

# **PROTECT A GENERATION: CHILDREN CANNOT WAIT**



**Save the Children**

**Campaign Toolkit**





## OUR VISION

is a world in which every child attains the right to survival, protection, development and participation.

## OUR MISSION

is to inspire breakthroughs in the way the world treats children and to achieve immediate and lasting changes in their lives.

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Children around the world are facing a **triple-threat to their rights from conflict, climate change and food insecurity.** Since the COVID-19 pandemic, an already dire situation has intensified, especially for deprived children in marginalized areas. Girls and refugee and displaced children are particularly at risk. These children in crisis are living in conditions with limited to no access to food, education, healthcare, and protection. The effects of the pandemic have lasting consequences, which have the potential to reverse decades of progress that has been made for the rights of children.

We must move quickly to ensure these children in crisis are reached and supported. We cannot let an entire generation of the world's children be left behind.

***The time is now.***

***Children cannot wait.***

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It is estimated that some

**235 MILLION**

people will need humanitarian aid this year

**40% INCREASE SINCE 2020**

and an estimated **half** will be **children**.

An entire generation of children

will be affected from

**BEING OUT OF SCHOOL**

which also significantly increases the risk of child **abuse, exploitation, child marriage or children dropping out of school permanently.**

**GIRLS**

in particular, are at a higher risk of gender based violence from not being in school.



More than

**1 BILLION**

children had their learning interrupted and

**300 MILLION**

of them still remain out of school due to the affects of the pandemic.



There is a large amount of children

on the brink of acute and severe malnutrition due to

**DANGEROUS FOOD SHORTAGES**

and a risk of

**FAMINE**

in many countries, including **Yemen, DRC, South Sudan, and parts of Nigeria.**



There is a huge funding gap for

**HUMANITARIAN ASSISTANCE GLOBALLY**

with only **half of global appeals filled in 2020**. If the global community, including Canada, doesn't step up to fill this gap in 2021 the consequences for children will be enormous.

**SARAH**



***"I wish I could go back to my school and village; I wish with all my heart that the war stops."***

Sarah\* and her family fled their home from deadly airstrikes, making them displaced since the beginning of the war in Hodeidah. She is unable to attend school to access an education, which is keeping her behind.



## HASAN



**Hasan\* and his brother Kareem\*** – Hasan is 9 and lives with his parents and brother Kareem. The entire family live in makeshift camp with basic conditions in Idlib, Syria. Hasan's school was targeted during a shelling, killing one of his friends and injuring another.

\*names have been changed to protect identities

## TAKE ACTION NOW!



**LEARN  
MORE**

Visit our website for ways to take action and helpful resources

**CLICK  
HERE**



**DONATE**

Show your support! Donate to our Children Emergency Fund to protect children living in some of the worlds worst humanitarian emergencies

**CLICK  
HERE**



**SIGN OUR  
PETITION**

Funding to support children in crisis is falling short. Tell Canada's leaders you want to see action now!

**CLICK  
HERE**



**WRITE A  
LETTER TO  
YOUR MP**

Share with your Member of Parliament that you care about children in crisis and that you want Canada to act now!

**CLICK  
HERE**



**SHARE ON  
SOCIAL**

Let the world know you care about children in crisis. Repost children's stories and use your voice to stand up for children's rights with the hashtag **#protectageneration**



# CHILDREN LIVING IN CRISIS

HALF OF ALL THE CHILDREN IN NEED  
THIS YEAR LIVE IN JUST EIGHT COUNTRIES

In 2021, the number  
of people in need of  
humanitarian assistance  
is expected to increase by

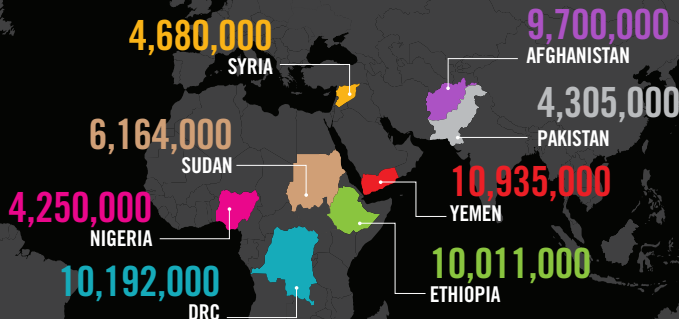
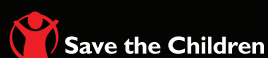
**40%, to  
235 MILLION**

## COVID-19

has put decades of  
progress at risk for  
vulnerable children

**72 MILLION**

children living in conflict areas globally



#protectageneration

[www.savethechildren.ca/protectageneration](http://www.savethechildren.ca/protectageneration)

## FACTS

**1 IN 33**

people worldwide will need  
humanitarian assistance and  
protection in 2021, the highest  
figure in decades

The pandemic is estimated  
to push an additional

**2.5 MILLION**

girls into **child marriage** by  
2025, reversing decades of progress

Half of all children in  
need in 2021 live in just

**8 COUNTRIES**

(Yemen, DRC, Ethiopia,  
Afghanistan, Sudan, Syria,  
Pakistan, and Nigeria)

**80%**

of the population in

**YEMEN**

will need humanitarian  
assistance in 2021

In Sudan,

**1.1 MILLION  
CHILDREN**

are going hungry and compared to  
2019, half a million more children  
are at risk of extreme hunger

Even before the harsh  
economic impact of the  
**COVID-19 crisis,**

**80%**

of people in **Syria** were living  
below the international  
poverty line

For more information and to find out how you can get involved, please contact  
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