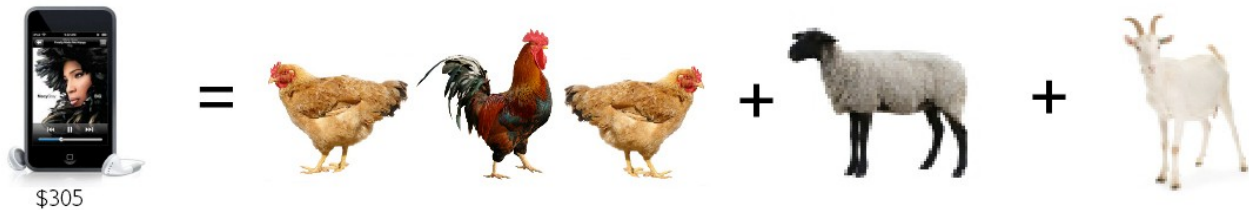


Comparison Shopping: What's on your Christmas wish list?



Price range: Gifts under \$60

Amount	Item	World Vision Gift Catalogue Item
\$30	30-song download card	2 mosquito nets to reduce bites by up to 95 per cent, protecting up to four children from malaria
\$40	Gift certificate to a clothing store	1 piglet can provide "natural" fertilizer for gardens and a source of protein
\$60	Designer shoes	10 fruit trees will produce tons of fruit and much-needed income

Price range: Gifts under \$500

Amount	Item	World Vision Gift Catalogue Item
\$120	Nano MP3Player (8G)	1 child labourer can go to school and avoid exploitation through access to education, advocacy and direct assistance
\$305	Touch-screen cell phone	2 hens and a rooster can produce 150 eggs a year 1 goat can provide 250 litres of protein-rich milk and extra income 1 sheep can produce wool, meat, milk, fertilizer and fuel for a family
\$500	Blu-ray Disc Player	4 families will be given fruit trees, providing them with an excellent lifelong source of vitamins and nutrients

Price range: Gifts under \$5,000

Amount	Item	World Vision Gift Catalogue Item
\$700	Laptop	7 communities will receive immunizations for their children to vaccinate them against preventable diseases
\$2,000	46" Plasma TV (HDTV)	20 medical clinics will be stocked with vital supplies, including syringes, IV kits, painkillers, sterile bandages and medicines
\$4,000	A week's vacation for two	1 home will be built for children orphaned by AIDS

Price range: Gifts under \$315,000

Amount	Item	World Vision Gift Catalogue Item
\$15,000	Kitchen renovation	1 drilled well can provide up to 11,000 litres of water a day
\$25,000	25-foot sail boat	100 small loans to help families in need start their own businesses
\$315,000	Luxury car	10,000 people will benefit from a development project 2 wells will be drilled 5 latrines will be constructed 1 borehole will be drilled 10 hand pumps will be installed 400 children will be given access to health care and nutrition 1 classroom will be built and another rehabilitated

Note: Items reflect prices for the week of August 14, 2008

Facts on hunger, water and children affected by conflict and HIV and AIDS

World Vision raises funds for programs that tackle hunger and other critical problems linked directly to poverty, including water shortages, conflict and HIV and AIDS. Here are some key statistics on these issues and how they affect children.

Facts	Gift Items
<p>Hunger and Malnutrition</p> <ul style="list-style-type: none"> • Number of people in the world who suffer from chronic malnutrition: 854 million SOURCE: Food and Agriculture Organization (FAO), <i>The State of Food Insecurity in the World 2008</i> • Percentage of children living in poverty in the world: almost 50 SOURCE: United Nations Children's Fund (UNICEF), <i>The State of the World's Children 2005</i> • Percentage of underweight children under the age of five worldwide: 25 SOURCE: United Nations Children's Fund (UNICEF), <i>The State of the World's Children 2008</i> • Estimated number of daily child deaths linked to extreme poverty: nearly 30,000 SOURCE: United Nations Children's Fund (UNICEF), <i>The State of the World's Children 2005</i> 	<ul style="list-style-type: none"> • \$55 - two hens and a rooster • \$65 - 10 fruit trees • \$100 - a goat
<p>Water</p> <ul style="list-style-type: none"> • Number of people worldwide who do not have access to safe water: 1.1 billion SOURCE: United Nations Development Programme (UNDP), <i>Human Development Report 2006: Beyond Scarcity: Power, Poverty and the Global Water Crisis</i> • Number of people who die each year of water-related diseases: 5 million SOURCE: Pacific Institute, <i>Dirty Water: Estimated Deaths from Water-Related Diseases 2000-2020</i>, 2002 • Length of time the human body can survive without water: five to seven days SOURCE: Environment Canada. Freshwater website: Quickfacts, 2007 • Average daily quantity of water used by a person living in a developing country: 10 litres SOURCE: United Nations Environment Programme (UNEP) World Environment Day website • Amount of water used during a five-minute shower: 100 litres SOURCE: Environment Canada. Freshwater website: Quickfacts, 2007 • Average daily quantity of water used by someone living in Canada: 335 litres SOURCE: Environment Canada. Freshwater website: <i>Water: No Time to Waste</i>, 2007 • Funding required to reach the goal of providing clean drinking water for everyone in the world: \$12-35 billion additional funding annually SOURCE: United Nations Education and Scientific Cultural Organization (UNESCO) and World Water Assessment Programme (WWAP), <i>The Millennium Development Goals and Water</i>, 2007 	<ul style="list-style-type: none"> • \$75 - a water filter for one family • \$150 - clean water for a family • \$15,000 - drill a well

<p>Children Affected by Conflict</p> <ul style="list-style-type: none"> • Number of children, under 18, currently serving in government forces or armed rebel groups: 300,000 SOURCE: Human Rights Watch, <i>Facts About Child Soldiers</i>, 2006 • Number of countries where children are currently serving in armed forces: 36 SOURCE: Human Rights Watch, <i>Facts About Child Soldiers</i>, 2006 • Number of children forced to flee their homes and live as refugees: 9 million SOURCE: United Nations High Commissioner for Refugees (UNHCR), 2000 • Number child soldiers worldwide: 300,000 SOURCE: Human Rights Watch website: Child Soldiers • Annual worldwide military spending: \$1.3 trillion SOURCE: Stockholm International Peace Research Institute, <i>SIPRI Yearbook 2006: Armaments, Disarmament and International Security</i> 	<ul style="list-style-type: none"> • \$4,000 - build a new home • \$75 - restore a child soldier
<p>HIV and AIDS</p> <ul style="list-style-type: none"> • Number of people living with HIV in the world today: 33.2 million SOURCE: Joint United Nations Programme on HIV/AIDS (UNAIDS), <i>2007 AIDS Epidemic Update: Global Summary</i> • Number of people under 25 who become HIV-positive every minute: Four SOURCE: Joint United Nations Programme on HIV/AIDS (UNAIDS), <i>2007 AIDS Epidemic Update: Introduction</i> • Number of children infected with HIV each day: 1,150 SOURCE: Joint United Nations Programme on HIV/AIDS (UNAIDS), <i>2007 AIDS Epidemic Update: Global Summary</i> • Number of seconds between each new HIV infection worldwide: 12.6 seconds SOURCE: Joint United Nations Programme on HIV/AIDS (UNAIDS), <i>2007 AIDS Epidemic Update: Global Summary</i> • Percentage of the population with HIV in the world's most AIDS-affected countries: more than 20 SOURCE: Joint United Nations Programme on HIV/AIDS (UNAIDS), <i>Report on the Global AIDS Epidemic: Executive Summary, 2006</i> • Number of people infected with HIV in Canada: 58,000 SOURCE: Health Canada, <i>The State of the HIV/AIDS Epidemic in Canada</i>, 2006 • Number of people who die each day due to AIDS: 5,753 SOURCE: Joint United Nations Programme on HIV/AIDS (UNAIDS), <i>2007 AIDS Epidemic Update: Global Summary</i> • Amount pledged by Canada to the Global Fund to Fight AIDS, Tuberculosis and Malaria 2008-2010: \$450 million SOURCE: Government of Canada, Ministry of Finance Budget 2008 	<ul style="list-style-type: none"> • \$75 - mother-to-child HIV prevention • \$400 - stock a fully equipped mobile clinic

Background

World Vision is a Christian relief, development and advocacy organization whose purpose is to create lasting change in the lives of children, families and communities by overcoming poverty and injustice through:

- **Sustainable development:** In partnership with local communities, World Vision works to help children and families move toward lives of dignity and security. With appropriate assistance, poor communities can enhance education, improve health care, yield better crops, generate more income and jobs, foster self-development, and nurture and protect their children. In 2007, we provided hope and assistance to approximately 100 million people in nearly 100 countries. More than 3.4 million children are sponsored through World Vision, including 454,000 children sponsored by Canadians.
- **Emergency relief:** During natural disasters and other emergencies, World Vision protects vulnerable people and provides emergency relief such as food, water, shelter, medicine and clothing. World Vision also assists communities to reduce the risk of disasters by helping them to improve health care, education, water, sanitation, environmental protection and human rights.
- **Advocacy and education:** World Vision advocates for national and international policies that will ensure the rights of children and respect the rights of all. We engage and equip Canadians to become agents of change in the fight against global poverty. World Vision is also a leading member of the national Make Poverty History campaign.



World Vision serves all people in need, regardless of religion, race, ethnicity or gender.

History

The Rev. Bob Pierce, World Vision's founder, was profoundly moved by the poverty and hunger he witnessed during a trip to Asia in 1950. He met an abandoned child named White Jade who was being cared for by her teacher. Pierce gave his last five dollars to White Jade's teacher, along with a promise to send that same amount each month for the child. Soon afterward, he established a child sponsorship program to assist children orphaned during the Korean War. Funds from child sponsorship assisted poor children with food, education, health care and vocational training. World Vision gradually expanded its work throughout Asia, and into Latin America and Africa.

In the 1970s, World Vision established an emergency relief division and has since responded to the world's worst humanitarian disasters, including the famine in Ethiopia, the genocide in Rwanda, hurricanes in Central America, war in the Balkans and the Southeast Asia tsunami. During this time, World Vision also began long-term development work that addresses community needs such as water, sanitation, education, health care, income generation and leadership training.

Today, World Vision is Canada's largest private relief and development agency, and enjoys the support of 579,000 individual Canadians, as well as corporations, churches and government bodies. World Vision is a key partner of the Canadian International Development Agency (CIDA) and the World Food Programme.

