

## Starwood Hotels & Resorts and UNICEF 20th Anniversary

### Accompanying info for Country Offices

#### INTRODUCTION:

UNICEF and Starwood Hotels & Resorts are celebrating 20 years of partnership. Since 1995 guests and employees have raised nearly \$35 million to help UNICEF improve the lives of more than 4.5 million children around the world.

Check Out for Children™ is the core programme which invites guests to add \$1, €1 or £1 to their bill upon check out to support UNICEF. The partnership also includes an annual employee fundraising campaign called Road to Awareness™.

#### COUNTRY IMPACT FIGURES:

These are some of the key impacts that Starwood funds have had on UNICEF's work for children over the years. This is not an exhaustive list by any means, but should hopefully provide relevant country offices with key facts to support their media outreach.

#### Eastern Africa

##### Malawi:

- Between 2008 and 2009 Starwood supported 238 Community Based Childcare Centres with training for 162 care givers and also provided learning and play materials. Funding also provided cooking and eating utensils, renovations for a playground and communal gardening projects which provided nutritious meals to over 5,000 children. Overall around 23,800 children were supported.
- Starwood also supported counselling for vulnerable children who have lost their parents or who have terminally ill parents. Volunteers were provided with training to help children come to terms with their experiences and overall 15,890 children were supported.

##### Madagascar:

- In 2009, funds raised through our partnership with Starwood, provided water and sanitation facilities and educational materials for 8 schools. This included 8 water points and hand pumps and 16 toilet blocks. Teachers in the school were trained on safe hygiene practices and 1,600 water buckets were given to pupils and teachers so they could collect water at school and take home to their families.
- In 2010, Starwood's work supported the training of 190 young people to raise awareness of HIV to their peers and supported a young person's HIV telephone hotline. In total 25,315 young people were supported with HIV awareness. Equipment was also provided to 7 youth centres and 5 health centres.

##### Ethiopia:

- In 2009, 20,000 mosquito nets were given to remote communities and health workers were trained in how to handle them properly and raise awareness of their importance.

- 56 health workers were trained in detecting malaria and workshops on malaria were held with 162 community members.

#### Uganda

- In 2010 funds provided refresher training on basic health care for 1,594 Village Health Team members, including spotting signs of malaria, pneumonia and diarrhoea.
- Medicines and equipment were also provided.

#### Somalia

- In 2011, Starwood helped UNICEF provide life-saving clean water for 1.8 million people across central and southern Somalia (with support from other donors).

#### Democratic Republic of Congo

- In 2010 Starwood helped UNICEF support 29,072 orphans and vulnerable children in DRC, including access to school, helping former child soldiers reintegrate back into society, and life skills training.

#### Mozambique

- In 2008 fundraising through Starwood helped create radio and TV programmes to help promote social change and keep children healthy, including involving 1,098 children in the production of the programmes.

#### **Western Africa**

##### Chad:

- Between 2008 and 2009 Starwood enabled UNICEF to strengthen health services (including advocacy and training) for the prevention, diagnosis and treatment of malaria, which has helped save the lives of pregnant women and children.
- Starwood fundraising efforts provided 6,000 mosquito nets and anti-malaria medication.

##### Senegal:

- Between 2008-2009, 9 local health officers were trained on safe sanitation, which resulted in 240 talks and home visits in 1,500 villages. In total 15,000 people learnt about good hygiene practices.
- Starwood fundraising allowed for the building of 30 toilets and training for local volunteers who then built a further 1,130 toilets, helping to reduce disease in communities.

##### Nigeria:

- In 2009 Starwood supported the production of a radio drama series to provide young people with HIV prevention messages.
- 200 service providers were trained to help reduce young people's vulnerability to HIV.

- 800 young people were trained as peer educators and provided with awareness materials.

## **Northern Africa**

### Egypt:

- In 2012 2,364 children were supported with centres, night shelters and outreach services
- 233 children were reunited with their families
- 857 children received psychosocial support
- In 2009 funds helped provide vital support services for 2,000 children, including counselling, art therapy workshops, information about how to avoid HIV and education.

## **South Africa**

- In 2010 funding gave 1,500 children a life-changing education.
- 2,400 girls took part in a mentoring and skills development programme with leading South African companies to help open up new opportunities for young women in the country.

## **Asia**

### Pakistan:

- Between 2009-2010 Starwood supported UNICEF to support 5,000 vulnerable children, including counselling, family reintegration and the creation of 13 child protection centres.
- In 2011, funds helped establish 65 schools in Pakistan following devastating floods to help 10,627 children continue their education.

## **Europe**

### Ukraine:

- In 2009 Starwood's fundraising allowed for pilot projects to help 240 babies born to HIV mothers to receive early detection.
- Training for 8 laboratory assistants in Dry Blood Spot (DBS) technology for early diagnosis in babies and successful advocacy to include DBS in routine laboratory practices.

### Romania

- In 2011 Starwood supplied 196 schools with much needed teaching materials, supplies and equipment, including computers and workbooks, to create a better learning environment for children and reduce drop-out rates. The materials benefitted 35,042 children and through UNICEF support 66% of children at risk of dropping out improved their school attendance.

## **Middle East**

In 2012:

- Funds helped track and promote attendance in Lebanon schools for 37,000 Syrian refugee children.
- Create new education opportunities in Iraqi refugee camps for 5,600 Syrian refugee children.
- Funds made vital improvements to 8 schools in Iraq for Syrian refugees, helping over 4,500 children.