

# journeys

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UNLEASHING  
the **Power** of  
(every)ONE<sup>SM</sup>

# UNLEASHING the power of (every)ONE<sup>SM</sup>

*"The needs are great, and none of us — including me — ever do great things. But we can all do small things, with great love. And, together, we can do something wonderful."*

— Mother Teresa

This quote is one of my all-time favorites. In addition to being inspirational, it reminds me that all change begins with a single individual.

Yet, while one person can serve as a catalyst, big change only happens when many people pull in the same direction. And, when that's the case — together — we become an unstoppable force for good.

## MAKING CHANGES FOR A MORE IMPACTFUL FUTURE

Lately, throughout our entire organization, we've been talking a great deal about transformation. Actually, we've been doing much more than just talking about it; we've been working to make transformation happen.

"What have you been up to?" you may ask. We've been:

- Assessing our programs
- Honing what we do best
- Focusing *less* on relieving the symptoms of poverty and focusing *more* on its root causes.

**Our goal: Eradicate poverty for your child.** Period.



## IMAGINING HOW MUCH MORE IMPACT WE CAN HAVE!

A few months ago, I met with six young adults who had graduated from our program more than a decade ago who are now financially independent. But their economic successes only revealed part of their phenomenal transformations.

In taking advantage of the programs you make possible, these young people also enriched lives — both their own and the people around them. They developed gratitude and a commitment to give back — a ripple effect of compassion and generosity.

That ripple began with you.

Today, each of these young people volunteers his and her time and talents helping children and youth in their own communities. They are amazing



examples of **the power of ONE**. Even more exciting? There are thousands more just like them!

They are such an inspiration. And so are YOU, as you are the ONE who enabled these transformations. When every ONE is doing his or her part, we have the power of (every)ONE at work. And that truly changes the world!

#### **A GROUP EFFORT**

Thank you for caring. Thank you for acting.

Thank YOU for being ONE who creates ripple effects that are positively making this a better world. Your generous actions will outlive your life and add to the work of many other ONES.

So, again, thank you for being ONE very important part of this movement!

I hope you're as excited as I am to see just how far we can go, together!

Looking forward to the future!

Susana Eshleman  
President

*p.s. we're so delighted  
to have you on  
our team!*

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We asked #TeamCI



# The big 3: Our plan for real impact

By Gina Kellogg,  
CI Storyteller

**Y**ou've read Susana's note (pages 2-3) explaining that some big changes are happening at CI. Now, you undoubtedly want the nitty-gritty on what those changes are exactly.

In a nut shell? **We're creating a next better version of ourselves.** The vision: to more effectively provide the support and skills our kids need to become healthy, educated, empowered and employed.

To achieve that goal, we're focusing on providing kids with three essential elements:

- 1) A team of people who support them
- 2) A safe place for them to get help

- 3) A path out of poverty that addresses the issues of health, education, empowerment and employment through country-relevant and age-relevant programs and services.

## FIRST: THE TEAM

Who is on each child's team?

All CI supporters are crucial members, of course, but sponsors are particularly important because they provide individual encouragement to each child.

But, if you're a sponsor, don't feel solely responsible for your kid's future. You've got *teammates!* Lots of them! Including:



- **Field staff and volunteers** who know the kids well and what they need
- **Doctors, dentists, teachers and tutors** who provide the care and curriculum for strong bodies and brains
- **Headquarters staff in Kansas City, Missouri,** who oversee the programs and funding and ensure we make progress toward our strategic objectives and spend your contributions wisely.

## SECOND: AMAZING SPACES

Our community centers are unique to CI — extremely few organizations become integral parts of the community so kids and their families can

*own* their transformations. Hubs of activity, most of our centers are modern, well-equipped facilities that typically feature medical and dental clinics, playgrounds, libraries, computer rooms, separate spaces for teens to gather and even community gardens.

You're the reason we've been able to build so many of these safe havens smack in the middle of the communities where our kids live. They and their families rely on the facilities for clean, safe sites to study in, gather and play.

You'll see even more hammers flying in the future as we renovate and build additional centers. While each has its own unique personality, they are all amazing places that children, teens and families truly value.

## THIRD: A PATH OUT OF POVERTY

We're evaluating every program, service and benefit we offer. Each must support our all-encompassing plan to help kids develop the life skills to become healthy, educated, employed and empowered to break the cycle of poverty.

To make our programs based on these pillars as impactful as possible, we're also focusing on making them country- and age-appropriate. We're providing kids with the specific support they need when they need it. We're giving kids the resources they need based on what they lack where they live. So we'll ensure appropriate benefits and services are accessible to a boy living in rural Guatemala as well as a boy living in India's urban slums. And we'll give different support to a 5-year-old than we will a 15-year-old.

## AN IMPACTFUL EVOLUTION

We still believe the best way to address poverty in a sustainable way is to invest in our kids and empower them to break the generational cycle of poverty. We're simply evolving into an organization even more sharply focused on giving our kids what they need.

*Pssst. We're also dedicated to delivering a better experience for you, our supporters! (Get the scoop on page 12.)* ■



**UP NEXT:** Let's dive deeper into the four pillars: being healthy, educated, empowered and employed!





*the ONE thing:*

**BREAKING  
THE CYCLE  
OF POVERTY.  
PERIOD.**



For every **ONE CHILD** who breaks the cycle of poverty, your impact is **MULTIPLIED** for generations to come!



|   |   |
|---|---|
| 1 | 2 |
| 3 | 4 |

*the four pillars of our vision:*

Every child graduates from our program **HEALTHY, EDUCATED, EMPLOYED** and **EMPOWERED** to break the cycle of poverty!



What really works?

**You gotta start with kids!**

See how we'll be helping them and how we'll measure our success:



# 1 healthy

Getting kids to develop healthy habits like brushing their teeth is hard! (Remember trying to fake out your mom by wetting your toothbrush?!

Yeah, we thought so!) That's why **teaching kids healthy behaviors**

is vital so they stay well. But that's not all. We're also giving them **access to and emphasizing the use of**

**health services** — through our clinics or local resources — especially for medical issues like malnutrition, tuberculosis, common childhood illnesses and reproductive health.

**WE WILL KNOW WE'RE LEAVING AN**

**IMPACT BY MEASURING:**

- Kids' knowledge about health issues
- Their use of available health services
- Their demonstration of healthy behaviors.





## educated

Recess may be *all* kids' favorite subject, and that's okay! Going to school — and not dropping out — is what's really important. Sometimes that means explaining school's importance to parents,

as well as the kids. Or it could mean paying for fees, uniforms or school supplies, or giving them tutoring or other educational resources like scholarships. We'll work smarter to provide the support kids need to reach the target of **secondary school graduation**.

### **WE WILL KNOW WE'RE LEAVING AN IMPACT BY MEASURING:**

- Increased school enrollment
- Better scores, especially in math and reading
- More kids completing secondary school.



## employed

CI teens don't spend hours in mock interviews so they can improve their acting skills. They're focused on building confidence and impressing employers with workplace skills that enable them to end the cycle of poverty. That means understanding how to write a résumé, as well as developing relevant soft and technical skills. The end result is kids with **the knowledge needed to enter the workforce** and reach for their career dreams.

### WE WILL KNOW WE'RE LEAVING AN IMPACT BY MEASURING:

- Youths' attendance at career-skills workshops that help them find jobs
- Partnerships with local businesses to train and fill needed positions.



take this job  
and LOVE it!



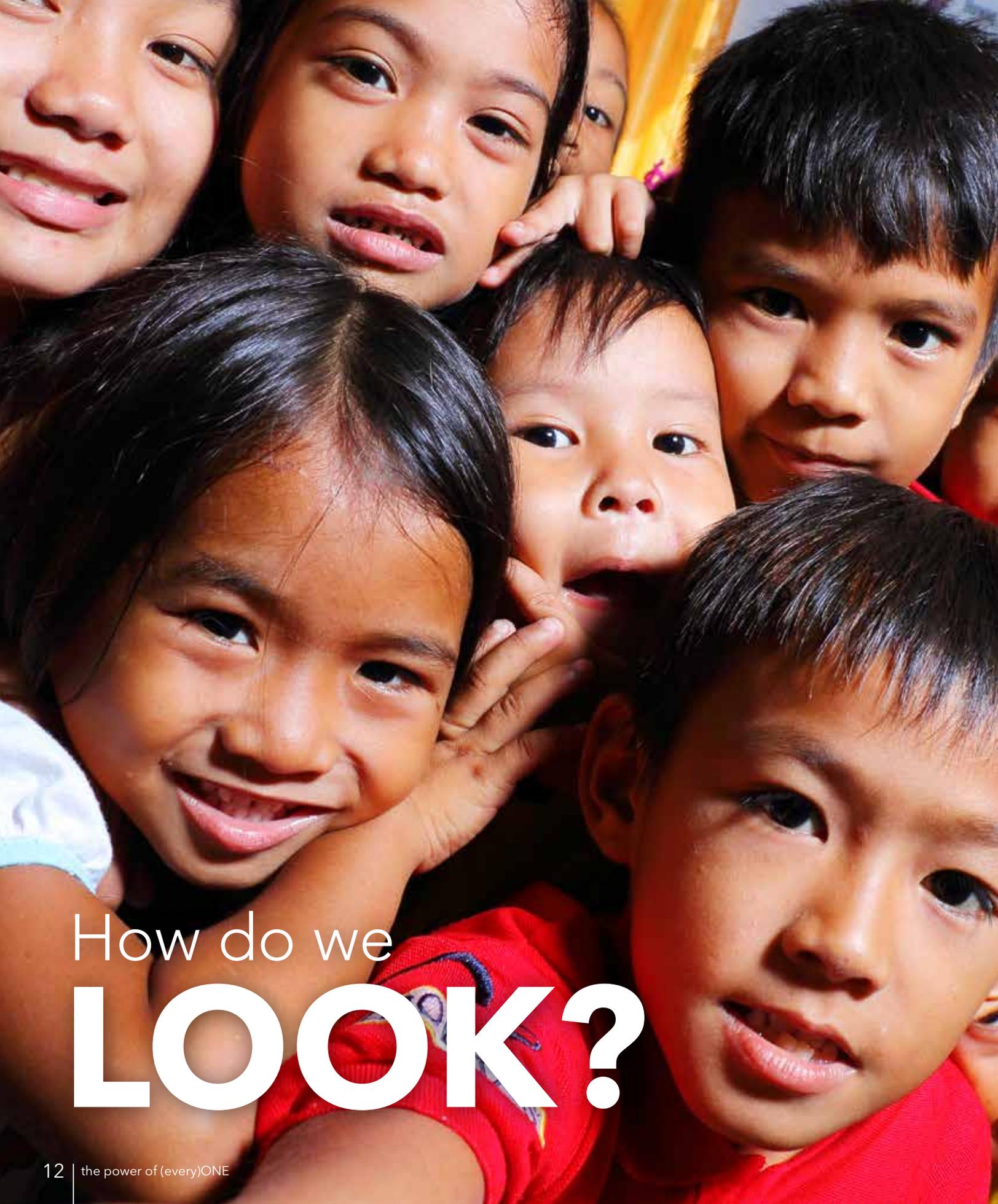
## empowered

The term “couch potato” probably wouldn’t translate for most CI kids. They’d have to look it up — assuming they have time between spearheading neighborhood cleanup initiatives, developing community literacy programs, creating microenterprises and helping change views on gender equality. And while those activities are fun, they also help kids **develop invaluable teamwork skills, like effective communication and conflict resolution, that teach them social responsibility.**

The results are kids whose efforts are rippling out to impact others around them.

## WE WILL KNOW WE’RE LEAVING AN IMPACT BY MEASURING:

- Microenterprises that bolster families’ incomes
- Community-improvement projects that better the lives of entire communities
- Strengthened life skills so youth can be agents of change.



How do we  
**LOOK?**



## OUR new logo!

What we see in it:

- **The ripple effect.** From YOU. To the kids. To the volunteers. To the communities. To the world!
- **Individual growth.** Empowering (every)ONE to be a positive agent of change.
- **A thumbprint.** Characterizing each person's impact and unique contribution to the movement to eradicate poverty.

What do you see? Tell us!

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By Nathan McKinney and Emily Eakes, Graphic Gurus

**R**oll your eyeballs up to the top of this page for a sec. A little to the left. See that rippley, circular symbol with our name next to it? Yup! That's our new logo! But it's only *one* change you'll see in our new look, which we have designed to reflect the new vision of our organization.

Sure, you'll notice new colors, too — chosen to be as vibrant as the communities our kids call home. And you'll see lots more dynamic photos that reflect the real lives of these youthful balls of fire.

Plus, here and on our new-and-improved website, **children.org**, you'll experience even more heartfelt and moving stories. We'll be expressing them more creatively than ever through stirring and inspirational words and imagery.

But underneath it all, we still only have one goal: helping kids break the cycle of poverty. And getting that accomplished starts with you and all the world-changers who are part of this bold movement. We hope our vibrant new look reflects our gratitude and makes your experience with us that much more engaging and satisfying.

In fact, we'd love to know what you think! Send a note to **editor@children.org**. We look forward to your comments and suggestions! ■



"I am glad I chose to live up to my late father's dream for me to get educated. Life has taught me that feeling self-pity is not how to solve problems. One has to take charge, and the rest eventually falls in place. I am not leaving things to chance that one day things will change. Instead, I tell myself that I will make things better."

Mirriam <sup>(18)</sup>

CI TEEN  
LUSAKA, ZAMBIA



## Otto Herrera

### SPONSOR

CALIFORNIA, UNITED STATES;  
PICTURED WITH MAYNOR (15),  
GUATEMALA CITY, GUATEMALA

# Portraits of PROMISE

Our field reporters connect us to the communities where we work. When you see a photo that inspires you, you can be sure our field reporter felt the same way when they captured it. Through their stories and pictures, they share the impact of your support and the hope it provides.

*Find a few of our favorite photos on the following pages. Then see even more on our Facebook page. (Click on Photos/Albums.)*

*By Shane J. Alliew, Verónica Arévalo, Patricia Calderón, Audrey Hamayanda, Erenia Mesa, Ashley Puderbaugh and Eduardo Uy Jr., Creative Team*

“One of the major changes in my life was starting to take part in the life of Maynor, my sponsored youth. Maynor is also the name of my first son, who died.

“This is something very special for me. Maynor’s life reminds me of my childhood: I also grew up without a father; I also had a sponsor, but I never had the opportunity to meet him. That’s why I want to make a difference in Maynor’s life. Each achievement that he makes becomes a great satisfaction for me. He is a very smart and talented guy. I am proud of him!”

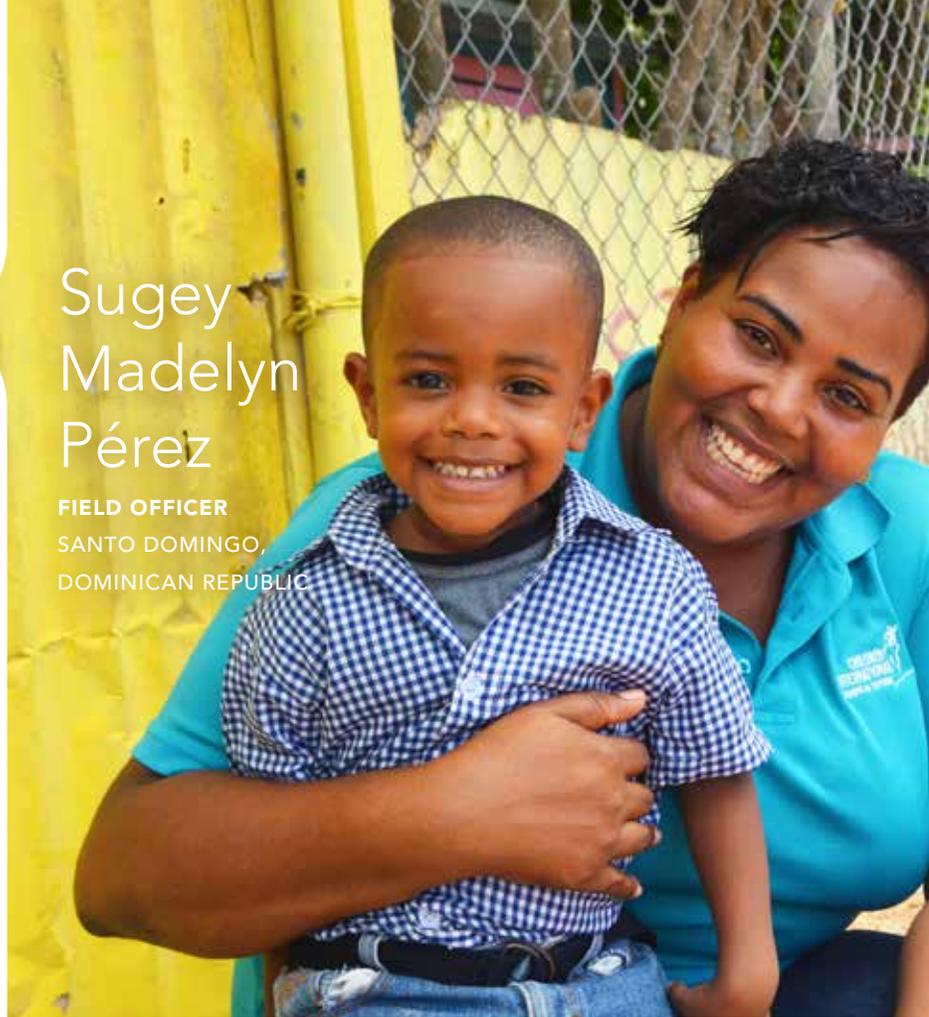
“Three years ago I became a single mother. And that made me reassess my life. It made me do a 180-degree turn.

“Despite having a career in psychology, I was very shy and fearful of changes and challenges, and this was the greatest challenge of all — being alone, pregnant, sick — because I had a high-risk pregnancy. The fact that I had to begin fighting for someone gave me new life and strength.

“To this day, this is what continues to motivate me. Now I have to be a role model for someone.”

## Sugey Madelyn Pérez

FIELD OFFICER  
SANTO DOMINGO,  
DOMINICAN REPUBLIC



## Sebastián (15)

CI TEEN  
BARRANQUILLA, COLOMBIA

“A year ago, I heard CI was going to give music lessons. I thought it was an excellent idea, especially because I wanted to do something new.

“When I joined the musical group, I focused on making my dreams come true. I used to spend my time on the streets. I did nothing productive. My parents told me that there were bad things outside. I did not pay attention to them, but now I understand why they said that.”



## Angel <sup>(9)</sup>

CI KID

QUEZON CITY, PHILIPPINES

"Before, I was not into reading books. I did not take them seriously. But since third grade, I started learning to love to read, because I wanted to improve my grades in school. I spend time in the library now, and sometimes I borrow books to read at home.

"Now, my grade of 80 in English has increased to 90. My mother is so happy!

"I believe reading skills will help me get far. They will help me easily get a job in the future. My dream is to teach English someday, so I can give back to my parents who support me and take pride in me."

"Today as a mother of a daughter, as a volunteer and as a woman, I have a different view of life. Women are not objects of play. We are humans who have feelings and emotions and — moreover — we are creators, for we give birth. I teach my daughter every day, never stay quiet for anyone or anything you feel is not correct. Speak up against it."

## Aruna Chowdhury

VOLUNTEER

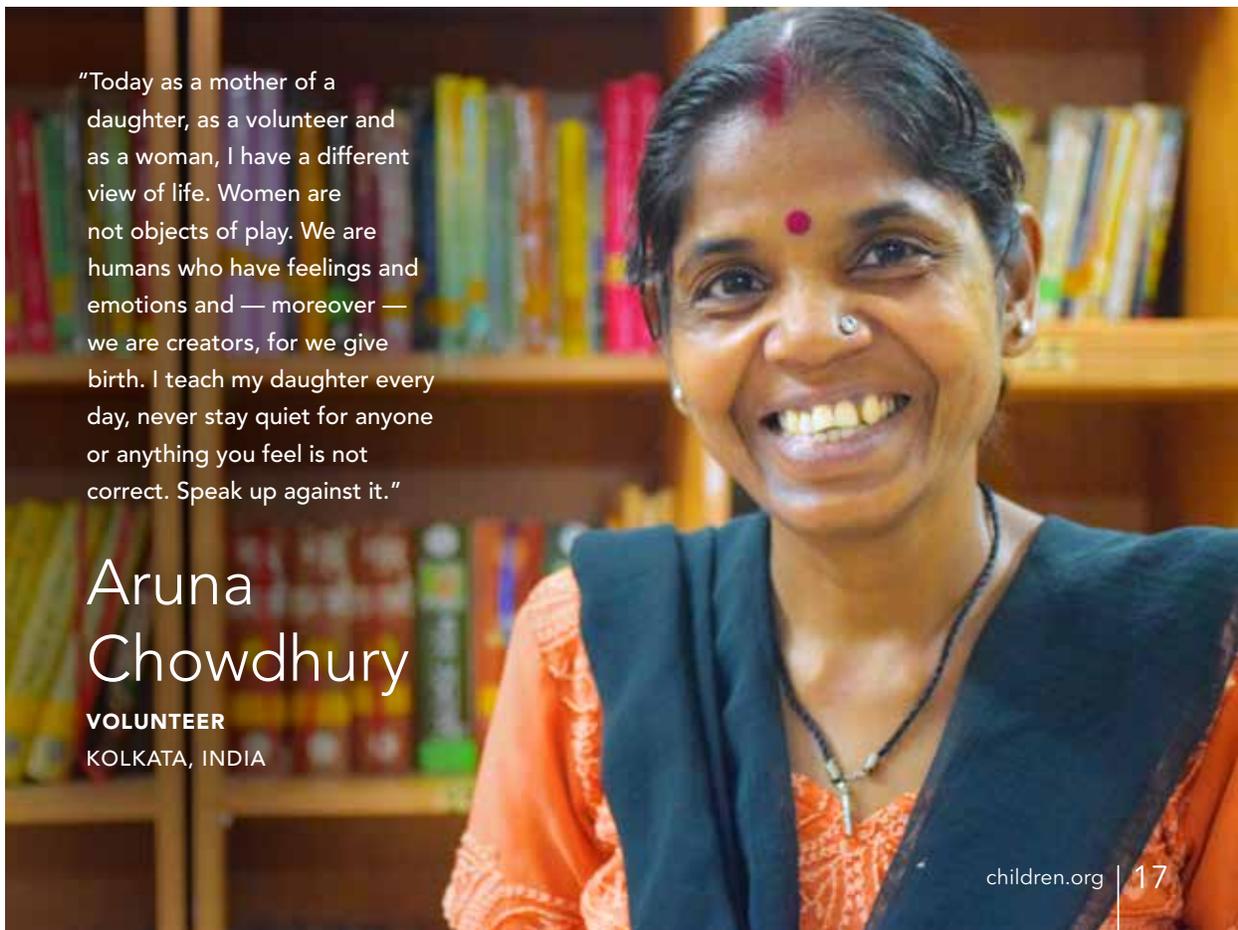
KOLKATA, INDIA



**KNOW SOMEONE WHO SHOULD BE FEATURED?**

**Send a note!**

Email [editor@children.org](mailto:editor@children.org) and we'll be in touch.







# Two continents **ONE TEAM**

Story by Jimmy Mack, Creative Team. Photo by Chiza Mkandawire.

Something special happens when ONE adult connects with ONE child in need. Both lives are changed. The world is changed. The power of (every)ONE™ becomes a reality. CI supporter Courtney Howard (26), from Wichita, Kansas, proves it.

“I knew I was interested in helping a child in Africa, and Mathews had waited the longest,” she says. “I didn’t want him to wait any longer.”

But Courtney couldn’t stop at sponsoring just one. “I thought Happy was just as cute as a button!” she says. And, with that, it was a done deal. In that moment, three lives — those of Courtney, Mathews and Happy — changed forever.

**“Sometimes things feel overwhelming as a whole, but when you break it down to just yourself and just one other person, you realize you can make a difference.”**

– Courtney, sponsor of Happy and Mathews

## SHORTENING THE DISTANCE

“I was so excited that I could help these kids, even though they were so far away,” Courtney tells us. But, the distance between her and her kids soon became a lot shorter. Not long after sponsoring them, Courtney and her fiancé, Brandon, decided to visit the boys at their home in Lusaka, Zambia.

“I was nervous on the plane rides over because I have a big fear of flying,” Courtney remembers. But her stress disappeared completely the second she saw the boys. “It felt

a little like a dream!” she says. “It was amazing! Suddenly, **my 2D kids had become 3D!** I will remember it for the rest of my life.”

## CHANGING LIVES IS A TWO-WAY STREET

Sponsors don’t just change the lives of our kids, but kids change the lives of their sponsors — not to mention all the others on the team, from volunteers and parents to staff, doctors and tutors.

“I feel like it has filled a hole in my life that I didn’t know I had,” she says. “Sometimes things feel overwhelming as a whole, but when you break it down to just yourself and just one other person, you realize you can make a difference.

“I can’t sponsor every child, but I can sponsor Happy and Mathews and make a difference to them.”

Now, Courtney’s goal is to share the power of (every)ONE with friends and family.

“Recently, one of my friends started sponsoring a little girl in Ecuador,” she says. “It’s such a good feeling to share CI with others and know you’re helping kids in need.

“If each person could just do whatever they could, **millions of people would be helped.** That power is huge.” ■

check out  
another uplifting  
story of support →



# PAYING it FORWARD

Story by Shane Alliew and Deron Denton. Photos by Shane and Katalina.

**H**ow does a young woman who grew up in poverty in the Philippines find herself teaching in the United Arab Emirates (UAE) and sponsoring a child in India?

The story begins in one of Manila's slums ...

Katalina Yambao (26) recalls that her childhood community was rife with alcoholism, drug addiction and crime. "My five siblings and I had to fight for survival each day," she says.

Katalina's father (also born into poverty) was a barber. He constantly

fought to earn enough money to support his family. And a refurbished pig pen, with walls and a roof, was better than no shelter at all.

## GETTING HER POWER ON

Throughout her childhood, Katalina struggled to stay in school. But all the assistance and encouragement she received from her sponsor and from **CI's programs and staff gave her the courage** to keep striving for a better life.

"Being a sponsored child," she says, "sparked hope in my heart for the future."

Katalina entered the CI program at age 6. Soon thereafter, the message of empowerment she started receiving from her sponsor helped her excel. "I began to believe that I was loved, by my sponsor and by God," Katalina adds.

## A TOTAL TRANSFORMATION

With high school on the horizon, Katalina truly began to blossom. Initial involvement with various CI youth programs helped her develop self-confidence. She became more outgoing and eventually took on leadership roles, mentoring peers and younger kids.



Katalina at 13



**“Being a sponsored child sparked hope in my heart for the future.”**

“Through these programs,” Katalina says, “I met different kinds of people and learned from their experiences. I found a genuine desire to make my life better and learned how to act on that desire.”

As graduation from high school approached, Katalina desperately wanted to attend college. But her family’s limited resources made that dream seem as likely as going to the moon. Thanks to her exceptional grades and CI’s support, though, she earned a HOPE (Helping Overcome Poverty through Education) scholarship. This assistance was bolstered

when Katalina managed to make the varsity table tennis team at the University of the Philippines.

### **GOING GLOBAL**

In 2009, Katalina earned a bachelor’s degree (with honors) in elementary education. She’s now a teacher in Dubai, U.A.E. She also tutors kids from all over the world, including a child, coincidentally, from Kansas City, Missouri, where CI’s global headquarters is located!

And, because she experienced the transformative power of sponsorship

firsthand, Katalina has herself become a sponsor. She met 6-year-old Kamil for the first time on a recent visit to Delhi, India.

**“Sponsorship taught me to be grateful** for what I have,” Katalina says, “and to show thanks to the people who gave to me. Even when I had nothing else, I had hope that everything would turn out well and that, one day, I could even change someone else’s life.”

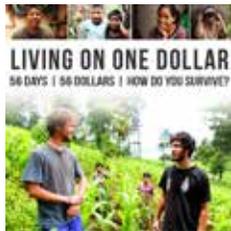
It did turn out well. And now Katalina is changing someone else’s life. That lucky someone is Kamil. ■

# EXPAND your WORLD

By David Nebel and Jimmy Mack, Cultural Cultivators

Get a glimpse into the realities of our kids' lives with some select choices in entertainment and culture by two members of Team CI.

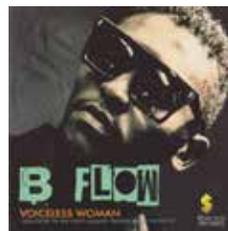
Whether you want to learn something new or just have a little fun, we've done the legwork and picked out stuff that educates, entertains, inspires — or does it all!



## VIDEO: "Living on one dollar"

For two months, filmmakers documented the harsh reality of surviving on an average of US\$1 per day in a small rural town in Guatemala. In the process, they befriend neighbors, sharing in their lives and revealing truths about the human condition, regardless of culture, wealth or ethnicity.

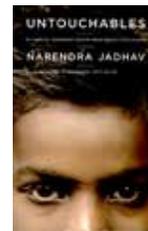
Check it out on Netflix or at [livingonone.org](http://livingonone.org).



## MUSIC: B-Flow's "Voiceless woman"

B-Flow's music has more than just a good beat to it. "Voiceless Woman" is a cry to end senseless gender-based violence against women and girls. Its perfect blend of contemporary pop beats, reggae sounds and traditional Zambian instrumentals will keep you listening until the final note.

Download the album on [amazon.com](http://amazon.com).



## BOOK: "Untouchables: My family's triumphant escape from india's caste system" by N. Jadhav

The Indian government has passed laws and protections to reduce discrimination between socio-economic groups, known as castes. Despite these efforts, discrimination and even violence still occurs — especially among the Dalits.

Get it on [amazon.com](http://amazon.com) or from your local bookstore.



## TOY: Trompos

The *trompo*, or spinning top, is a popular toy in Latin America. Typically made of wood by master craftsmen and decorated to reflect the culture of their country, these seemingly simple toys are not so easy to use. But once you get the proper technique down, you'll find yourself spending hours spinning away!

[Amazon.com](http://Amazon.com) has trompos from around the world.

Sign in through [smile.amazon.com](http://smile.amazon.com) and a portion of your purchase supports (y)our poverty-busting work!

We asked

# #TeamCI

What's the funniest thing a kid has ever said to you?



**Want more?**

Check out [children.org/funny-kid-phrases](http://children.org/funny-kid-phrases).



"I was reading to a group of kindergartners. After we finished, I asked if there were any questions. One kid asked, **'Why is your head so big, big, big?'**"

– Ryan Davis, director  
(Little Rock, Arkansas)



"My 5-year-old sister had just come back from school. I inquired what she had for lunch, to which she replied, **'Paralyzed rice!'** (I think she meant fried rice ...)"

– Musha Tarafdar, youth volunteer  
(Kolkata, India)



"I told a sponsored boy to tell the doctor exactly how he was feeling. The child immediately responded, **'I feel like eating a lot of delicious food!'**"

– Maria Selina Aspra, field officer  
(Bicol Region, Philippines)



**"What will you do if that cow you are trying to move chases you?"**

– Shane J. Alliew, field reporter  
(Kolkata, India)



## Our vision

Our vision is that every child graduates from our program healthy, educated, employed and empowered to break the cycle of poverty.

## Field Reporters

**COLOMBIA**  
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Marelvis Campo

**DOMINICAN REPUBLIC**  
Erenia Mesa

**ECUADOR**  
Patricia Huerta  
Andrés Rosero

**GUATEMALA**  
Ada Verónica Arévalo

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