

Wednesday, August 18, 2010

# PRESS RELEASE

## World Vision calls on Canadian government to match private donations to Pakistan flood response

As the flood disaster gets worse for children and families across Pakistan, donations to the response are falling far short of the needs. A Canadian government commitment to match private contributions is urgently needed to motivate Canadians to get behind relief efforts, World Vision Canada said today.

"In our experience donations spike when the government announces it will match donations. Every disaster has a fundraising window, and without additional funds fast, illness, homelessness and inevitably more deaths will continue to stalk Pakistani families," said Dave Toycen, president & CEO, World Vision Canada.

To date, World Vision Canada has raised more than \$400,000. The agency has set a fundraising target of \$1 million in Canada.

As many as 20 million people country-wide have been affected by the floods, including 3.5 million children who are most at risk of waterborne illnesses such as cholera. Monsoon rains continue, and it is estimated that one-fifth of the country is underwater.

### FACTS

- World Vision aims to reach approximately 300,000 people over the next three months in Khyber Pakhtoonkhwa Province (KPK), Sindh and Punjab. So far it has reached 21,000 people with food, water, and cooking items, and is planning distributions of water purification tablets, tents and hygiene kits.
- World Vision is providing basic health care at five clinics in Lower Dir, where more than 2,500 patients have been treated for flood-related ailments.
- World Vision is also working to set up 20 child-friendly spaces and 20 women-friendly spaces – safe and comfortable environments where children and women can receive psychosocial support.
- World Vision has been working in Pakistan since 1992, focusing on emergency relief and response, child protection, HIV and AIDS awareness, sustainable economic development, health and hygiene and empowering women.

For pictures and interviews with World Vision experts, contact:  
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