



Your
IMPACT

WINTER | 2019



A Champion You've Changed

Because of you, Rosa knows
there's a change coming.

By Kerri Whelan

*Cover: Portrait of Rosa, by Vincent Tremeau.
Left: Rosa and her sister at their home in
Colombia, by Vincent Tremeau.*

There are women in Rosa's community in Colombia who don't take professional jobs because their husbands forbid it. These women are forced to believe that a woman's purpose is to take care of the home, and a man's purpose is to have a career. There is no agency — no choice in these roles. And there are girls and boys watching this who think that's how things should be once they're married too.

But because of you, Rosa knows there's a change coming.

Rosa is a participant in Plan's Champions of Change program, supported by people like you, which allows boys and girls to play soccer together and have open conversations about gender equality. In a survey conducted by Plan, 44% of youth participants believed being violent is part of men's nature. But Champions

of Change is allowing young people to work together and find solutions that transform their cultures.

Since Rosa has been in the program, she's seeing male and female relationships much differently.

"The boys used to be chauvinistic, but now they're treating us differently," she says. "Girls are becoming more confident and powerful. I've learned to take control of my life, and help others who might still not know how to do that."

Rosa says many girls in her community, including some of her friends, think it's desirable to become a mother at a young age. "If they have a boyfriend, they think the best way to keep their boyfriend is to have children with him." But with Champions of Change, more girls are realizing that this isn't their only potential.

"We have our own thoughts and can do the same things that men do," Rosa says. "We are not objects, we are human beings. We're equal."

In a community where girls are rarely asked what they think, you're helping to ensure that Rosa is being listened to — by boys, men, and women alike. Because of that, she's no longer fearful of her future. She's hopeful.

"Girls are becoming a force, and we're changing minds," she says. And they have you to thank for giving them the wheel.

Learn more about the
Champions of Change project
at planusa.org/champions.

PREY IS SAFE TONIGHT

because you refused to look away

By Allison McCrave

Recently, we told you about 8-year-old Prey in Cambodia. Orphaned and neglected, Prey was all alone. Many nights she would go to bed scared and hungry, in grave danger of becoming a victim of abuse, trafficking, or worse.

But, thanks to donors like you, Prey is safe tonight. Once severely malnourished, she now has food, clean water, and medical care. Plan staff takes Prey to the health center regularly for check-ins, making sure she's well-fed and receiving the care she needs to grow stronger.

Her beloved sister, who left to find employment, has returned and is living with Prey again. We're encouraging Prey's sister to participate in our vocational training program, which would open up employment opportunities and help her support her family. In the meantime, she found a job on a nearby farm, commuting to work while Prey attends school, with financial assistance.

Local authorities patrol the area at night, and a child protection committee in Prey's community, including the village chief, police, and teachers, is working with Plan staff to ensure Prey and other vulnerable children are safe from harm. After school, Prey is taken care of by an elderly neighbor, who is a member of the child protection committee. In fact, whenever her sister is away, Prey stays with neighbors from the committee, so she's not alone.

And Prey has a new friend, her sponsor from Finland. This sponsorship is a constant reminder that there's someone out there who cares about her future, which makes all the difference in the world.

Thank you so much for opening your heart and giving children like Prey hope for a brighter tomorrow!

You can find more stories about children you've helped at planusa.org/blog.



Center: Prey, with her Aunt and surrounded by Plan International staff, receiving food and school supplies.

Top: Prey, 8, playing her favorite game of pretend cooking. Photographer: Karoliina Paatos.

Paying it forward:

Meet Faith

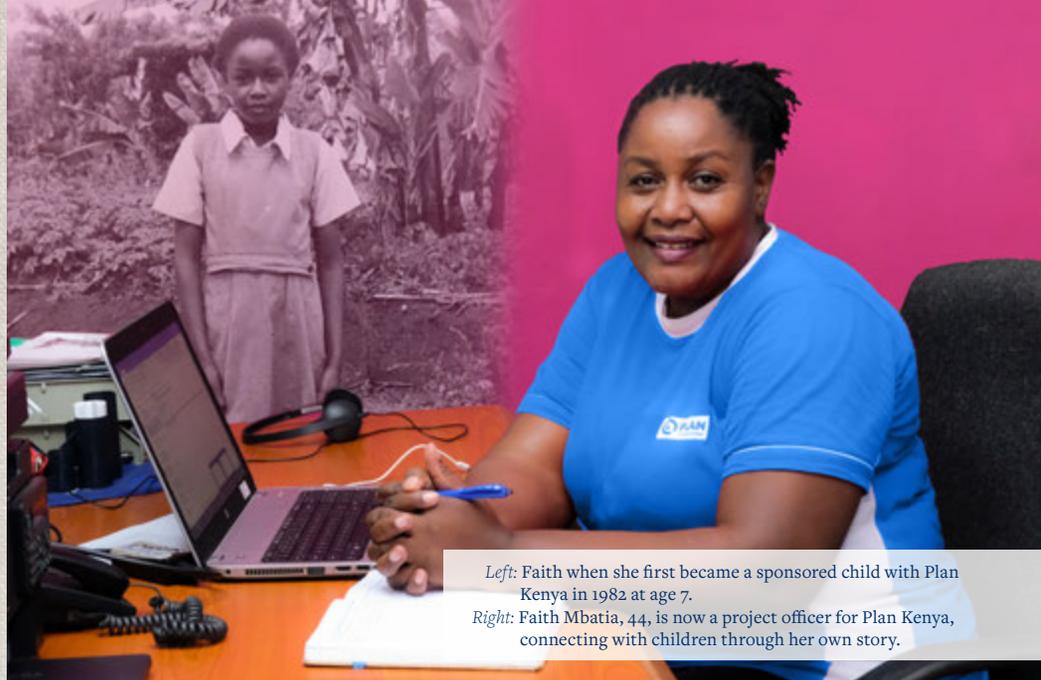
a former sponsored child from Kenya

By Catherine Rolfe

When you sponsor a child in need through Plan, you don't just help one person; you help an entire community. And, you give your sponsored child the chance to grow up into an adult who helps other people, too.

Faith, from Kenya, is a great example. She joined the Plan child sponsorship program in 1982, when she was 7 years old. Today, she's a Plan program officer — but she can still remember her sponsorship number!

"My sponsors were from the Netherlands," Faith says. "I enjoyed drawing and writing letters to them,



Left: Faith when she first became a sponsored child with Plan Kenya in 1982 at age 7.

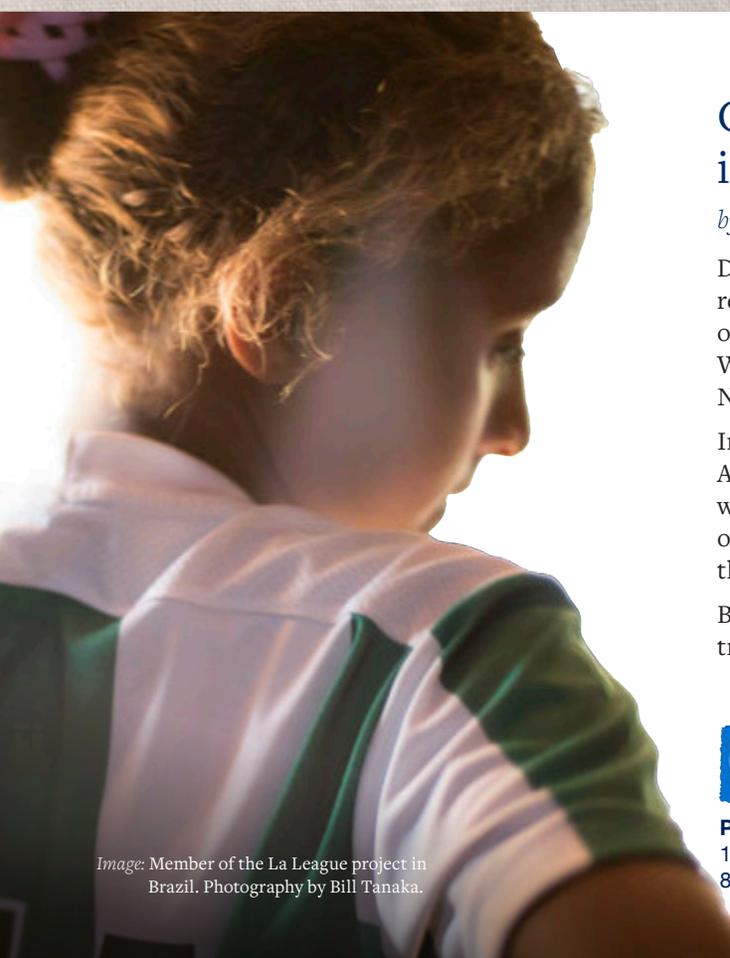
Right: Faith Mbatia, 44, is now a project officer for Plan Kenya, connecting with children through her own story.

and having my photo taken to show how I was progressing."

Over time, Plan sponsors started to have a visible impact on Faith and her community. New classrooms were built at the local school, along with new bathrooms and water sources. As a result, more girls were able to continue attending, since they didn't have to skip class to collect water for their families, or stay home when they got their periods.

When she finished school, Faith trained as a social worker and decided to work with children. So, she came back to Plan. Today, she works on a program that creates child-friendly safe spaces.

"I enjoy connecting with children through my own story," Faith says. "I wake up every day energized to reach out to children and their families with a message of hope."



Challenging Gender Inequality in Sports With Viacom

by Catalina Fischer

Did you know that nearly half of girls drop out of sports by the time they reach puberty? Unfortunately, girls aren't seeing themselves represented on screen either: only 4% of sports media coverage goes to female sports. We believe this needs to change, so we partnered with MTV, a Viacom Networks brand, to raise awareness of gender inequality in sports.

In 2019, Plan and MTV launched a first-of-its-kind campaign across the Americas to inspire youth to be part of the solution. Through December, we are sharing videos, public service announcements, social media, and other online activations to reach more than 90 million households across the U.S., Latin America, and the Caribbean.

Because of our proud corporate supporters and donors like you, we are transforming the lives of girls!



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Image: Member of the La League project in Brazil. Photography by Bill Tanaka.