

family matters

Spring/Summer 2008

Disaster Response

Crisis in Kenya

Alexander McCall Smith

World Orphan Week 2008



SOS Children's Villages
the world's largest orphan charity



Dates for your diary

SOS Day
23 June 2008
A special day celebrating SOS Children's 59th birthday

Cover: Children from Murthy Pudukuppam, India
This page: Displaced children receiving help from SOS Children's Village Komari, Sri Lanka

Disaster response

Dear Friends,

This year has already been a disastrous year for many children around the world. Natural disasters and political stubbornness can add up to real misery.

I always feel humbled when I see how people respond to disaster - not just the generosity of donors to the misfortune of others, but how quickly victims turn to help others in need.

SOS Children's strength on the ground and membership within the community means that we can be trusted to direct help to where it is needed most. Having a local presence also plays an essential role in child

protection which is why the Kashmir and Pakistan authorities gave such a trusted role by naming us custodians of all unaccompanied children after the devastating earthquake in 2005.

This is also why I hope we can continue to keep the trust of communities wherever we work, working alongside them so we can respond to the needs of children quickly and effectively both on a daily basis and in times of tragedy.

Andrew Cates
Chief Executive

Poem by SOS child Landry, a nine-year-old boy from Central African Republic, a country which has been shaken by military and political crisis for several decades:

Where are you Peace?
Everybody is looking for you,
You are the only drug which can resolve the problems that we have.

Your absence in a family always creates conflicts,
Your absence in a country always creates conflicts.

You have to reign forever.
We want your presence in our families and in our country to live in security and without fear.

Oh Peace! Please, come back!
We are waiting for you.

Spring/Summer Newsletter Issue 50

Written by the SOS Fundraising team. Family Matters is printed on 100% recycled paper and the polythene envelope used to deliver your magazine is fully biodegradable.

Some names have been changed to protect the privacy of our children and the communities with which we work.

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We would love to hear from you! Please contact us at:
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World Updates

Bolivia flooding

Large areas of eastern Bolivia were badly affected by floods this February. According to authorities, severe flooding caused by weeks of heavy rain left 48 people dead and some 40,000 families homeless.

The immediate presence of SOS Children in Bolivia made it possible to open three temporary community centres to care for vulnerable children and their families, providing regular meals, medical care and education.



China earthquake

In mid-May, China suffered one of its most powerful earthquakes in decades. The SOS Children's Village in Chengdu, near to where the earthquake struck, can accommodate unaccompanied children temporarily until they can be reunited with their families. We are also offering long-term care where needed. Thankfully, no damage was caused to any of our Villages in China and all our SOS mothers and children remain safe.

Chad

February also saw authorities declare a state of emergency in Chad after rebels launched a major assault on Chad's capital, N'Djamena. Thousands were forced to flee the city amidst fierce fighting.

Fortunately, the SOS Children's Village in N'Djamena was unaffected and all the children and SOS staff remained safe. However, security measures at the Village had to be strengthened and SOS staff were forced to stock up on essential supplies such as soap, food and fuel.



Somalia

After the security situation dramatically worsened in the Somalian capital of Mogadishu towards the end of 2007, our children and their SOS mothers were forced to evacuate and all other SOS facilities had to be closed.

However, by mid-March 2008, the security situation improved sufficiently to enable the SOS primary school, secondary school and hospital to be re-opened. On the first day of opening, the hospital staff treated 95 outpatients and delivered six babies. But violence quickly erupted again in late-April and sadly two of our SOS staff members were injured and one killed when Ethiopian troops occupied the Village for three days.

Our main concern now is enabling the SOS mothers and children to return to their homes as they still remain in temporary accommodation.

It is the first time that SOS Children's facilities in the Somalian capital have been forced to close. Despite heavy fighting and the complete chaos around the city following the outbreak of civil war in 1991, SOS Children continued its work at a time when almost all the other aid organisations had left the country.

Philippines - SOS Children wins award

In January 2008, the Filipino Department of Social Welfare and Development declared that SOS Children was the best non-governmental organisation (NGO)

in the Davao region of Mindanao Island. SOS mother Teresa Tuble and Village Director Luis Sera accepted the award at a ceremony in Davao City.



Insight

Disaster Response

Abruptly emerging crisis situations such as earthquakes, floods, famines, and wars demand quick assistance for the people concerned. With proven structures and existing contacts, SOS Children is well equipped to handle such disasters.



Main: SOS youth helps a refugee erect his tent in Eldoret, Kenya.
Inset: Community on the outskirts of Nairobi affected by violence.

“ SOS also implements long-term support through the construction of new homes, schools and clinics ”



Emergency relief programmes are primarily organised like community outreach programmes. Thanks to local knowledge and experience, SOS Children can provide the most needed supplies very rapidly, and at short notice children can be accommodated in SOS Children's Villages or specially adapted premises.

SOS Children emergency relief programmes aim to help:

- Children in danger of dying from starvation or suffering from serious disease
- Children traumatised by dislocation and abandonment
- Child victims of war
- Families whose homes have been destroyed
- Communities whose infrastructure has been compromised

Teaming up with non-governmental organisations (NGOs) such as CARE, Red Cross or UNHCR who know SOS Children as a reliable partner, we set up badly needed food and medical

supply centres, build temporary shelters and implement vaccination and epidemic disease control programmes.

As part of the local community, SOS Children understands the long-term need that people face in the aftermath of a major disaster, so we are also involved in the construction of new permanent homes and schools.

We also co-operate with other organisations and governments to help the children find their relatives. If this cannot be done, many children will be cared for by SOS Children in our Villages, whilst we continue to search for their families. If the capacity of the Villages is insufficient, we will decide whether to expand the existing Village or develop new SOS facilities.

Clear decisions are made about whether or not an SOS emergency relief programme needs to last longer than one year, but in any case, we care for children until a family can be found for them. ■

Why SOS Children can respond effectively to disasters:

- The SOS Children's Villages have approval from the local governments to care for children so we can be given immediate authority to look after unaccompanied children
- Thanks to our permanent facilities, we are there in-situ and ready to help at any time
- Our staff are local and our outreach work in the community ensures we have access to local networks
- Each SOS Children's Village has an emergency fund at their immediate disposal
- We are well-respected and trusted partners of major relief organisations like UNICEF, Red Cross, and WHO (World Health Organisation).



Top: Family with their new house constructed by SOS Emergency Relief Programme Puthupettai, Cuddalore, India. Inset (l-r): A survivor of the floods in Concepción, Chile; SOS staff and helpers distribute tents after the tsunami, Yogyakarta, Indonesia; SOS workers search for survivors after the Pakistan earthquake.



Special Feature

The crisis in Kenya

Wars, armed conflicts, persecution and displacement remain an unacceptable reality for millions of children.

No one can forget the TV images of the Kenyan crisis in early 2008. Vivid images of burnt-out homes and churches, hordes of refugees and violent clashes plagued the press for weeks. Particularly horrifying were images of lone children separated from their parents amidst the terrifying chaos. Displaced children urgently need assistance and protection because in times of crisis, they can be exposed to danger and exploitation, including forced recruitment, abduction, trafficking or sexual exploitation.

Thanks to SOS Children, many children orphaned or separated from their families because of the Kenyan crisis were given a safe and secure home, and where possible, every effort was made to reunite them with their families.



“ According to UNICEF, an estimated 20 million children worldwide are currently displaced by armed conflict or human rights violations ”

Steve's story

When Steve arrived home from school one day in January, he found that the door to his house had been broken down, and everything stolen. Worst of all, his mother, Steve's only relative, was not there. Steve ran to his neighbour's home to find out what had happened and discovered the man had been attacked by people with machetes. On enquiring about his mother he was simply told, "She ran for her life."

Steve left the neighbour and began to walk in the direction of the Eldoret Showground which was being used as a displacement camp - where he thought he might find his mother. But when he saw a gang of young men ahead, armed with machetes and bows and arrows, he became scared. He knew he was in danger and so

flagged down a passing truck full of people, asking if it would take him too. He didn't know where they were going and asked to be taken to Nakuru, the nearest town. But the truck never went there. Instead, it sped on to Nairobi, 200 miles away, where Steve found himself all alone.

For four days and nights Steve wandered the streets and managed to get food from aid organisations who were helping hundreds of displaced people. After some time, he decided to make his way to a nearby displacement camp. There, he came across Red Cross officials who took him and 44 other children to the nearby SOS Children's Village.

Today, Steve is still in the SOS Children's Village and is doing well. He will stay there while SOS staff try and reunite him with his mother.

Background: SOS Children's Village Nairobi, Kenya. Inset (top-bottom): Boy making his way to an SOS Medical Camp, Nairobi; a 'tented village' for refugees on the showground in Eldoret; a 17-year-old boy needs help, Nairobi.



Displacement

It is estimated that 600,000 people were displaced by the fighting in Kenya, which erupted following disputed election results. Tensions ran high among the groups loyal to each candidate, and quickly exploded into ethnic violence. Many children were forced to flee their homes. Many of those who have been uprooted are too frightened to return home and others have nothing left to go back to.

The violence was particularly bad in and around Nairobi, Mombasa and Eldoret, three towns in which we have SOS Children's Villages. Fortunately, none of our children have been affected, food is not too difficult to obtain and life in the Village remains calm.

Support for the most vulnerable

Following the crisis, SOS Children set up an emergency relief programme for around 2,000 families in Nairobi, Eldoret and Mombasa. We are offering families relief supplies: food, tarpaulins to make tents, blankets, clothes, crockery and personal hygiene products. Families with seriously traumatised children are receiving psychological support at the refugee camps.

The emergency relief programme is scheduled to run for six months and if necessary can be replaced with long-term Family Strengthening Programmes.

At the SOS Children's Villages in Nairobi, Eldoret and Mombasa, we can look after children like Steve on a temporary basis, until their families are found. However, if it is not possible to reunite the children with their families,

or if they have been orphaned, the children can stay with us in the Village or will be assisted through Family Strengthening Programmes to help them find shelter and keep them at school.

A helping hand

At the displacement camp in Eldoret, our SOS teenagers were quick to offer assistance by helping refugees erect tents (see photo on page 4).

Joseph, one of those helping, said: "I saw an 85-year old man who was struggling to pitch his tent so I decided to help him. I learnt that some youths within the camp were charging 50 shillings (just under a dollar) to help erect the tents and that without me, the poor penniless old man would not have been able to pay them. He was very grateful and I was happy to help him."

Joseph thinks that teenagers should volunteer their services as a way of contributing to the local community: "Helping the old man put up his tent was a worthwhile cause for me and I was very touched" he says.

Living at SOS Children's Village Nairobi

45 displaced children are currently being cared for at our SOS Children's Village in Nairobi. These children are



living in family houses and are being cared for by our SOS mothers. They range in age from three-year-old John, who can only say his name, to 17-year-old Martin from the Kibera slum in Nairobi who like Steve, has also been separated from his single mother. 15-year-old Anthony also lived in Kibera. His house was flattened, the furniture stolen, and he was told to leave or die.

Every child smiles when asked how they like the Village, despite their sadness. One eight-year-old girl sitting in a family house expressed her surprise and joy when she said with wide eyes and a big grin: "There are books here! I wonder if I will be so lucky as to own so many books."

Since the violence erupted, SOS Children in Kenya has been able to reunite 28 children with their families.

Learning to trust

Despite their temporary surroundings, these young children cannot escape from the violence they have seen and suffered. The task now facing SOS Children is to give them the support, care, love and security they need so that they can restart their lives and renew their confidence in an adult world which has seriously let them down. ■



Bottom: SOS Children's Village Nairobi, Kenya.
 Insets: (above left) Children waiting for medical attention, Nairobi;
 (above right) a boy benefits from the SOS community outreach programme, Nairobi.



Interview

Alexander McCall Smith

Alexander McCall Smith seeks inspiration from SOS Children Botswana



At the SOS Children's Village in Tlokweng, just outside the Botswanan capital of Gaborone, a little girl is running excitedly through the hot dust shouting "He has arrived, he has arrived!" The welcome is warm and the visitor is familiar - world-famous Scottish novelist Alexander McCall Smith.

The children, who have been preparing for his visit for weeks, start playing happy tunes on their marimbas. All the staff, including the Village Director Derek James, gather to greet Mr McCall Smith - or 'Sandy' as he is known to his friends. He is the author of 'The Number 1 Ladies Detective Agency' book series, which has sold more than 15 million copies worldwide, and where this SOS Children's Village plays an important role.

"During my travels in Botswana, I got to know Derek James and SOS mother Betty Mpodu. Betty is the inspiration for Mma Potokwane, the matron of the orphan farm in my 'The Number 1 Ladies Detective Agency' book series. As my readers know, she is a very determined lady who does everything she can to help the children" says the author who goes to Botswana to seek inspiration for his books, and explains "there is a certain pace of life here, a slowness that is very special."

Every year, Alexander McCall Smith returns to Africa and never misses the chance to spend time with the staff and the children of the SOS Children's Village in Tlokweng. "What impresses me most is that every child gets unconditional love. It is the most extraordinary feeling every time I come here."

Derek James proudly speaks of the achievements made by the Village since Alexander McCall Smith visited last time: "We now have six students attending University and another six who received a scholarship to attend the private school in Marapula." ►

Background: Botswana from the air
Inset: Alexander McCall Smith



Mr McCall Smith is well aware of the challenges that face the children here in Botswana, a country suffering badly from the HIV/AIDS epidemic.

“ What impresses me most is that every child gets unconditional love. It is the most extraordinary feeling every time I come here. ”

Almost 40% of pregnant mothers are HIV-positive and 17 % of the entire adult population has the virus. "We feel a large amount of pressure. If nothing is done, there will be a lot of children suffering stigma, exploitation and disease. They are the future generation of this developing country" says Derek James.

Alexander McCall Smith explains: "In most sub-Saharan countries, relatives are the social security net. But the traditional system of the extended family has broken down because of the HIV/AIDS epidemic."

“ ...I admire SOS Children greatly... ”

The day before Alexander McCall Smith's arrival, a young girl from the SOS Children's Village in Francistown died of AIDS. She was nine years old and had contracted the disease after being raped. "Even though I knew she was incurably ill, the grief is terrible for us all" says Derek James.

In his book series, the issue of HIV/AIDS is highlighted but Alexander McCall Smith never specifies the name of the disease. He explains "I have been thinking very carefully about how I portray this dreadful disease that haunts southern Africa and creates tragedies at every level. AIDS has an enormous impact on Botswana and the other countries in the region. But if I were to put the epidemic centre-stage, the books would change from being celebrations to being tragedies. Almost every book that is written about Botswana is a tragedy and I want to show the other side, all the good that still is here."

The older children are starting to play football, and the younger ones all want to sit on Alexander McCall Smith's lap. The author, who is married and has two daughters himself, loves children and has written several children's books including the 'Akimbo' series. "To me, it is very encouraging to see the good work that is being done to help all these children. I admire SOS Children greatly", he says before waving goodbye - until next time. ■



Top: Alexander McCall Smith with the SOS children. Insets (from top): Children from the SOS Children's Village Tlokwen; Betty Mpodi and an SOS child; Betty Mpodi and Derek James; the entrance to the Village.



Photographs and interview by Mats Ögren



Partners & Friends

We have so many wonderful friends and supporters that we are unable to include them all, but here are just a few of their stories...

A Special Bar Mitzvah

Inspired by his school's long term support of SOS Children, nine-year-old Louis Glucksmann-Cheslaw decided to fundraise for us in the run up to his Bar Mitzvah by creating a page on www.justgiving.com to enable his friends and family to donate to our projects. Huge thanks to Louis for contributing to our work in this special way and raising £5,000!

Shetland Shawls for SOS!

For many years, Alice Zeitlyn has been knitting Shetland shawls and selling them to raise money for SOS Children.

The shawls are made by using two ply wool bought from Lerwick, and all have traditional Shetland patterns. If you would like to purchase one of these shawls and help SOS Children, please call Alice on 01223 357395.

Prices range from £50-80 depending on size and the complexity of design.

Carrying on up the Andes

A desire for adventure has spurred on many supporters to go exploring across continents by bike, car, van, horse and foot, creating websites to track their journeys and raise funds and awareness for our work.

Among them are Tamsin and Jim Brown who flew to Chile in February to begin a 4,500 mile bike ride to Peru. To date they have raised over

£5,000, every penny of which is being allocated to our Village in Potosí in Bolivia, which the couple plan to visit en-route. Their sponsorship will fund a new fuel installation to provide a reliable source of heating, lighting and air conditioning for the children living in the Village.

You can track their journey on www.carryonuptheandes.co.uk

Fundraising brothers!

Instead of receiving birthday presents this year, brothers Nathaniel and Alexander Alohias decided they would rather their friends donate money to SOS Children.

After raising £160.00 they then persuaded their school (West Dene School in Croydon) to put on a cake sale and 'wear something WOW' for World Orphan Week which raised a further £247.35.

Nathaniel said "There are a lot of children dying in the world and I thought if you didn't have parents you would be very upset so I decided to give the money to an orphan charity."



Book Launch

The Simpson-Davis family have gone all out for us this year. In March, Zoe Simpson hosted a launch for her newly published book, 'A Matter of Degree', at which an auction raised £2,000 for our projects. The following day, family and friends attended the wedding of her daughter, Cary and Steve Woodhouse, where guests kindly donated £1,500 to our Village in Cuzco, Peru.

Mark Lancaster, Shadow Minister for International Development, visits SOS Children in Malawi

In February, Mark Lancaster, Shadow Minister for International Development, travelled to Malawi and spent the day with our children and colleagues at the SOS Children's Village in Lilongwe.

After the trip Mark said: "It was an honour to be shown around the Village and see all the wonderful work that was being done. SOS Children showed me how dedicated and loving people who build families for orphans were managing to make real changes to people's lives."

SOS Children would like to express huge gratitude to Mr. Lancaster for taking the time to visit our Village and projects in Malawi and for his continuing support.





London to Tokyo on horseback!

In August, Becky Sampson and Zena Fish will embark on the journey of a lifetime to raise money for SOS Children. Together they form 'Expedition Equus' and will be travelling on horseback from London to Tokyo.

Their journey will span two continents, 15 countries, cover more than 15,000 km and will take approximately four years to complete. Their route will take them along the Silk Road and through the harsh terrain of the Taklamakan desert and the Tien Shan mountain range of Kyrgyzstan.

On the way, Becky and Zena plan to teach at local schools and will also be visiting many of our Villages.

We think Becky and Zena are incredible and we can't wait to bring you news of their awesome trip. In the meantime, if you would like to find out more about their expedition and how you can support them, please log on to: www.expeditionequus.com

If you would like to fundraise for SOS Children, please contact Caroline Baker caroline@soschildren.org or call 01223 365589

HSBC

In our continuing partnership through the Future First programme, HSBC has now provided over £700,000 for SOS educational projects in 27 countries.

Flying high - thanks to British Airways!

Thanks to complimentary flights donated by British Airways, staff from SOS Children UK have been able to visit projects and supporters in Dubai, Ghana and South Africa over the past 12 months. We would like to say an enormous thank you to Mary Barry, Laura Phillips and the Community Relations Team at British Airways for their invaluable support. Complimentary flights mean that we do not need to spend SOS Children funds on travel, so even more of your donations can be given to those who need it most: the children.

Pakistan Supporters' Group

The Pakistan Supporters' Group annual fundraising event for SOS Children was held at the Pakistan High Commission on 24 November 2007. The evening, sponsored by Habib Allied International Bank, was a great success and managed to raise a substantial amount for our projects in Pakistan. Guests enjoyed an evening which emulated the traditional 'ghazal' party style with lots of soft floor seating, a sumptuous buffet and entertainment.

We are indebted to Sameera Ansari for organising the event and to the Pakistan High Commission. Thanks also to Chilli Chutney who provided the wonderful food, and to Simon Sylvester and friends for providing the entertainment.

Watch out for the Pakistan Supporters' Group Valentines WOW Ball in February 2009.

BBC Presenter Simon Reeve supports SOS Children!

Simon Reeve, presenter of the BBC travel documentaries 'Equator' and 'Tropic of Capricorn', has pledged his support for SOS Children.

Simon Reeve and his team recently completed a journey along the Tropic of Capricorn, during which they visited SOS Children's Village Tlokweng, Botswana. After visiting the Village, Simon said: "SOS is a fantastic charity helping huge numbers of vulnerable and orphaned children around the world. I was struck by the warm, friendly, and - perhaps most important - family atmosphere. They deserve our support."





A life changing donation!

In April, Friendship Centres Limited (FCL) donated an incredible £965,000 to SOS Children! We will put this extraordinary gift towards construction of the new SOS Children's Village in Chipata, Zambia. Our very special thanks go to the board members and shareholders of FCL - your kindness has ensured that 150 children will now be provided a safe and happy home - for life!



Flip Flopping for WOW

Braden Roux de Buisson, a New Zealander with a passion for jandals (flip flops), chose the start of World Orphan Week to set off on an epic journey across Europe using only the power of his flip-flops!

The expedition, which he has called 'Operation EuroJandal' will cover more than 5,000km and will wind its way across Spain, France, Italy, Slovenia, Hungary, Romania, Bulgaria and Turkey.

Aiming to raise money and awareness for SOS Children, Braden has devised a fabulous eco-friendly way of marking donations by handcrafting a banana skin flag on your very own piece of land! (well not strictly speaking but you do get a great picture of your unique flag!). Katie Dudley, founder of WOW, started him off with a donation and here's the photo she received taken in Jaen, Spain.

Braden's website is a superb read with a jandal journal, jandal facts, route maps and great tips for your very own travels. Brighten up your day and visit www.jandalpower.com

Happy jandaling, Braden!



Cocoa House opens in Ghana

SOS mum Margaret and her family of eight SOS children delightedly took up residence in their new house in our Village in Asiakwa, Ghana. Funded by The Federation of Cocoa Commerce Ltd, the Cocoa House was one of four new houses opened in April to meet the pressing need in the poverty stricken region of southern Ghana.

A 'Mexican' garden party...in Dubai!

Our creative group of ex-pat supporters in Dubai, led by Charlotte Lubert and Maria Wilde, recently held their second garden party fundraiser for SOS Children, generating an incredible £30,000. Our thanks to all the ladies involved who sourced great auction items, raffle prizes and entertainment to make this event so successful.



It's fantastic to receive contributions to our work from so far afield. We are only sorry to have missed what was clearly a fabulous evening!

Spurring us on! Tottenham Hotspur continue to support SOS Children

On Sunday 30 March, SOS Children made a real impact at Tottenham Hotspur's home game against Newcastle FC. We were invited to take a collection, see the players warm up in SOS T-shirts and have a full page in the match programme - all of which helped raise awareness of SOS Children and the Club's ongoing commitment to us.

We would like to extend a huge thank you to Peter Secchi and everybody who helped make the day possible. Also, a massive thank you to all the volunteers who came and shook buckets on the day and managed to collect over £1,000 which will go towards our projects worldwide.



Get involved...

... in an event

British 10K Run - We have 18 guaranteed places for the British 10K run in London on Sunday 6 July. If you would like to take part and raise money for SOS Children, email Caroline Baker at caroline@soschildren.org

... by checking out our new marketing materials

1. The Supporters Handbook is coming soon and will be a valuable toolkit for any SOS fundraiser.
2. Our Global Citizenship leaflet is the perfect way to make charity work relevant to schools and pupils.
3. The latest fridge magnet features a child from SOS Children's Village Phnom Penh in Cambodia.
4. Our new Thank You cards are all blank inside for your own message (£5.50 for a pack of 10 cards and envelopes, inc. P&P for UK only).

... by legacy giving

The money we receive from charity legacies helps many orphaned and abandoned children. A charity legacy in your will is exempt from inheritance tax and is probably the most tax-effective gift you can make to SOS Children.

If you would like to find out more about legacy giving, please email legacies@soschildren.org or call Mary Wolfe on 01223 365589.

1



2



Please contact us on 01223 365589 if you would like any of our marketing materials for your event or if you wish to purchase our Thank You cards

3



4



... online

If you're happiest clicking your mouse then these are a few ways you can help support SOS Children through the internet:

Facebook and MySpace

If you have accounts on these social networking sites we'd love you to join our SOS Children 'groups'. We look forward to seeing you there!

Email Footers

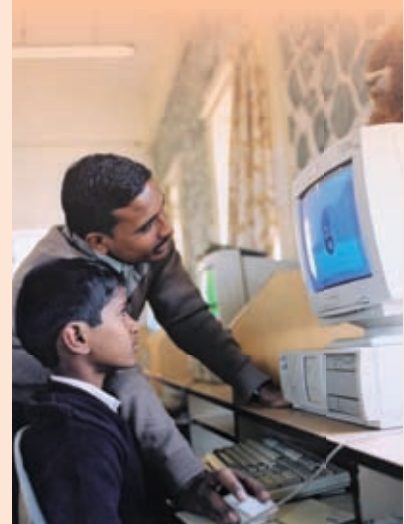
If you use email regularly you could include a footer to show your support for SOS Children. Don't forget to include a link to our website www.soschildren.org

Everyclick

SOS Children is listed on www.everyclick.com, the search engine that helps charities. It would be fantastic if you could go to www.everyclick.com/uk/soschildren to do all your searching. It does not cost us, or you, a penny - so it's a great way to support SOS Children!

Veosearch

Supporting organisations involved in sustainable development, www.veosearch.com supports SOS Children through your search engine of choice, be it Google, Yahoo or Ask. Create an account and support SOS Children today!



Focus On World Orphan Week

World Orphan Week 2008 was a great success with thousands of people up and down the country supporting the 'wear something WOW' campaign. Now in its third year, WOW is gathering pace and looks set to be even bigger in 2009! We are extremely grateful to all our supporters who have taken part to ensure that more children will have a family for life.

World Orphan Week is our annual fundraising event which was started by our SOS volunteer, Katie Dudley. The theme for this year's WOW was 'wear something WOW', which you certainly did and we have the photos to prove it! In addition to 'wearing something WOW' we have seen WOW cookies, WOW wigs, WOW lotteries, WOW music making and even WOW fashion shows!

A huge WOW thank you!

It is impossible to thank all the amazing individuals and businesses who gave their time and services for free to help make WOW 2008 happen, but we are incredibly grateful to you all. We owe enormous gratitude to our SOS Children Ambassadors Phil Spencer (Channel 4's Location, Location, Location) and Lisa Butcher (BBC's What Not To Wear) along with child models Jordan, Stella, Angus

& Hope who were the fantastic faces of WOW. A huge thank you must also go to fashion designer Vivienne Westwood and her team who kindly provided us with stunning outfits for the WOW photo shoot and designed our spectacular WOW badge.

Through our partnership with The Monsoon Accessorize Trust the monies raised from the sale of the SOS labelled jewellery will go towards the running of our Kaifeng Children's Village, China.

Many other SOS projects will also benefit from the funds raised by the campaign including our new project in Chipata, Zambia. This will include a Village, a small nursery and primary school, and an HIV/AIDS outreach centre.

WOW would not have been possible without the leadership of Katie Dudley and Karen Paxton. ■

wear
something
WOW

“WOW 2008 has been a huge success with more people than ever joining in”

Katie Dudley,
WOW Founder



Insets: (top) An SOS mother with her twins, Kaifeng, China; (above) SOS children from Zambia.



“Being involved in WOW 2008 has been a fantastic experience. It has been so encouraging to see people nationwide having fun and making a real difference. I can't wait for WOW 2009 and am incredibly proud to be supporting SOS Children”

◀ Phil Spencer, SOS Children Ambassador





SOS Children's Villages
The world's largest orphan charity



WHAT WILL YOU
BE WEARING?

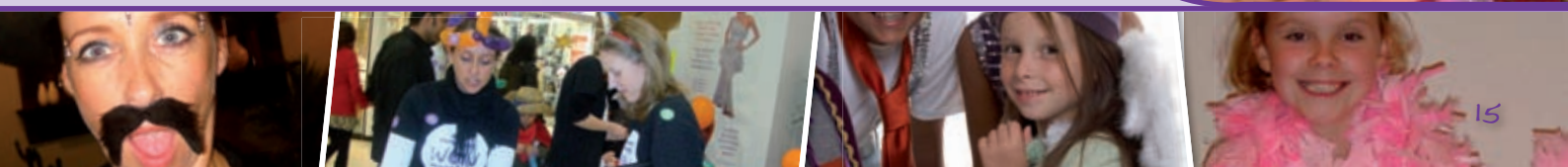
Ready for WOW 2009?

DIARY DATE - WOW 2009
9 - 15 February

Pre-register for your free
fundraising pack - email us
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call 01223 365589 for more
information.

wear
something
WOW

World Orphan Week
9-15 February 2009
www.wearwow.com





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