

generation



helping a child. healing Iraq.



Many Iraqi children live in the midst of **hopelessness**, isolation and without the knowledge of what it means to be healthy, live in a safe environment and have access to education.

“ More people in the areas we are interested in understand who we are, what we do and what motivates our humanitarian work. Fewer people regard us with suspicion, and the community itself helps to explain our work to others. ”

– Small footprint Iraqi NGO



mission

With a wholly humanitarian agenda and neutral focus, Generation I's mission is to provide funding to Iraqi organisations that assist Iraq's most vulnerable children. In today's unstable climate, many Iraqi children live in the midst of hopelessness, isolation and without the knowledge of what it means to be healthy, live in a safe environment and have access to education.

vision

Generation I is committed to improving the lives of children and assisting in the rebuilding of a nation that can prosper once again with the help of the Gulf community.

objectives

Changing and saving the lives of Iraq's most vulnerable children is possible with donor funding and its strategic delivery to organisations that can deliver assistance that serves the basic needs of the children in the community.



Generation I will provide funding to assist Iraqi children through:



funding structure

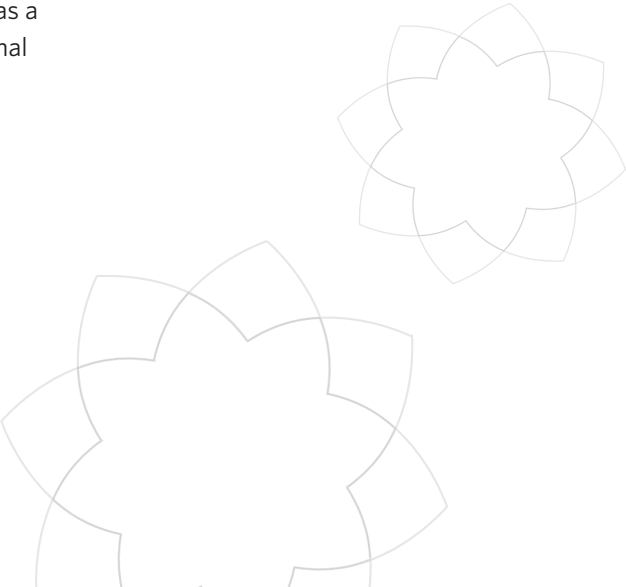
Generation I believes in humanitarian action based solely on the needs and the rights of the children, working within the guidelines of the ICRC - Red Cross /Red Crescent (NGO) Code of Conduct - Annex A and the Principles of Good Practice of Humanitarian Donorship.

Generation I works with organisations with a “small footprint” which are organisations whose operations are affected through acceptance, relationships, partnerships and unobtrusive protective strategies. The need for a large physical infrastructure is minimized by making use of partnerships, community support and local commercial service providers. Safe access is achieved through acceptance. It hires and contracts local, where possible, and it has a local face. (Source: Greg Hansen – Operational Modalities in Iraq)

Generation I operates around the three principles of:

- Impartiality**
Assistance is given on the basis of need
- Neutrality**
We do not favour any side of an armed conflict or dispute
- Independence**
Assistance is free from political, economic or military agendas

*INGO: International Non-Government Organisation NGO: Non-Government Organisation CBO: Community-based Organisation





Over 800,000 children are at risk of measles
with 6,000 cases already in nine governorates.

Source UNICEF, February 2009

One in eight children die before the age of 8.

One in 4 children aged under 5 are chronically malnourished. Here's why:

Source: War Child International

the need for a helping hand

After years of destructive conflict in Iraq - displacement, instability, and deprivation continue to threaten the safety and welfare of Iraq's youngest and most vulnerable. The next generation is now dependent upon the expedient actions of Iraqi communities and the goodwill of Iraq's neighbours.

violence

Peace remains elusive. The physical and psychological effects of volatile conditions have led to unacceptably high rates of child mortality, repression and violence against women, chronic illness, drug addiction and despair. 30% of children show signs of high stress. "Over 1.25 million children have been affected by protracted and intense conflict in central Baghdad (source: UNICEF June, 2008)."

disease

Cholera threatens the life of Iraqis with no access to clean drinking water. Almost half of the deaths due to cholera have involved children under the age of five.

Limited accessibility to simple vaccinations has left hundreds of thousands of children vulnerable to disease.

displacement

Thousands of children have witnessed the violent death of family members and the destruction of their homes. 870,000 have been orphaned and homelessness is a chronic concern. An average 25,000 children per month are displaced by violence or intimidation, their families seeking shelter in other parts of Iraq (source: UNICEF, December 2007).

education

70% of all schools were damaged in the war and those that remain suffer extreme overcrowding, a lack of resources and inadequate sanitation and water supply. Drop-out rates are high and security issues have made families increasingly afraid to send their children to school. UNICEF estimates that at least 30 percent of Iraqi children are not currently attending school (source: UNICEF, December 2007).





Why Generation I

The humanitarian response in Iraq is met with core challenges in funding. A disconnect between donor funds, NGOs and the Iraqis in need has intensified this crisis. The small NGO is successful in accessing these neighbourhoods and providing vital services - the same organisations that are:

- unable to approach larger funding collectives due to their need of micro grants
- ineligible for assistance due to complicated international criteria.

Community-based NGOs have proven most effective in providing vital services due to:

- delivery
- perception
- trust
- access
- innovation

the good news

As a fund structured to provide a vital solution to these funding challenges, the establishment of **Generation I** has created an essential bridge between these community-based organisations and donor funds, ensuring their safe distribution in this difficult, politicized environment.

“ We keep it small. We'll do many small distributions and stay below the radar of the militias instead of one big one that will attract interference. ”

– An Iraqi NGO in Baghdad



criteria

The small community-based NGOs funded by Generation I will receive grants of \$50,000 USD or less, with the potential of grant renewals for five years based on annual reviews. Preference will be given to applicants who:

- Do not have an annual budget exceeding \$150,000 (rare exceptions may apply).
- Have been working directly with children and children's issues. This does not include research, construction or solely advocacy groups.
- Have the ability to submit financial and narrative reports that meet the basic requirements of reporting.
- Have leadership that lives and works within the community who are passionate, inspiring, engaged and personally advocate for the betterment of the lives of Iraqi children. We do not fund branch or satellite offices of larger non-government organisations.
- Organisations should be well respected in their communities and are credible organisations.
- Be registered or recognized by the local or national government of Iraq abiding by the laws enforced in Iraq.
- Be established within their community and administer with community involvement and input.
- Generation I supports projects that have clear measurable results that can demonstrate the impact on the lives of the children they serve.
- The organisations that Generation I works with need to understand, adhere to and sign the ICRC Code of Conduct – Annex A.
- Organisations need to be able to complete the Generation I grant application which can be submitted in Arabic or English.
- Organisations who demonstrate the long-term sustainability of their programs.
- Organisations who put forward an innovative approach to creating solutions to addressing issues in their community.

In the Gulf, dedication to children is an inherent hallmark; it is through children that the entire Arab community is connected and unified. It is with this spirit of unity and paramount urgency that **Generation I** encourages the Arab world to engage together in saving what is rapidly becoming a **lost generation**.



our team

Lisa Wolverton Founder, Generation I

Lisa Wolverton has contributed twenty years of extensive experience in sales, marketing and promotion to both profit and non-profit sectors in Canada, the United States and Europe.

After over a decade in the recording and entertainment industries with roles at Sony Music and PolyGram in New York, Los Angeles and Vancouver, Lisa committed her focus to non-profit initiatives; her passion and expertise have since been integral to the success of numerous local and global agency fundraising campaigns.

As founder of the silent auction at the Family Winter Ball, Lisa developed a yearly campaign resulting in the primary source of funding for Family Services of the North Shore. Her fundraising efforts have also prevented the closure of the Family Services I Hope Centre in North Vancouver. She has served on the Foundation Board of this agency for over four years with roles in both in the Fundraising, Audit and Finance Committees.

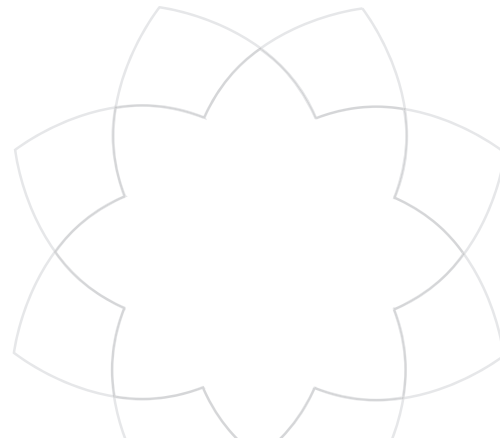
In 2007, Lisa also co-chaired the UNICEF campaign's "Unite For Children, Unite Against AIDS", a major concert in Montreal. The event raised funds and spearheaded enhanced awareness of the global pandemic and its effect on children. Lisa now serves on the board of UNICEF Canada and is active in its corporate fundraising directives.

Lisa supports the global community through the Humanity Foundation in Bangkok and the Clinton Global Initiative. Her commitment to positive change has extended to the Vancouver Hospice Society, Lions Gate Hospital (Vancouver), the Canadian Cancer Society, Vancouver Coastal Health, and Unicef Canada; Lisa is also a current board member for Family Services of the North Shore and the Pacific Investment Corporation.

Sarah Fowles, Managing Director, Generation I

Sarah is an independent strategic marketing consultant who specializes in assisting non-profit organizations to reach their full potential through innovative branding and marketing. With over 15 years of online strategy and marketing experience, Sarah is dedicated to assisting organisations to achieve their development and strategic planning goals. Sarah began her career with CTV in Toronto, Canada, then went over to the Knowledge Network in Vancouver, Canada and quickly moved on to become the Manager, Online Marketing for Canadian Airlines. Sarah worked on an international basis with the oneworld Airline Alliance while with Canadian Airlines. From there Sarah became the General Manager of the Interactive division of Cossette Communications, Canada's largest advertising and communications agency.

For the past 5 years Sarah has worked with such organizations as CRIN - Child Rights Information Network, Crisis Intervention and Suicide Prevention Centre of BC, UNICEF and Family Services of the North Shore in a marketing & communications capacity. Sarah marries her online expertise with a solid understanding of traditional marketing and communications strategies to ensure that overall marketing initiatives are effectively supporting goals and objectives.



advisory board

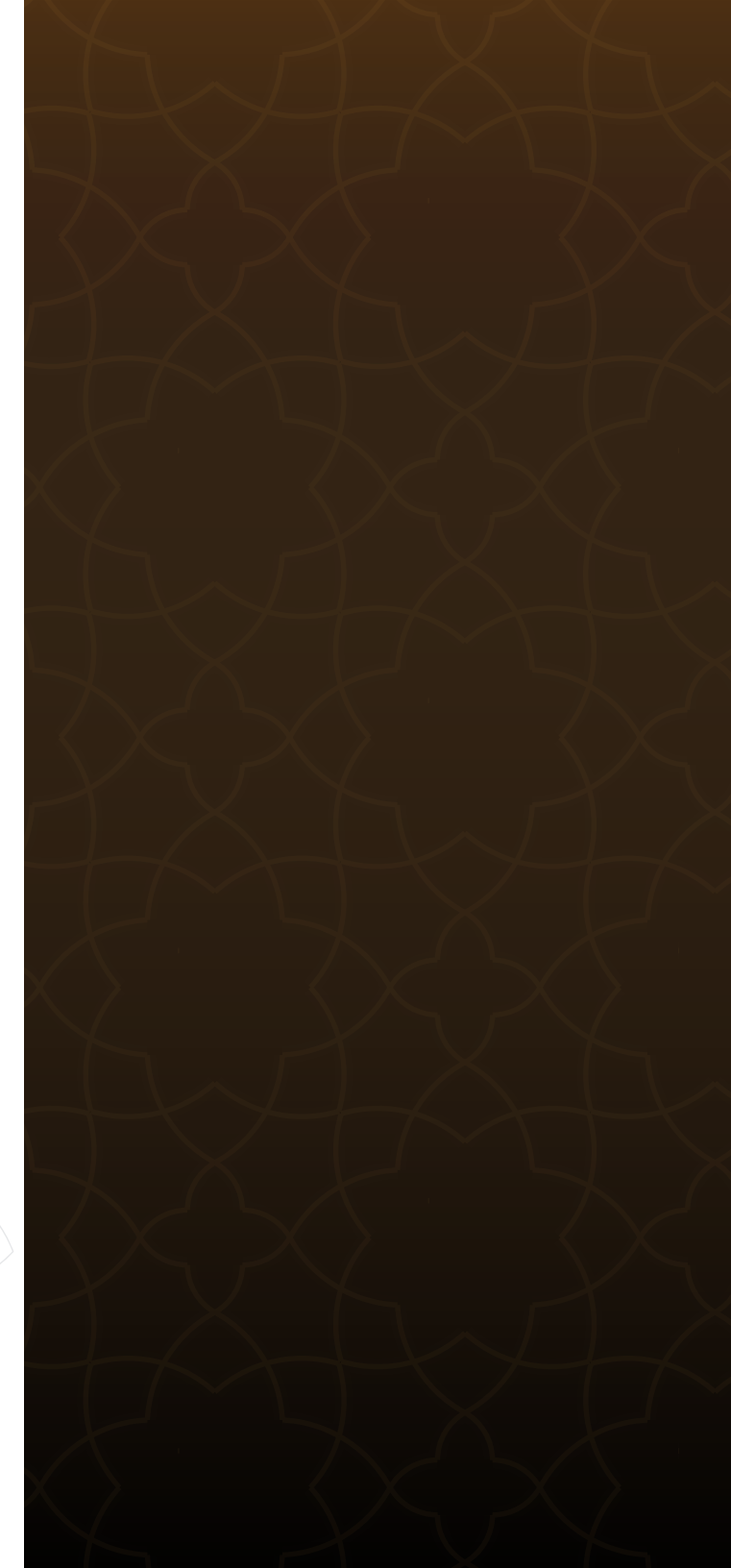
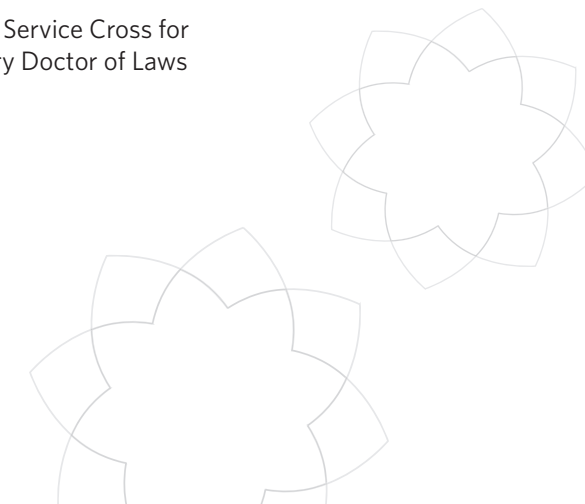
Nigel Fisher President and CEO, UNICEF Canada

Nigel Fisher is president and CEO of UNICEF Canada. Before returning to Canada in late 2005, he worked for 28 years at the United Nations, with UNICEF for over two decades in Asia, Africa, and the Middle East, with the Department of Peacekeeping in Afghanistan after the fall of the Taliban, and as executive director of the United Nations Office of Project Services, at the rank of assistant secretary-general.

Mr. Fisher has been involved in developments in Afghanistan for more than a decade - as director of UNICEF's emergency operations worldwide, as regional director for South Asia, as UNICEF special representative for Afghanistan and neighbouring countries in the immediate aftermath of 9/11, and as deputy special representative of the secretary-general in Afghanistan in 2002 and 2003. He has stayed closely involved in Afghanistan's progress and challenges and was last in Afghanistan in December 2007.

His UNICEF career has predominantly been in conflict-affected countries. In addition to Afghanistan, he was UNICEF's special representative for Rwanda and the Great Lakes region of Central Africa, in the immediate aftermath of the Rwandan genocide, and led UNICEF's response to the first Gulf War in the Middle East in the early 1990s.

Canada has awarded Mr. Fisher the Meritorious Service Cross for his humanitarian leadership; he has an honorary Doctor of Laws degree from McMaster University.





The children of Iraq are the foundation for their country's recovery

board of directors

Lawrence Kayablian

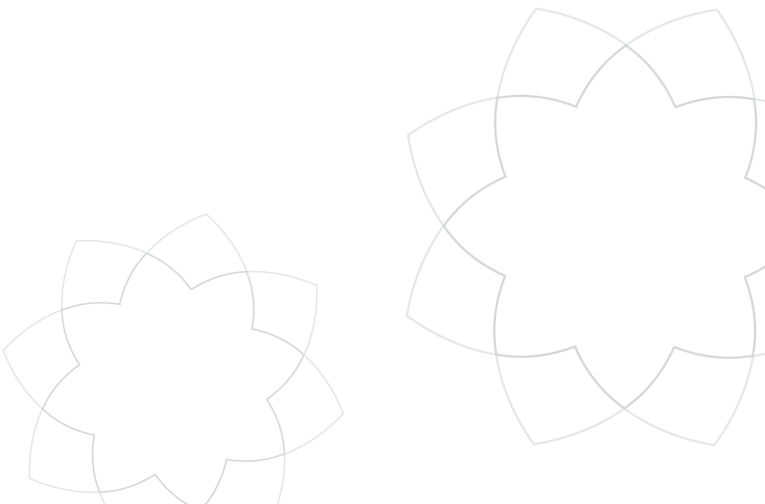
Mr. Kayablian is involved in an extensive range of project finance and development operations in the energy, utilities and telecommunications industries. He also participates in various merger and acquisition projects on behalf of several companies. Mr. Kayablian has successfully completed many projects with numerous global entities including: multilateral lending agencies, public sector agencies, international corporations and various investor bases. Mr. Kayablian is also the currently the CEO of Amira Group, a privately held corporation in the fields of steel, manufacturing, construction, and natural resource development. Mr. Kayablian earned his Bachelor of Science in Business Administration from Baghdad University in Baghdad, Iraq.

Greg Hansen

Greg Hansen is an independent consultant specializing in humanitarian action in armed conflict. He has consulted widely in the Caucasus, South Asia, the Middle East, and elsewhere for a variety of international NGO's, UN agencies, and the Red Cross Movement on interactions between aid and conflict and protecting humanitarian space. He has conducted trainings for UN OCHA and the Canadian Forces on civil military coordination. Hansen, a Canadian, was co-author with Robert Seely of "War and Caucasus: A Guide for Practitioners". Hansen has tracked humanitarian policy and operations in and around Iraq since 2004.

C.S. (Juneyt) Tirmandi

Mr. Tirmandi has worked in the oil and gas industry and financial advisory services in Canada for nearly 29 years. Mr. Tirmandi was involved in international oil and gas operations in several countries through Canadian public companies. Mr. Tirmandi also practiced in valuation, merger, acquisition and divestiture of privately held enterprises. He is presently the Chief Financial Officer of BNK Petroleum, Inc. Mr. Tirmandi is a graduate of Bosphorus University in Istanbul, Turkey with a major in finance and accounting. He obtained Chartered Accountant and Chartered Business Valuator designations in Canada.





Generation I

245 - 1425 Marine Drive,
West Vancouver, BC,
CANADA, V7T 1B9

info@generationi.org

604.998.2314

Fax: 778.279.5277

how you can help

The children of Iraq - an urgent call to action

In the Gulf, dedication to children is an inherent hallmark; it is through children that the entire Arab community is connected and unified. It is with this spirit of unity and paramount urgency that Generation I encourages the Arab world to engage together in saving what is rapidly becoming a lost generation.

Through Generation I the Arab community have an opportunity to show its support with the assurance or transparency, accountability and absence of international, political or religion-based platforms.

We need your financial support.

The children of Iraq are the foundation for their country's recovery. Funding will enable Iraqi-based NGOs to ensure the survival and protection of an entire generation of Iraqi children. The support of the Arab community is integral to the success of Generation I. Together with your generous support, we can change and save lives. Please assist us in helping these children and healing a nation.

