Red Nose Day is a fundraising campaign that harnesses the power of entertainment to drive positive change and help create a just world free from poverty. Our goal is to end child poverty in the U.S. and around the world. We believe that every child deserves to be safe, healthy and educated and given the very best chance to grow, learn and thrive.

Real Stories Of Real Children

The following case studies tell the stories of real children helped by Red Nose Day. Students will learn about the different ways poverty impacts children around the world, and how Red Nose Day works with incredible partner organizations to transform both lives and communities.

Contents

Kitiana – Food Insecurity in Missouri ........................................ 2

Manita – Clean Water in Nepal .................................................. 3

Julieth – Child Labor in Peru .................................................... 4

George – Homelessness in New York ........................................ 5

Isabel – Healthcare in Kenya...................................................... 6

Joshua – Education in Indiana................................................... 7
One in six American children may not know where they will find their next meal.* Kitiana, a ten-year-old from Springfield, Missouri, is one of these children who faces hunger.

“When I was really young I walked in the kitchen thinking, ‘what’s for breakfast?’ But there was nothing in the cabinets, and I thought, ‘oh no,’” recalls Kitiana. “My mother caught me digging in the cabinets and said ‘Sorry, we can’t have anything for breakfast, lunch or dinner today.’ So we just snacked a little. It made me feel so hungry. It felt pretty bad.”

Now Kitiana and her brother Thomas, a first-grader, live with their grandma. Their grandmother used to work but had to stop after adopting her grandchildren. Kitiana and her brother take food home every week through a BackPack Program, one of the many child hunger-focused initiatives that Red Nose Day helps to fund through Feeding America®.

“My favorite thing in the backpack is the spaghetti and chocolate milk,” Kitiana says. “It makes me feel fantastic to bring the backpack home!”

Kitiana explains that because her grandmother sometimes gets sick and can’t cook a lot of food, she has the children grab something from their backpacks to help when they’re hungry. “I’m glad this is here [the BackPack Program] because we have enough now, but one day we could run out of money and run out of food, but at least we’ll have things from our bags.”

The Feeding America network is the nation’s largest domestic hunger-relief organization, working to connect people with food and end hunger. A donation of a single dollar helps provide at least ten meals secured by Feeding America on behalf of local member food banks. Money raised through Red Nose Day helps to support programs that specifically feed children who struggle with hunger in all 50 states and Puerto Rico.

*According to the USDA, Household Food Security in the United States in 2016
Thirteen-year-old Manita* is one of many kids in Ambote who has witnessed the impact of clean water firsthand. 

“It’s easier now than it was before,” Manita shared. “The taps are much closer.” 

Three years ago, life was very different for this community in southeastern Nepal. Before they had access to clean water, families had to rely on streams and springs located high in the mountains. Not only did it require difficult climbing, but the unprotected water sources were also often the cause of illness for nearly everyone in the community. 

In 2010, the local health clinic in Ambote was seeing more than 700 patients per month. But not anymore. 

Today, that number is down to 60-65, thanks to you. Money raised through Red Nose Day is helping to fund charity: water and their local partner, Nepal Water for Health (NEWAH). 

In 2013, NEWAH began constructing a massive, gravity-fed, piped water system in Ambote that would capture the natural spring water high up on the mountain and deliver it down to tap stands located throughout the community. Instead of having to climb and search for water, families now have access right next to their homes. And because it’s a protected source, the health of the community has transformed. 

“Before the water project came in, we had more sick people in the village” Manita shared. “Now we know the importance of using toilets, keeping clean, and drinking clean water.” 

The resident doctor, Ram, who has been in Ambote for 18 years, went from treating over 2,220 cases of diarrhea in 2010 to fewer than 200 today. 

For kids like Manita, restored health has meant the freedom to go to school. To study math, science, English, and Nepali with other 9th graders. To dream a little bigger. 

Today, Manita is working to make sure that her community stays healthy for years to come. “I want to be a scientist,” Manita boasted. “I want to make medicines to cure the ill.”

* Name has been changed to protect privacy.
When we first met Julieth* in 2016, she was engaged in back-breaking child labor at an outdoor brick making factory in Huachipa, Peru.

Julieth is now 9 years old, and still lives in Huachipa with her mother and two younger siblings. She is a beneficiary of a new project launched by CESIP called ‘Promoting the rights of children and adolescents in Huachipa,’ a project supported by a grant from the Red Nose Day Fund.

Thanks to generous donations from the American public on Red Nose Day, Julieth is no longer engaged in child labor.

As you might imagine, Julieth’s family continues to struggle financially. Her mother Dina works in landscaping, sowing grass, and sometimes the family cannot participate in school activities that require extra fees. Julieth’s father abandoned the family four years ago and does not have contact with his children. Dina has begun a legal process in the hope that Julieth’s father will take financial responsibility for his children.

Educating and engaging parents is a key part of breaking the cycle of child labor. Dina learned about the consequences of child labor and the rights of children through CESIP’s project. She is now a playful, happy and affectionate little girl.

Julieth is in the third grade now, and she received good grades last semester. Her favorite class is math. She is a great big sister, and is very protective and loving towards her two younger siblings, José (age 8) and Flavia (age 5). Julieth also enjoys the art classes offered through CESIP. At the end of her school day, Julieth goes to the second-grade classroom and picks up José so that they can walk home together. After they finish their homework, they like to play soccer.

Julieth’s life has been radically transformed. She goes to school, plays with her siblings, and even participates in classes to educate children about their rights, increase self-confidence, and improve social skills.

Instead of making bricks, Julieth is now laying the foundation for her own future.

* Name has been changed to protect privacy.
Children and teenagers don’t choose to be homeless. They take to the streets because adults have failed them or because circumstances beyond their control have left them no other choice.

In 2017, the number of homeless people in America increased for the first time in seven years,* and more than two million children in America will face a period of homelessness in their young lifetimes.**

Covenant House is using money raised through Red Nose Day to move young people from poverty and homelessness to a place of hope. While each young person served at Covenant House is unique, many of their stories are not unlike that of George.***

George was raised in the Bronx by his father and grandmother. He never knew his mother. His father was abusive, hitting him sometimes with his hands, sometimes with his belt. Unable to cope, George started acting out, getting in trouble, finally dropping out of school. When his grandmother died, George was kicked out of the house by his father.

He had no place to go, and no one to help him. While he did have a job, he did not have a place to live. He slept anywhere he could find: on the subway, in parks, and even on sidewalks. Because he had nowhere to shower, he used wipes to wash, so no one at work would notice the dirt. He did not want anyone to know that he was homeless. He felt very alone, and was distraught about where his life had led him.

After a month on the streets, a friend referred him to Covenant House. When he arrived, he was given food, clothing and safe shelter in a caring environment. He felt supported and secure. At Covenant House, George participated in the Job Readiness employment workshop, learning essential skills to find and retain employment. He landed a job while working on his high school equivalency diploma, and moved into Covenant House’s longer-term transitional living program, Rights of Passage.

“I am so thankful to the staff at Covenant House,” says George, “because without their love and support, I don’t know where I would be right now. It’s been a really hard, long road, but I finally feel like I have a chance at being something great and accomplishing my dreams.”

George is on his way, hoping to attend college and become a firefighter.

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*According to the U.S. Department of Housing and Urban Development **According to Covenant House ***Name has been changed to protect privacy.
When Millicent’s young son started to show malaria symptoms, she and her family were understandably very worried. They called their local Community Health Volunteer in Ligega, Kenya named Dorothy.

“When I saw the child, the body was very hot and had fast breathing,” Dorothy recalled the situation. “The child had two danger signs.”

Unfortunately, at the time Dorothy had no supplies to be able to test and treat the case of Millicent’s son. The only option she had was to advise the family to rush to the local hospital for help. At the hospital, Millicent’s son tested positive for malaria and sadly, he passed away. The family was devastated.

“He was growing up well. He was active, happy and healthy. He fell sick. It was very, very sad.” Dorothy recalled.

Then Millicent’s second child, baby Isabel*, also came down with malaria symptoms. The family immediately called Dorothy who came to their home. This time, Dorothy had all of the necessary life-saving supplies she needed to effectively test and treat baby Isabel. Isabel is now healthy and malaria free. Dorothy was able to manage the case at home and continues to support baby Isabel and the family.

Millicent remarked, “In this village, Dorothy’s role is very important.”

Rapid Diagnostic Tests (RDT’s) are the first and critical tool in the malaria response. They provide results in approximately twenty minutes and enable community-based care and start of treatment within hours, which can make the difference between life and death, especially in a young child. Early diagnosis of malaria not only reduces disease and prevents deaths, but also contributes to reducing malaria transmission.

Through Global Fund to Fight AIDS, Tuberculosis and Malaria, Comic Relief USA supports 3,800 Community Health Volunteers like Dorothy with a monthly stipend that enables them to do this vital, life-saving work, as well as funds RDT’s for more than 3 million children across Kenya.

* Name has been changed to protect privacy.
One of the many clubs benefiting from Red Nose Day's support is the Boys & Girls Club of Goshen.

Throughout the United States, Boys & Girls Clubs of America members are getting access to new learning opportunities thanks to support from Red Nose Day.

Children from low-income families often lack access to mental stimulation and learning opportunities during summer break. That too often means that children suffer from a “summer slide.” That’s the academic term for a really serious loss of learning, where kids leading tough lives often fall behind their peers.

Through Red Nose Day’s partnership with Boys & Girls Clubs of America, we’re helping beat summer slide through the Summer Brain Gain program. The program serves members who would otherwise spend the day at home or roaming the neighborhood. It’s a safe place for members who are living in poverty to learn and grow throughout the months off between school years.

At the Boys & Girls Club of Goshen, Indiana, Red Nose Day helps fuel their Summer Brain Gain program for 180 to 245 members each day, including academic and recreational activities, as well as breakfast, lunch, and a snack.

This program has been particularly impactful for nine-year-old Joshua. Joshua struggles with school and impulsivity due to having ADHD. It’s often difficult for staff to motivate him to come to our Learning Center to complete school work, or to engage in intervention opportunities.

Josh attended Summer Brain Gain regularly, and though his behaviors still presented challenges at times, it was clear that he wanted to be in the learning center and did not want to miss out on any of the activities. Through this program, he was also able to form meaningful relationships with staff who once struggled with him. He even joined a homework help group with one of his newfound mentors. Thanks to Red Nose Day’s support, Joshua continues to grow in his academic achievements, character, and leadership development. He is now setting goals for himself. Joshua wants to be an astronaut when he gets older, and he has identified that to become an astronaut he’d have to learn a lot about science, and that he’d need a lot of math skills too. When he talks about being an astronaut, Joshua says he really wants to find out if there was life on other planets. “I’d be famous for making these discoveries!” Joshua exclaimed.

* Name has been changed to protect privacy.
Red Nose Day is a campaign with the mission to end child poverty by funding programs that keep children safe, healthy, and educated. Through the power of entertainment, we bring people together to laugh and have fun, all while raising life-changing cash for the children that need it the most. Since our debut in 2015, we have raised over $190 million and have positively impacted over 16 million children in the United States, and around the world.

Visit RedNoseDay.org for more information about Red Nose Day and its impact and follow @RedNoseDayUSA on Twitter, Instagram and Facebook.

**About Red Nose Day USA**

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**About Red Nose Day In School**

Red Nose Day in School provides free educational resources to help students in Grades 2-5 understand the issue of child poverty, develop empathy, and realize their power to create positive change. We believe that every child can make a difference, no matter how young.

Our fun and flexible classroom routines, lesson plans and videos are developed in collaboration with Scholastic and NBC Learn, and are available at RedNoseDayinSchool.org.