

Why WOW, Why Now?



This October **WOW** will be launched as a campaign to raise awareness and money for SOS Children, the world's largest orphan charity, which cares for some of the most vulnerable and lonely children around the world today.

The first **WORLD ORPHAN WEEK** will take place nationally this October. We are already working with many celebrities, and intend to get a huge amount of national publicity.

The challenge

To make the whole of the UK aware of **WOW** and raise as much money as possible to help children around the world who have been orphaned by war, famine, disease and natural disasters, such as the recent devastating tsunami in Asia.

Let's stop talking and actually do something today – together we really can make a difference.



The Facts

- There are over 16.2 million orphans in Africa, Asia, Latin America and the Caribbean.
- In 2003, in sub-Saharan Africa 4.6 million children were orphaned by HIV/AIDS. This figure is expected to reach 7.8 million by 2010.
- There are 7.9 million orphans in Asia.
- 16% of households in sub-Saharan Africa are child-led families.

How will **WOW** help?

All of the proceeds from **WOW** will go to SOS Children, a charity currently caring for over 50,000 orphaned and abandoned children in more than 440 inspirational children's villages, in over 125 countries around the world.

SOS Children helps a further half a million people each year by providing schools, medical clinics, community development programmes and emergency relief for vulnerable children and their families. They have already taken in more than 9,000 additional children in emergency child relief centres in the regions hit by the tsunami on Boxing Day.

SOS Children have developed their unique villages over more than 50 years, to give children who have lost everything a loving, secure future.

In a world where conflict reigns in so many countries and AIDS has reached pandemic proportions, the numbers of orphaned and abandoned children needing our help is dramatically increasing.



How YOUR COMPANY can help...

We would like to work with companies across the UK in the run up to **WOW** and during **WOW** itself.

Hold an event in your office, encourage each of your colleagues to donate an hour's pay during **WOW**, start a payroll giving scheme...

There are many ways you can help...

To find out more about **WOW** please call 01223 365589 to talk to the **WOW** team or email jennifer@worldorphanweek.com