



Save the Children®
100 YEARS



CHANGE FOR CHILDREN
I L L U S T R A T E D

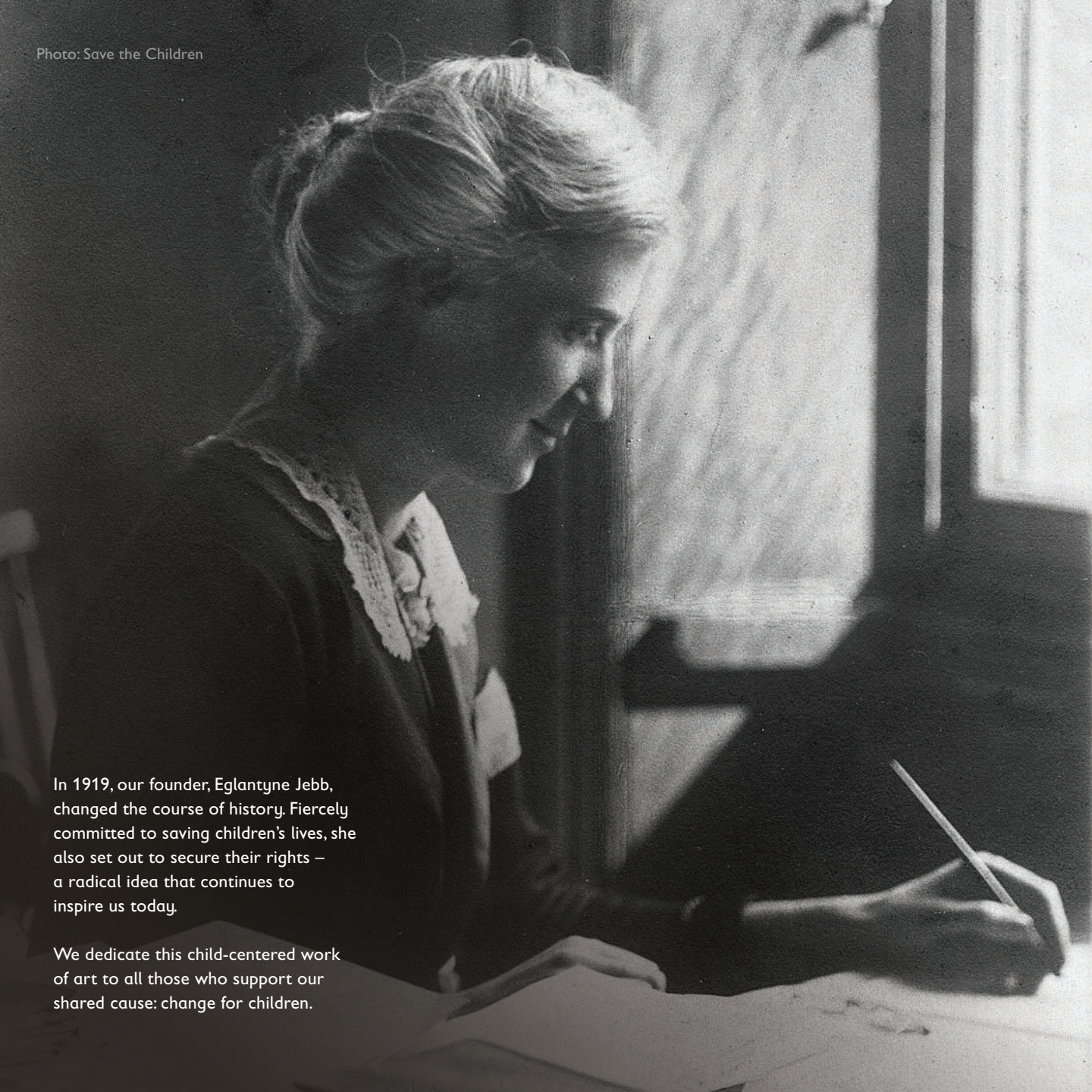


Photo: Save the Children

In 1919, our founder, Eglantyne Jebb, changed the course of history. Fiercely committed to saving children's lives, she also set out to secure their rights – a radical idea that continues to inspire us today.

We dedicate this child-centered work of art to all those who support our shared cause: change for children.

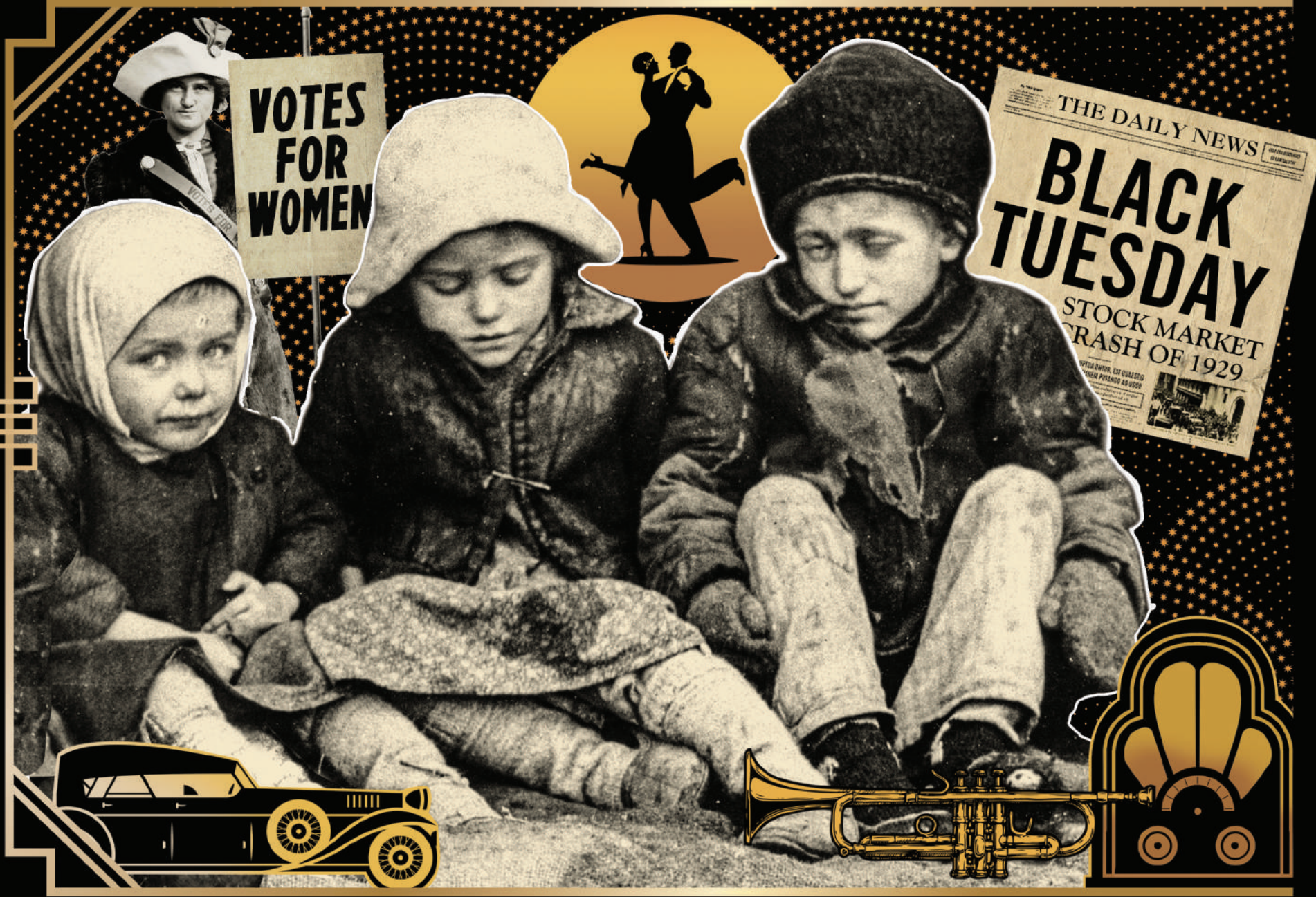
CHANGING HISTORY CHANGING LIVES

There are moments that define a life. Your first job, the birth of a baby, a cherished anniversary, the death of a friend. As well as moments that define our shared experience in the world – Pearl Harbor attacked, rock 'n' roll, our president shot, "I Have a Dream," AIDS, the internet, 9/11... and the list goes on.

These are the moments that define us, too. Because throughout 100 years of ever-changing world history, Save the Children was there, changing lives. As we commemorate our centennial, we invite you to join us on a remarkable journey through the decades of change for children.

Change made possible, thanks to you.

For more on our 100-year legacy of change for children, go to savethechildren.org/100.



THE 20s

We were there, changing lives.

- 1919** Eglantyne Jebb, with her sister Dorothy Buxton, launched Save the Children to save suffering children across post-World War I Europe – declaring the world owes the child the best it has to give. She boldly asked British citizens to sponsor children of former enemies.
- 1921** 675,000 children and adults survived the Russian famine, one of the 20th century's deadliest disasters, thanks to our first, large-scale emergency response, including the delivery of 600 tons of food.
- 1924** The Declaration of the Rights of the Child, drafted by Jebb, was adopted by the League of Nations, becoming the first international recognition of rights specific to children.
- 1928** On her death, Eglantyne Jebb left a legacy of lasting change for children.

Thanks to our early supporters, Save the Children drew the world's attention to the plight of Russia's starving children with a pioneering film, saving hundreds of thousands of precious lives. Save the Children, Russia, 1923.



THE 30s

We were there, changing lives.

1930s

We opened a child relief center in Ethiopia, our first African program. We launched the Child Protection Committee in Africa and Asia. We aided refugees throughout Europe, including from British Somaliland, Spain and Poland.

1932

We started our work in America, helping Appalachia's children and families hard-hit by the Great Depression, providing hot meals, clothes, shoes and school supplies. We built playgrounds and promoted self-help gardening and canning projects. Our lunch program became a model for the federal school lunch program.

1933

When the Nazis came to power, we decried the persecution of German Jews and assisted in efforts to help them escape. We established wartime emergency nurseries, evacuation camps and safe zones in the UK.

Generous Americans helped launch our work in the U.S. during the Great Depression, so we could serve suffering children like these throughout hard-hit Appalachia. Ken Heyman, United States, 1940.



THE 40s

We were there, changing lives.

1940s

We asked supporters to sponsor children caught in the crossfire of World War II. We expanded our work to include education and farming programs for survivors, displaced families and refugees across war-torn Europe and beyond.

1942

We created safe play centers in air-raid shelters to help children cope. We published the *Children in Bondage* report that painted a picture of widespread violations of children's rights and consequent suffering. We provided clothing to 250,000 U.S. children, plus 800,000 schoolbooks.

1945

As the war ended, we were among the first into liberated areas, helping desperate children and families, including orphans, injured and displaced children and concentration camp survivors.

"Every war is a war against children," said our founder — and this child lived that truth. Thanks to compassionate people like you, we were there for children and families in need before, during and after World War II. Save the Children, Europe, 1945.



THE 50s

We were there, changing lives.

1952

Our teams arrived in Korea during the war, serving children left destitute and living on the streets; we later worked in a major refugee camp in Pusan. We opened the Serendah School in Malaya (now Malaysia), providing education and a safe place to live for boys orphaned by the Japanese occupation.

1954

We expanded our U.S. sponsorship program to include Native American children.

1956

We delivered food, shelter and medical care to thousands of refugees fleeing the Soviet crackdown on the Hungarian Revolution.

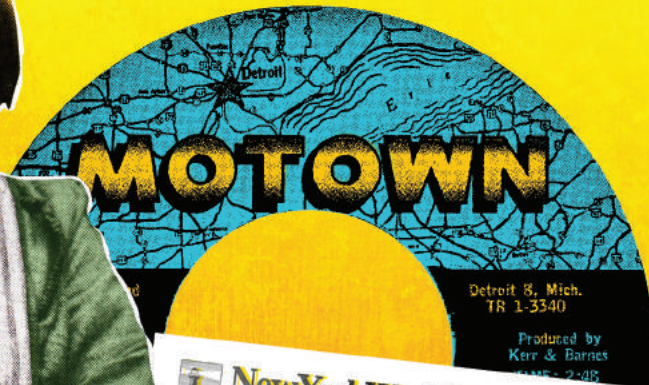
1957

We launched revolutionary "self-help" community development programs at home and overseas, helping people help themselves to benefit their children.

Not every child's days were happy. But because of you, we supported vulnerable children like these two, who braved a brutal blizzard that swept through their Navajo Reservation. Save the Children, United States, 1948.



**"I Have
a Dream"**



THE 60s

We were there, changing lives.

1960s

We aided refugees from the Chinese invasion of Tibet. We helped malnourished and war-wounded children in Vietnam.

1963

We joined the UN's Freedom from Hunger campaign – the first concerted global effort to solve hunger and malnutrition – and we expanded our work to prevent famine and food crises.

1967

As the Nigerian Civil War raged, shocking images of starving children were broadcast across the world, while our clinics helped 400 patients a day for over two years.

1968

We launched the Appalachian Fireside Craft Project to support economic development in eastern Kentucky, later marketing local crafts from around the world in our gift catalog.

No matter what's going on in the world around them, little boys and girls like this one had the chance to grow up healthy, educated and safe, thanks to supporters like you. Save the Children, Greece, 1972.



THE 70s

We were there, changing lives.

1970s We served children in America's inner cities and rural communities, as well as Native American reservations. By the end of the decade, we were working in 120 countries.

1970 We provided emergency food and medical relief in Bangladesh and India after the Bhola Cyclone, the deadliest tropical cyclone ever recorded.

1971 We responded during the Bangladesh Liberation War and accompanying genocide.

1975 Save the Children was the first international aid agency allowed back into Vietnam after the fall of Saigon. Our Community-Based Integrated Rural Development (C-BIRD) model became a standard for global development.

1979 We set up feeding clinics in Thailand for thousands of refugees fleeing Cambodia's brutal Khmer Rouge regime. We launched the Stop Polio campaign to eradicate polio worldwide.

Thanks to supporters like you, we expanded to 120 countries, ensuring children like this one have the childhoods they deserve – no matter who they are or where they're born. Judge Bentley Kassal, Colombia, 1973.

THE 80s

We were there, changing lives.

1980s

With comprehensive child survival programs, we were at the forefront of the global campaign to reduce maternal and child mortality. We developed HIV/AIDS education, prevention and treatment programs, combating prejudices and caring for orphaned and vulnerable children. Food crises in Ethiopia, Somalia, Southeast Asia and Sudan drew worldwide attention and our urgent response.

1984

We were the first to raise the alarm about impending famine in Ethiopia, soon feeding 7,000 malnourished children a day.

1989

The Convention on the Rights of the Child, based on our founder's child rights vision, was adopted by the UN General Assembly in New York City, becoming the most universally accepted human rights treaty in history.

Our dedicated supporters put smiles on the faces of vulnerable children around the world, like this little schoolgirl who cherishes the photo of her 100-year-old American sponsor. Lee Mullane, Malawi, 1985.



LIVE
AID

Newsweek

THE FACE OF
AIDS

One Year in the Epidemic

just
say no

SHALL WE PLAY A GAME

BERLIN



THE 90s

We were there, changing lives.

1990s

We campaigned for the rights of child soldiers and child refugee protection. We encouraged young people to speak about their experiences.

1991

We launched a pioneering program, based on the “positive deviance” approach, to combat crushing child malnutrition in rural Vietnam.

1994

After the Rwandan genocide, we set up a family tracing and reunification program to help unaccompanied children reunite with their families.

1997

We expanded in the U.S., providing children the support of caring adults and safe places for constructive play before and after school.

Thanks to Save the Children supporters like you, these two friends were alive and nourished in rural Vietnam, where we pioneered the lifesaving, “positive deviance” approach. Michael Bisceglie, Vietnam, 2000.

DOH!



THE 2Ks

We were there, changing lives.

2000s We helped lead global efforts to achieve the Millennium Development Goals. We launched our annual *State of the World's Mothers* report. We responded to natural disasters in the U.S. and around the world, including the 2004 Asian tsunami and Hurricane Katrina in 2005.

2002 Our *America's Forgotten Children* report spotlighted 2.5 million children living in rural poverty.

2003 We responded during Sudan's Darfur genocide. We delivered aid in the Iraq War. Kim Phuc, who survived napalm burns as a child in Vietnam, joined us to advocate on Capitol Hill.

2004 We established literacy and nutrition programs in poor, rural U.S. schools.

2006 Our Rewrite the Future initiative helped educate 40 million children living in conflict.

2007 We were appointed by President Bush to chair the National Commission on Children and Disasters.

Our supporters' compassionate generosity helped give children like Guyo, age 5, the chance for a healthy, happy childhood – and a brighter future. David duChemin, Ethiopia, 2009.



ME
TO ♀

ZIKA



WE THE
PEOPLE

THE 2K10s

We were there, changing lives.

2010s

We were there for children during the Haiti earthquake, Japan's earthquake and tsunami, Syria's war and refugee crisis, Hurricane Sandy, the Newtown school shooting, the worst ever Ebola outbreak, Nepal's earthquakes, Zika, hunger crises and more. We helped lead global efforts to establish the Sustainable Development Goals.

2014

We founded Save the Children Action Network (SCAN) as the political voice for kids.

2016

We launched our Every Last Child global campaign. We lit the Empire State Building in red on International Day of the Girl.

2017

We launched our first annual *End of Childhood* global report and ranking.

2019

In commemoration of our centennial, we're committing to end childhood deaths from pneumonia, secure early education in the U.S. and return refugee children to learning. We've launched our gender equality strategy. We're investing in innovation.

Meet Lillian, who's been participating in our programs since preschool, so she's prepared to succeed – in school and life. All thanks to supporters like you. Victoria Zegler, United States, 2017.

WINTER IS COMING

Photo: Germany, 1930s



Photo: Victoria Zegler United States, 2017

Throughout 100 years of history, from rescuing Jewish children in Nazi Germany (left) to educating children growing up in under-resourced, rural America (right), we've been there, changing lives – and we always will be, thanks to supporters like you.



CHANGE MADE POSSIBLE,

ALL THANKS TO YOU!





Save the Children believes every child deserves a future. Since our founding 100 years ago, we've changed the lives of more than 1 billion children. In the United States and around the world, we give children a healthy start in life, the opportunity to learn and protection from harm. We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

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