

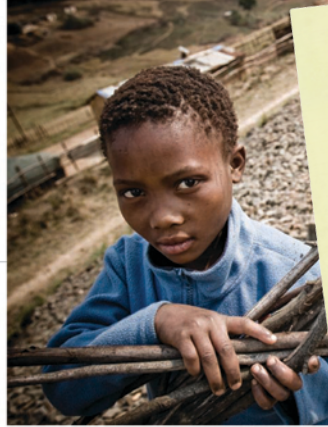
# Campaign Brochure for Major Donors

## A GREAT NEED, A TIME TO RESPOND

“AND WHO KNOWS BUT THAT YOU HAVE COME TO ROYAL POSITION FOR SUCH A TIME AS THIS!”  
—Mordecai to Queen Esther (Esther 4:14, NIV)

**T**he For Every Child Campaign is a response to what World Vision sees daily around the globe: millions of children and families whose suffering is compounded by the fallout of the economic crisis, the rising cost of basic foods, and an increase in natural disasters. The global impact of the recession is starting to fade for many Americans, but families in the developing world continue to feel the devastating aftershocks. An estimated 64 million more people will slip into poverty in 2010 due to this crisis. The poorest families must resort to desperate survival measures—selling vital household assets, or taking children

now is strengthened by Esther's example. She recognized the strategic position in which God had placed her and acted courageously. Her cousin Mordecai affirmed her: "And who knows but that you have come to royal position for such a time as this?" Vulnerable children need an Esther. They need advocates who recognize the position to which they have been strategically called. They need leaders who are willing to act courageously on their behalf and for their future. At World Vision, we believe this is our calling and our responsibility. But we cannot do this alone. We invite partners like you to help scale up our response to an unprecedented level, for unprecedented



Client: Agency - Blue North  
Project: Campaign Brochure  
Role: Copywriter  
Details: I provided copy for 24-page brochure, appeal letter, e-blasts and video script to kick off a \$500 million campaign.

FOR EVERY CHILD: THE CAMPAIGN

Your partnership will leverage World Vision's massive infrastructure of 40,000 trained staff in nearly 100 countries, best practices refined over 60 years, and an abiding commitment to demonstrate God's unconditional love wherever we work. In this five-year campaign, the most intensive in World Vision's history, we will:



## malaria

HOW MANY CHILDREN PROTECTED FROM MALARIA?

100%

WITH YOUR HELP, World Vision can protect every child in the communities where we work from malaria. Simple, cost-effective solutions already exist that can eliminate malaria and prevent even one more needless death.

### PREVENTING NEEDLESS CHILD

Malaria infects about 250 million people each year. It kills nearly 1 million, 85 percent of whom are children younger than 5. That's nearly 2,000 children a day—one every 40 seconds.

Malaria is the leading killer of children in African communities where World Vision works. It is a disease that preys on the world's poorest people. While malaria can be prevented at a relatively low cost, the most vulnerable families often cannot afford life-saving interventions such as a bed net. Tragically, young children under age 5 are the most frequent victims of this killer disease.

World Vision has prioritized the fight against malaria because we know it can be beaten. We believe God has brought us to a critical point in this battle. A concerted effort now can contribute to the

global eradication of this scourge. Scientific studies show that when 80 percent of community members sleep under long-lasting insecticidal nets, the risk of infection drops by 75 percent throughout the community. Everyone benefits—even those without nets—because the insecticide-treated nets kill mosquitoes and interrupt the malaria transmission cycle.

Given World Vision's strong presence in many malaria-endemic countries, as well as our partnership with the Agaiene Malaria Foundation, we offer the single best cost per net on the market—\$6 against an industry standard of \$10. There are no start-up costs to expand this program, no equipment to purchase, no new staff to hire and train. This initiative is ready to launch as soon as funds are available to buy nets.

### the path ahead

Your partnership in the For Every Child Campaign will help World Vision realize an unprecedented opportunity to eliminate malaria in the communities we serve.

**APPROACH** We aim to distribute nearly 11 million bed nets in our project areas in nine malaria-endemic countries. Hand-in-hand with the distribution, World Vision will provide education and training that will equip communities to protect themselves into the future.

**IMPACT** Our goal is to protect 16 million children and families. As a key player in a global movement to eradicate malaria, our work will contribute to the Roll Back Malaria target of causing malaria deaths to fall to near zero by 2015.

**INVESTMENT** At this critical point, World Vision seeks to raise \$60 million to lay a global foundation for healthy, resilient, malaria-free communities.



Providing a simple, inexpensive bed net along with education can save children's lives.

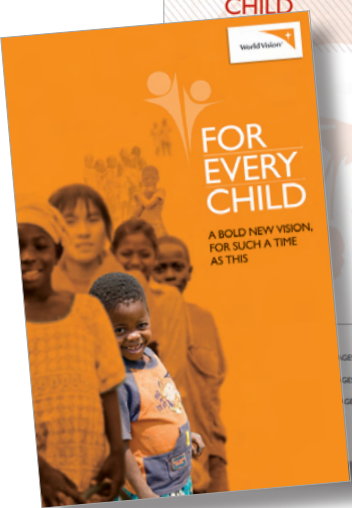
“LIFE'S MOST URGENT QUESTION IS: WHAT ARE YOU DOING FOR OTHERS?”  
—Martin Luther King Jr.



#### FAST FACTS

PEOPLE living in perpetual risk of malaria	CHILDREN under age 5 dying daily from malaria	COST of bed net that protects two children	BED NETS reduce risk of infection by	PEOPLE protected by bed nets and education
3.3 billion	2,000	\$6	75%	16.4 million

Although adults also become infected with malaria, the illness is usually less severe thanks to their acquired immunity. Infections in young children are serious and may kill if not treated promptly.



Mark My Word

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