



# Greetings

Welcome to the Winter issue of NewsVision. Here are some of the activities that we've been involved with over the past few months...

## 2008 Review

Our financial year ended on the 30th of September 2008 and we were delighted to welcome 3,200 new sponsors during the past twelve months.

These past few months have been challenging, not only for World Vision, but for all Irish charities. As Irish people come to terms with tightening their belts, we must not forget our global neighbours who deal with profound poverty on a daily basis. Thank you to all our loyal supporters who continue to share our vision for a better world.

## Pauline McLynn's trip

This year has also seen a milestone in World Vision Ireland's history as we were very pleased to announce the phasing out of Gakungu Area Development Programme (ADP) in Kenya, one of our oldest ADPs. World Vision Ireland has worked with the communities of the Gakungu ADP since 1991 and the people of Gakungu have now successfully reached their key goal of self-sufficiency.

Gakungu ADP has dramatically improved its access to basic rights and is willing and able to sustain and build upon these achievements. Key achievements in Gakungu ADP include a reduction of 50% in the prevalence of malaria through community health groups and a 97% enrolment in primary schools with equal enrolment between boys and girls.

To mark this milestone, long time friend, sponsor and patron of World Vision Ireland actor, Pauline McLynn travelled to Gakungu ADP to witness the phasing out of the programme. Pauline had travelled with us previously in 2004, when she visited her sponsored child in Tanzania. A camera crew was on hand to document this trip and we were delighted that she was able to return to Africa with us to celebrate this momentous occasion.



*Teresia Njeri Ndungu from the Kiambamba Farmer's Group, Gakungu ADP, presents a high yield gala goat to Pauline McLynn.*

## World Vision Week with Today FM

During August we were very delighted to join forces with Today FM for World Vision Week, during which we set ourselves a target of 100 new child sponsors each day. With the backing of all the Today FM DJs, the enquiries flooded in and we're on track to reach that magic target of 500!

We would like to take the opportunity to say a big thank you to all at Today FM who provided us with their invaluable support throughout the week.



## Run for World Vision Ireland

If you are running in the Adidas Dublin Marathon on 27th October 2008, why not raise funds for World Vision Ireland? If you haven't already registered you can visit [www.dublincitymarathon.ie](http://www.dublincitymarathon.ie) and you can also set up your own fundraising page at [www.mycharity.ie/charity/worldvisionireland](http://www.mycharity.ie/charity/worldvisionireland). If you would like a World Vision Ireland t-shirt to wear in the race, please drop us an email at [ireland@wvi.org](mailto:ireland@wvi.org) or call us on 01 498 0800.

As always, thank you for making our efforts possible,

Helen Keogh  
Chief Executive



# Myanmar

The deadly Cyclone Nargis struck Myanmar on 2nd May 2008 leaving 140,000 people dead or missing and a million people homeless according to official figures.

Three months after the cyclone, a joint assessment by the United Nations, Myanmar and Southeast Asian governments said three-quarters of all households still had inadequate access to clean drinking water, making water-borne diseases such as cholera and dysentery a constant threat.

More than 40 percent of people were found to have little or no food, having lost their stocks in the storm.

Although the planting season ended in July, much of the farmland remained unsown. The cyclone destroyed the tools, animals and seeds needed to grow rice, while the salt water washed in by the storm rendered much of the land unusable.

As a result, hundreds of thousands of residents of the Delta are expected to face food insecurity for months or even years to come.

## World Vision Response

World Vision is responding by distributing food aid, temporary shelter kits, tarpaulins, blankets, hygiene kits, mosquito nets, water containers and water purification packs.

We've also established the largest ever number of children's programmes in a single country.

"Children are among the most vulnerable after a disaster like Cyclone Nargis and require special attention to see them through the hard times that follow," said World Vision Response Manager, Jude Moore.

World Vision is currently running 84 Child Friendly Spaces, serving over 10,000 children across Yangon and the Delta. "These centres for children provide psychosocial assistance to those affected. Stocked with toys, playing materials, and equipment, the centres provide a safe place to play and recover from the effects of Cyclone Nargis" said Moore.

World Vision's relief response is targeting some 338,000 people across the Delta and affected regions of Yangon. Priority areas are child protection, water, sanitation, hygiene, and food security.



Cyclone-affected children from South Dagon Township, Yangon, play games and enjoy face painting at a Child Friendly Space (CFS) set up by World Vision. ©2008 Lay Htoo/World Vision



## World Vision Ireland Myanmar Appeal exceeds €100,000

World Vision Ireland supporters have generously given €103,981 to our emergency appeal for Myanmar.

"A big thank you to all of you who gave so generously. It's great to see Irish people showing they care about the people of Myanmar, as they try to rebuild their lives after the cyclone," said Helen Keogh, CEO World Vision Ireland.

World Vision Ireland also received a grant of €250,000 from the Irish government to help the people of Myanmar. Funds raised by both donors and the Irish government were used to provide household water storage units and mosquito nets to 10,000 families.

If you would like to make a donation for Myanmar or help us with other emergency responses, please contact us on 1850 366 283 or visit [www.worldvision.ie](http://www.worldvision.ie)



# Sierra Leone Field Trip – June 08

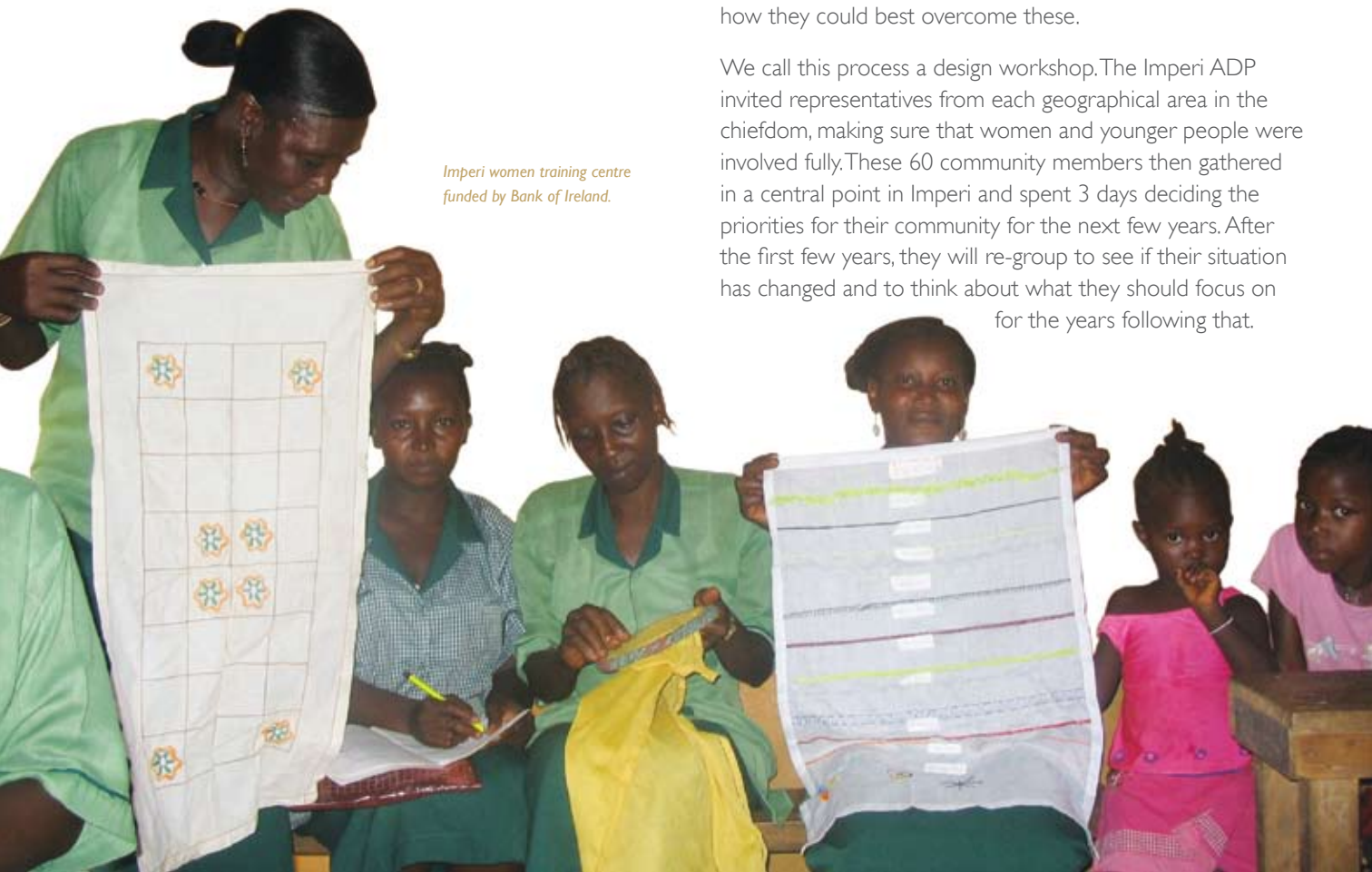
By Juliet Lang, World Vision Ireland Programmes Officer

“ In June 2008, I travelled with Sam from our Supporter Relations department to visit Imperi ADP in the south-west of Sierra Leone. This was my second visit to the communities in this area; and the landscape of lush tropics, red earth and sudden outbursts of rain never fails to amaze. What also never fails to amaze is the 9 hour car journey that is required to travel less than 280 km along the always interesting patchwork of roads in Sierra Leone.

Our visit this time was to participate in the community led design process for their area development programme in Imperi. We often speak about how the community decide their own priorities but it can be sometimes difficult to understand the magnitude of this participation. While World Vision will provide the funding, the communities in the Imperi Chiefdom are in control of what the next 12 or more years of their own development will look like. Sam and I sat for three days listening to the community members speak and watching how they prioritised the challenges they faced and how they could best overcome these.

We call this process a design workshop. The Imperi ADP invited representatives from each geographical area in the chiefdom, making sure that women and younger people were involved fully. These 60 community members then gathered in a central point in Imperi and spent 3 days deciding the priorities for their community for the next few years. After the first few years, they will re-group to see if their situation has changed and to think about what they should focus on for the years following that.

Imperi women training centre funded by Bank of Ireland.



In development we often use the analogy of a tree for challenges that a community may face. The problem could be that the area has poor health, but we need to think about what the roots of that problem are. Where does that poor health come from and importantly, what impact does that have on the well-being of the community? Like a tree, the issue of health could be the trunk but the roots are in poorly trained health staff and not enough medication. The branches and leaves that sprout from this trunk of poor health are chronic long-term complications, a reduced ability to earn an income and in some cases, death.

By identifying these problems we can then identify the solutions and nobody knows better than the community themselves as to what are the root causes for each issue and how best they can address them. The Imperi community decided that the most important areas for them to improve in the coming years are education, health, agriculture and water and sanitation. The 60 representatives then voted on what they thought should have the most focus. Voting was undertaken as each man was given 10 small rocks and each woman was given 10 small nuts. One by one, the community members would go and drop into 4 different buckets a proportional number of rocks depending on how important they saw the issue.



Votes are cast using stones and nuts to represent male and female priorities.



Community members in Imperi ADP engage in group workshops to agree the ADP priorities.

Illiteracy levels are high in Sierra Leone and any ideas that were written by representatives were also drawn to ensure that everybody felt free to participate fully. Pictures of books were drawn to represent education, while syringes and hoes represented health and agriculture respectively. Sam and I watched as the men and women of Sierra Leone told us what they thought was important, discussions became lively and the Imperi community spoke fervently about the need to provide a better future for their children

Sierra Leone was ravaged by a brutal and long lasting conflict. The physical remnants may remain here and there, buildings destroyed, poor infrastructure and the legacy of violence left indelibly on the bodies of those who managed to survive. But the attitudes and opportunities within these communities bear no marks of this turbulent past and it can be difficult to remember what some of these individuals may have borne witness to. Sierra Leone and Imperi are looking towards a bright and hopeful future, in partnership with World Vision and Irish sponsors. ”

# China Earthquake

On 12th May 2008, a powerful 7.8 magnitude earthquake devastated China leaving more than 69,000 people dead, a further 17,924 missing and 74,000 injured. The quake, which struck China's Sichuan province, hit mid-afternoon when schools were packed with children. Over 10,000 children died, 5,000 were left orphans. The quake reduced many buildings to rubble. It was so strong that it was felt as far away as Pakistan.



## Immediate Response

World Vision's team of emergency experts – the Global Rapid Response Team (GRRRT) was immediately dispatched to provide back up to our existing World Vision China staff of 700.

The team distributed emergency supplies such as tents, tarpaulins, quilts, rice and cooking sets. They also distributed hygiene kits (soaps, towels and toothbrushes) for survivors in temporary shelters.

## Rehabilitation

After 90 days the focus of our response shifted from short-term relief towards rehabilitation. World Vision has been working in close collaboration with the government, planning for recovery and redevelopment so people can rebuild their lives.

"World Vision's immediate rehabilitation plans for part of Sichuan province include building 40 schools, 15 dormitories and up to 10 health clinics" said World Vision Senior Relief Officer Meimei Leung.

"We also plan to give out house rehabilitation subsidies together with the civil affairs bureau to help the homeless rebuild their houses" said Leung. "We hope to help about 5,800 families rebuild their permanent shelters."

## Continued Support

World Vision China has drafted a plan of €37 million to cover the entire relief and rehabilitation programme with a targeted number of beneficiaries of over one million.

## Child friendly spaces

Many children are still traumatised by the earthquake. Some lost their parents, others were trapped under rubble for hours. World Vision is addressing the emotional and physical needs of children by setting up 'child friendly spaces'. These spaces give children a safe place to play, to express their feelings and regain a sense of normality.

"Basically children's needs are no different to adults – food and shelter. But as children, they may experience feeling of loss, confusion, helplessness and fear." explains Leung. "Children who spend time in child friendly spaces, can forget about their fear of the earthquake."

## Long-term rehabilitation projects

- > Building 6,300 houses, 70 schools, 15 dormitories, 156 school recreation facilities and 12 health clinics.
- > Implementing 50 community development projects.
- > Launching programs on agricultural recovery, child focused disaster risk reduction training and community resilience.
- > Capacity building for China's Global Rapid Response Team.



Children temporarily housed in one of the congested refugee centres.

# Food Crisis

**Drought and skyrocketing food and fuel prices are pushing millions of people deeper into poverty across East Africa.**

The ongoing upsurge in food and fuel prices is hitting developing countries and communities the hardest. The UN is estimating that over 9.2 million people are at risk of starvation due to the crisis. Some of the worst affected countries are Ethiopia, Kenya, Somalia and parts of Uganda, all countries where World Vision works.

Prices for basic food commodities essential for survival have more than doubled in the past few months. "Before people used to buy rice by the bag, but now many are buying it by the cup" said Sheila Garry, Head of Programmes for World Vision Ireland.



**In developing countries, poor households spend a high percentage of their income – often between 50% and 70% – on food purchases.**

These households also face other challenges such as insecure livelihoods, household members with health problems, and underlying nutritional concerns.

"They often cope by selling assets, or moving to areas with better food - but the poorest have few assets to sell, and cannot move. Rising prices for these households is devastating," said Sheila Garry.

The effects of hunger are pervasive and long lasting, extending far beyond access to food, to affect health, nutrition, education and overall labour productivity. Those suffering from hunger are also more vulnerable to disease and conditions such as HIV.

In addition to our ongoing development and humanitarian response work, World Vision is now putting additional resources into our agriculture programmes. We are focussing on sustainable practices, seed quality, handling/storage/processing/irrigation techniques and finding new ways and places to grow food and improve soil fertility.

World Vision is also looking at ways to get nutrition to vulnerable children such as school feeding programmes and providing food to children that has been fortified with necessary nutrients.

## Profile: East Africa Food Crisis

**Ethiopia:** 4.6 million in need of emergency food

**Somalia:** 1.2 million in need of food assistance

**Kenya:** 1.2 million need urgent food supplies

**Uganda:** 707,000 need food assistance

Source United Nations WFP



# Eileen's Update – August 2008

*Eileen Morrow, World Vision Programmes Officer reports on her recent visit to some of our ADPs in Uganda.*



## “When am I going to get my Mzungu?”

asked Bwire (aged 10) on my recent trip to Uganda. Mzungu means ‘white person’ or ‘foreigner’. World Vision had just finished registering another 1,000 children for child sponsorship and Bwire was anxiously awaiting news that he had been linked to a sponsor in Ireland. The children had seen photos and letters sent by Irish people to other sponsored children and were fascinated by them. They seemed to be from a different world.

## “What should we write to our sponsors? What do they want to know?”

was the next question I was asked. I tried to explain how life in Ireland today is so different from life in Uganda – how we all have electricity, running water and flushing toilets in our homes, we all have at least one pair of shoes, most of us have a car, the roads are paved, we receive social security payments if we can't find work. The community couldn't believe their ears – life in rural Uganda could not be more different. In Ireland, 40 years ago we probably would not have either.

## “And how did this happen?”

I explain about the investment made in education and how it transformed our country. Uganda introduced free primary education in 1997, which saw a dramatic rise in primary school enrolment and in 2007, began offering free secondary education.

Unfortunately, the overwhelming response to free primary education has created a wide range of challenges that have resulted in high drop out rates and poor performance.

Poor infrastructure is part of the problem. Thousands of children are still taught under trees or in poorly constructed classrooms, with little or no furniture and no school books, pens or copy books. The toilet facilities are often nonexistent or very poor and only one in a hundred students knows what a computer looks like. Teacher to pupil ratios of one teacher for every 110 pupils makes class management difficult and children with special needs and slow learners are left behind. School committee members are often illiterate themselves and so struggle to manage their schools effectively.



*Pupils in an overcrowded North Rukiga primary school.*



*Kicucwe secondary school, North Rukiga uses its external walls for science diagrams.*

## Improving infrastructure

World Vision, with the support of Irish Aid and Irish sponsors has channelled over €1 million to date into the rehabilitation and improvement of educational infrastructure, as well as the training of school management committees and teachers. I visited North Rukiga ADP in Kabale District, where a large scale educational programme has helped construct some 105 classrooms, staff rooms and latrines, making a tremendous difference to the school environment. Kabale District is now ranked in the top five districts in the country for educational infrastructure and the children are delighted with their new classrooms.

## Parents building classrooms

The community contributed an average of 20% of the costs towards the construction of these classrooms. North Rukiga is a mountainous area and the foundations had to be cut out of the steep slopes. All of this was done by the parents of the school children. They also provided money for the purchase and transportation of sand, cement and aggregate. Not only

does this create a sense of community responsibility for the finished classrooms, it also instils a sense of pride and breaks the mindset that the community is so poor that they are unable to help themselves.

There is no question that the community is poor, but even the poorest community can make a contribution and should always have a central role in development interventions. Projects that do not involve the community risk marginalising them and reinforcing the mindset that they are helpless.

When free primary education came into force, parents assumed that the government would pay for all their children's educational needs. However, the government does not cover scholastic materials, lunches and uniforms - parents are expected to pay for these. World Vision is conducting large scale community sensitisation campaigns to ensure that parents equip their children with the resources that they need to perform well in school and we are finding that parents are gradually responding. We are also working closely with government to ensure that sufficient teachers are present, well-trained and regularly attending classes.

The Uganda education sector still has major challenges to overcome before it can offer the same standard of education enjoyed by Irish children. However, Ireland's development story shows clearly how shrewd investment and the joint efforts and commitment of government, civil society, teachers, parents and pupils can bring about lasting change in, and through, education.

# Corporate Fundraising

## Volvic Tag



As part of World Vision Ireland's partnership with the Volvic 1L for 10L promotion, World Vision Ireland teamed up with Volvic Tag Rugby to celebrate the Volvic Tag Summer Parties in various venues around the country.

The Summer Parties ran from Tuesday 17th to Friday 20th of June, during which tag rugby players, spectators and the general public enjoyed post match entertainment. World Vision staff were on hand to collect the generous donations by all who attended, raising a total of €2,102.33.

This money is funding two water harvesting projects in two schools situated in the Kwale district of Kenya. These water harvesting projects are vital to the school children of this area as wells cannot be drilled due to the unsuitability of the ground surface. Water harvesting means rainfall can be collected which the schools can provide the children with water.

If your organisation is interested in a corporate fundraising programme, please contact us at 1850 366 283.

# Fundraising Stories

## Aravon School

The pupils at Aravon School Bray held three scavenger hunts and three barbeques to raise a phenomenal €8,000, with which they bought a list of items from the World Vision gift catalogue including classroom equipment, a birth attendant kit, school bags and fruit trees.

*Pictured below (L-R): Kevin Allwright, Aravon school headmaster, Katie Ridnour, PTA presenting the €8000 cheque to Rosaleen Tarleton, World Vision Ireland.*



## Columba's School

The pupils of St Columba's College Rathfarnham held a raffle, which managed to raise €550. This much needed money was used to support the Sierra Leone woman's income generation project.

## John Power

John Power, Managing Director of Galway based company Aerogen, summited Mont Blanc at 15,771 ft in May 2007, raising €8,000 for a World Vision Ireland water project in Tanzania.

Thanks to John's efforts, over 300 households now have access to clean, safe water. On behalf of John and the families in Ndala, thank you to all who gave so generously.



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## Communion Donation

Also a big thanks to James McQuaid, aged eight, who donated some of his communion money to his sponsorship.

## Paddy Hanna golf fundraising

Paddy Hanna raised €4,400 when he played golf continuously for a whole day, over four courses in the Donabate area. Paddy started at 5am, playing four courses, taking a total of 382 shots, amazingly only lost one ball and finished at 8:55pm on the same day; that's 16 hours of golf!



# Feedback & Contacts

## Community Gift Notifications

Following feedback from our field staff, we now ask that any sponsors wishing to send a cash gift, consider a community gift notification. Field staff have advised that this way, lots of families can benefit, and it leads to a great sense of fairness for everyone.

## The process works as follows:

- > World Vision Ireland transfers the money to the country in the local currency. (Please note such donations should always be sent via World Vision Ireland so that we securely convert to local currency and transfer.)
- > Our field office will get in touch with the ADP committee (made up of community members), advise them of the cash gift and ask them what they would like to buy with the money.
- > The field office will then buy whatever the committee has requested e.g. school materials, bags of grain, household items (or sometimes they might want to save your donation to contribute to a larger item such as a water tank) and deliver it to them.
- > You will be notified of the gift and the committee will write to thank you for it. GNs will now be Community GNs.

## Community Gift Notification Stories

Donal Power who sponsors Amidatu Beah, from Sierra Leone, raised €390 by running half of the Cork City marathon (his son did the other half, for another charity). We suggested that the money could be given as a Community Gift Notification for Imperi ADP – to benefit both Amidatu Beah and the community where he lives. The community has decided to use the donation to construct a feeder road linking their village to other communities. ADP staff are purchasing the following: 10 pickaxes, 10 shovels, 20 machetes, three rakes, four head pans (large shallow bowls used for carrying items on one's head) and two wheelbarrows, along with a supply of rice to feed them while they work.

Valerie Donoghue who sponsors Musu Lansana gave a community GN of €150, and the child's community have decided to use the donation to complete the construction of their community pre-school building. To that end they are purchasing: 20 Boards, 20 packs of nails, 24 sets of hinges, 26 staples, and three blackboards.

## Tax Back mailing

We received a phenomenal 54% response to our tax-back mailing earlier to date. This means that €686,664 of your tax money was returned to us from the Revenue Commissioners – an amazing €138,110 increase on last year. The best part is that it doesn't cost you a thing!

Don't forget that there's no cut off date, so if you've forgotten to send back your form, then please do it now. Or if you've lost it, just give us a call on **1850 366 283** and we'll post a new form out straight away. Thank you so much!

## Christmas cards

Christmas cards will be mailed mid October – if your sponsored child has a birthday around the same time (especially Mauritanian children whose birthdays are usually registered on 31st December of the year that they're born rather than an individual date), the ADP staff will separate the birthday and Christmas celebrations so that the children get a chance for two special days.

With regard to Christmas gifts, as always, included in your €5 donation to fulfil the Christmas card, our field staff will buy a small gift for sponsored children. If you'd like to give more, we would encourage buying gifts that benefit the whole community – you can do this by selecting an additional gift featured in the Christmas card mailing or through the Gift Catalogue.

However if you would also like to send something to your sponsored child, please only send items that are small and light and fit in a flat A4 envelope (colouring books, notebooks and pens are the best received items) and post directly to the field office to the address shown on your sponsored child's picture folder.

## Special note re Christmas gifts

Unfortunately we cannot forward parcels (intended for sponsored children) from the Dublin office due to the high postal costs involved. Please note the address and size specifications mentioned above.



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Ireland

## World Vision Ireland

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World Vision Ireland was founded in 1983 and is part of World Vision International, one of the world's leading international relief and development agencies. World Vision works towards ending poverty, fighting hunger and injustice, and bringing about lasting change for the better in the lives of more than 100 million people in some 100 countries worldwide.

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