges

- 1.) Members only drink tap water for two weeks. At the end of the two weeks, members can donate the money they saved on other beverages to the WASH program. The person who donates the most wins and can be rewarded.
- 2.) Only drink tap water for two weeks. Tally up all non-water drink purchases and donate the total to the WASH program. The winner is the loser in this case and can still be rewarded.

ANY amount makes a real difference!

Spread Awareness

To get the full WASH experience and gain a better understanding of what you are advocating for, in addition to fundraising you can work to spread awareness!

Perhaps in coordination with a fundraiser, like a bake sale, fill a water bottle with dirt and/or additional pollutants to turn the liquid brown and mimic the unclean water that children in Haiti drink every day. Put said water bottle on display, and it will start to grab attention! People may approach you and wish to learn more, and that is the perfect opportunity to educate them about the lack of adequate water, sanitation, and hygiene in Haiti! Be sure to encourage them to donate at circlek.org/wash, and invite them to participate in your next WASH fundraiser!

As a service project idea, consider working with children at a local school (perhaps even a K-Kids!), teaching them the importance of hand-washing and leading them in an activity. This is similar to education executed by UNICEF staff in Haiti, who teach children the importance of practicing proper hygiene. The children then spread that knowledge with their respective communities as agents of sustainable change!

Coordinate with UNICEF

For colleges and universities, there are many student organizations that participate in community service. In addition, there is a possibility that your campus may have a UNICEF club, known as a UNICEF Campus Initiative. You may also find UNICEF high school clubs in your local area. You can inter-club with them and plan events for WASH such as a 5K run and walk, dinner social, carnival, and masquerade ball. It is very useful to have flyers before and during the event for promotion and explanation of the cause to the public, especially to your target audience!

There are several UNICEF regional communities throughout the United States, and if there is one within your area, you can contact them and discuss potential events that you would like to do and ask them for resources. Whether you are planning a fundraiser or formal community events, they can help you plan logistics and promote your event to cities within your area. While these regional communities may not be located within or near your area, you can always contact the closest one to you and discuss your ideas for a UNICEF event, and they can have a representative from their office keep communications with you if you need further

assistance. Here is a list of cities with a UNICEF regional office: New York (headquarters), Atlanta, Boston, Chicago, Dallas, Houston, Los Angeles, San Francisco, and Washington D.C.

You can also visit the UNICEF Special Events website to find events near your area. Whether it is a formal event hosted by a regional community or a fundraiser that is open to the community to attend, you can gather a group of people and attend. Most likely they will require volunteers to help throughout the event, so be on the lookout to join UNICEF events near you!

Dive deeper with our presentation on “Step by Step Fundraising Guide for WASH” as well as a District Board WASH Manual, all available under the Resources tab the [International Website’s WASH Page](#).

Major Campaigns

There are two major campaigns promoted by Circle K International for fundraising: Trick-or-Treat for UNICEF and March Water Madness! Take part!

Trick-or-Treat for UNICEF



The Trick-or-Treat for UNICEF campaign started back in 1950 for children in the United States to get involved and help other children in struggling territories and regions who need more than candy. By receiving trick-or-treat boxes by UNICEF, children throughout the United States can collect donations while going trick-or-treating. \$175 million+ has been raised.

All money raised by Circle K'ers through Trick-or-Treat for UNICEF is donated to the WASH Project! Here are some symbolic donation amounts that makes this *scary* to know how much good you can contribute to the children:

- \$5 could provide 60 sachets of oral rehydration salts
- \$34 could provide 1,000 deworming tablets that will protect 700 children from infections that stifle a child's mental and physical development
- \$67 could provide enough purification tablets to create nearly 65,000 liters of safe water
- \$240 could provide 10 families with safe water kits in the aftermath of a natural disaster
- \$415 could provide a reliable hand pump to deliver safe water to an entire community

There are various ways you can contribute to the campaign and provide the help to children in struggling regions:

- Pass out orange boxes for your club members to take them home to fill up during the month of October! Encourage them to drop their spare coins into the box, or even sacrifice a few dollars (think: the price of a Starbucks drink!) whenever possible for the sake of saving lives.
- If you are going trick-or-treating, take your Trick-or-Treat for UNICEF box with you and instead of candy you can ask for small donations.
- Plan a Halloween party and have guests pay a small admission fee, and let them know what the cause is for. During the party, you can have a raffle prize contest where guests buy raffle tickets for a chance to win gift baskets and goodies.
- Host a pie bake-a-thon and have attendees pay a fee to taste all the pies that have been made by the bakers throughout the event. If you'd like, you can have attendees rank their top 3 pies and the winners can be awarded with prizes.
- Plan a movie night and have guests contribute by paying for popcorn and drinks. If planning to have more food and treats, you can sell them at whatever price you'd like.
- Have a pumpkin-carving contest where entrants pay a small fee and carve their pumpkins however they like. Then have judges score the pumpkins based on creativity, cleanliness, and appearance.

Trick-or-Treat for UNICEF does not only focus on raising funds, but teaches children the empowerment of leadership and global society. Through this campaign, children learn that they too can make a difference throughout the world one day at a time. While trick-or-treating is still popular for children, they can take advantage of both collecting candy and saving other children's lives.

Where can I order my Trick-or-Treat for UNICEF boxes? Check the [Kiwanis International CKI store](#) in the Fall, when they become available. Order early so that your members have time to fill those boxes!

Where do I turn in my money? Complete the CKI-specific Trick-or-Treat Gift Form and follow the instructions [here](#).

March Water Madness



We hereby proclaim the month of March- leading up to World Water Day on March 22- **MARCH WATER MADNESS!** During this time, Circle K clubs around the globe engage with our only truly international major emphasis partner by planning water-related activities to raise awareness and funds for the WASH Project!

Did you know 6 kilometers is the distance that people in many parts of “developing” world must walk to secure water—water that is often still contaminated with life-threatening diseases? Throughout March Water Madness, participate in the #6Kfor6K challenge started by 2017-2018 Circle K International President Justin Crofoot! Complete a 6K- no matter your athletic abilities- and/or donate \$6 to the WASH Project at CircleK.org/WASH! Challenge your family and friends via social media to walk and/or donate \$6 while utilizing #MarchWaterMadness!

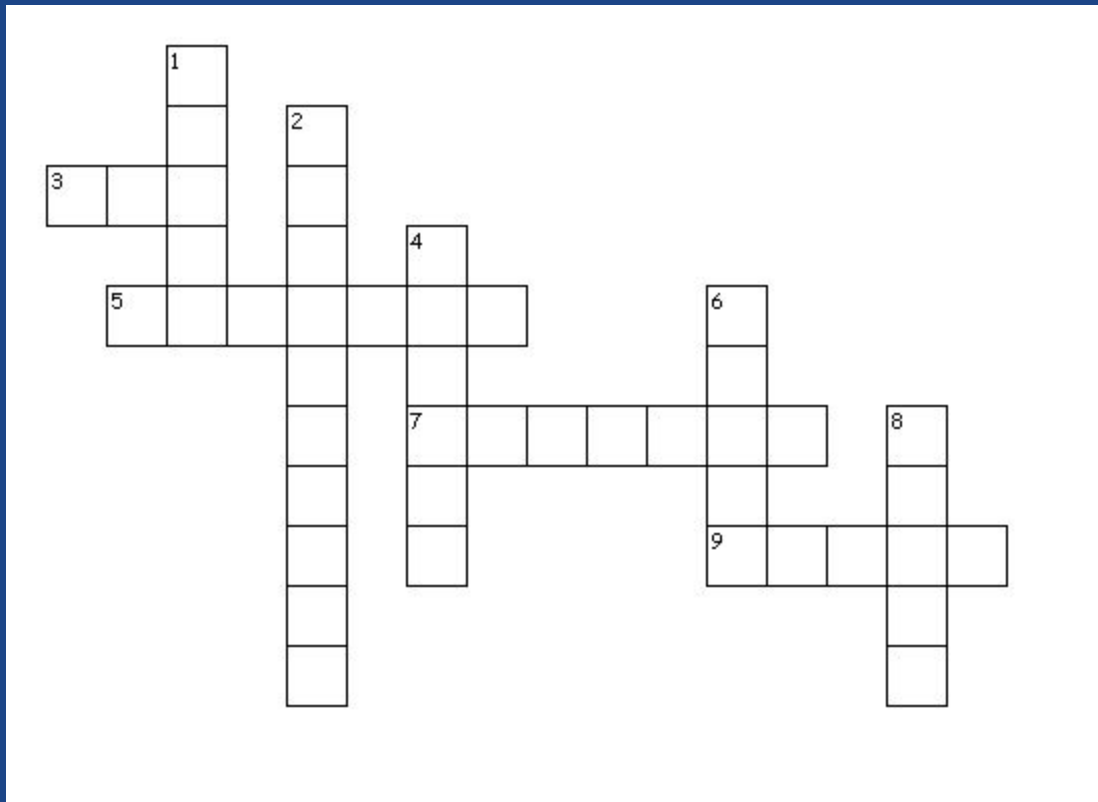


(Photos from University of Houston Circle K's “WASH Week”)

WASH Crossword Puzzle

Are you knowledgeable about the WASH Project?

See how well you understand WASH by filling out this crossword puzzle, and share it!



Across

3. The average woman walks around these many kilometers every day to collect and carry water home for her family
5. The H in WASH stands for
7. A disease tied to inadequate WASH that can cause dehydration and death
9. WASH initiatives are taking place around the world, but Circle K is focusing its efforts in this country

Down

1. \$5 can provide these many sachets of oral rehydration salts to combat waterborne illness
2. The S in WASH stands for
4. Circle K's signature project WASH is in partnership with what organization
6. World Water Day is on the 22nd of what month
8. The W in WASH stands for

CKI & UNICEF History

The ELIMINATE Project



The Eliminate Project was one of the most recent successful initiatives in which a 5-year plan was established and had UNICEF collaborate with Kiwanis International and its service-leadership programs to raise \$110 million to provide vaccinations to women and their future babies for maternal and neonatal tetanus, a deadly disease that affects a human's motor and neurological abilities, especially the babies. The project started in 2010 and was primarily supposed to end after 2015, but they extended invitations of funds to provide vaccinations to the 50 and more countries with regions that have the disease.

MNT is easily prevented by giving women of childbearing age a series of three vaccine doses, which cost roughly \$1.80. This cost includes the vaccinations, syringes, safe storage, transportation and more. Using the \$1.80 average, this \$110 million will ultimately protect at least 61 million women and their future babies. Thus far, 44 countries have eliminated MNT!

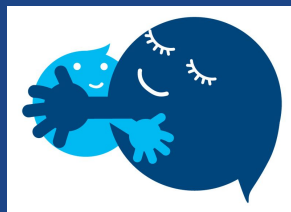
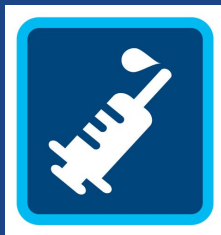
About Maternal and Neonatal Tetanus (MNT):

- One newborn dies every nine minutes from tetanus, or 160 newborns each day.
- MNT results when tetanus spores- present in soil everywhere- enter the bloodstream. It is mainly caused by a lack of access to sanitary birthing conditions, unclean instruments used to cut the umbilical cord and unclean postpartum cord care.
- The fatality rate of the disease can be as high as 100 percent in underserved areas.
- Most mothers and newborns who die of tetanus live in areas of Africa, South Asia and East Asia, where many women are poor, have little

access to health care, have limited information about safe delivery procedures and continue harmful cord care practices.

- If a woman is properly vaccinated against tetanus, she will have immunity through most of her childbearing years.
- Babies born to mothers who are vaccinated will be protected through the first several months of life.
- When women are vaccinated for tetanus and learn about maternal health, they become empowered to take control of their well-being and that of their newborns.

As of February 28, 2018, the Kiwanis Family has raised \$110,000,000 in total funds for The Eliminate Project!



Iodine Deficiency Disorders (IDD)

In addition to partnering with UNICEF to eliminate MNT, the Kiwanis family began a partnership with UNICEF in 1994 and has raised and leveraged almost \$100 million to virtually eliminate iodine deficiency, the single most important preventable cause of brain damage among children, and insure children a smart start in life. Members of the Kiwanis family can take great pride in their accomplishments. Through the dedication and hard work of the Kiwanis family to raise money and awareness of the problem as well as to motivate governments and industry to act, millions of children have been protected against the invisible but devastating effects of iodine deficiency.



Kiwanis-raised funds are now at work in more than 103 nations and more than 80 million children in the developing world will be born free of iodine

deficiency disorder this year. The number of households estimated to be consuming iodized salt has jumped dramatically from 20 percent in 1990 to more than 70 percent in 2005. **UNICEF has hailed this project as one of the greatest public health triumphs of the 20th century.**

About Iodine Deficiency Disorders (IDD):

Iodine deficiency occurs when the soil is poor in iodine, causing a low concentration in food products and insufficient iodine intake in the population. When iodine requirements are not met, the thyroid may no longer be able to synthesize sufficient amounts of thyroid hormone. The resulting low-level of thyroid hormones in the blood is the principal factor responsible for the series of functional and developmental abnormalities, collectively referred to as IDD. Iodine deficiency is a significant cause of mental and developmental problems in children, including implications on reproductive functions and lowering of IQ levels in school-aged children.

Six Cents Initiative



At the 2007 CKIx in Greensboro, North Carolina, Circle K International launched an initiative in relations to its partnership with UNICEF known as the Six Cents Initiative. This initiative focused on providing access to safe, clean water to children in territories with no water resources.

DID YOU KNOW...?

- Approximately 4,500 children die each day due to waterborne illnesses
- Human beings consume 1.5-2 liters of water each day to live healthy

- Approximately 900 million people worldwide with lack of access to safe water

Through the Six Cents Initiative, Circle K international helped UNICEF provide the oral rehydration salts children need to survive from dehydration and from diseases they can encounter from drinking contaminated water. In addition, while UNICEF tends to provide children with ORS to help solve with dehydration and illness issues, the organization is working to coming up with long-term solutions to opening access to clean water sources through the installation of filtration and sanitation systems.

Water is Precious, Conservation is Key

Every day we use water for many tasks including drinking, watering crops and bathing, but it is important in that it is the most valuable aspect of human development. While the population of the world continues to increase, water conservation becomes more crucial. In regions where water is minimal, government officials act to keep water protected from contamination and other harmful practices while ensuring pipelines are not leaking and water is not being wasted.

There were many ways to get involved in contributing to the Six Cents Initiative- **and some can work for WASH!**

- Help children at elementary schools make a "rain garden" to assist them in capturing rain water and reducing stormwater pollution
- Volunteer with a recreation center in cleaning up debris at a nearby pond, lake or marina
- Plant trees at a nearby park
- Design and post flyers at your school and within your community raising awareness of the Six Cents Initiative and water conservation - host a fundraiser event to help with the cause
- Give out free samples and/or beverages and ask people to provide a small donation in return
- Host a dance with the theme being water – serve water as the main beverage and have a guest speaker talk briefly about the importance of water