



World of Children® Award

SETTING THE GOLD STANDARD IN CHILD ADVOCACY

FOR IMMEDIATE RELEASE

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World of Children® Award's 12x12 Program Amplifies Donor Impact

World of Children Award unveils new monthly program that gives donors the chance to make lasting, year-round impact for vulnerable children.

April 16, 2014 – World of Children Award recently unveiled their new 12x12 Program, an innovative monthly program that gives donors the opportunity to know the exact power of their dollar and amplify the impact of their donations, ultimately improving the lives of more vulnerable children. Donors who give \$12 every month for 12 months will provide vital help to children in need of medical care, food, shelter, education and more.

Twelve dollars is enough to feed a child in Guatemala for a week and a half, buy a new school uniform for a child in Cambodia or purchase new books for a child in India. By the end of the year, a donor's monthly donations will total enough to feed that same child in Guatemala for 4 whole months, or fund new school supplies and uniforms for an entire classroom of children in Cambodia, or stock a library full of books in India. These examples represent just three of the ways that 100% of 12x12 donations can directly support and advance vital programs for children run by World of Children Award Honorees.

New 12x12 donors receive a special welcome package in the mail and regular updates about how their funding is having an impact. For a limited time, World of Children Award will also send new donors one signature key necklace as a thank you for this vital support. Visit www.worldofchildren.org/12 for more information.

About World of Children Award

World of Children® Award improves the lives of vulnerable children by funding and elevating the most effective changemakers for children worldwide.

Since 1998, World of Children Award has granted more than \$6 million in cash grants and program support to 100 humanitarian leaders who are the driving force behind programs serving children worldwide. The organization's exhaustive research and vetting of individuals has been hailed by leading philanthropic organizations. The media often refers to World of Children Award as the Nobel Prize for child advocacy.

World of Children Award has been featured on *The New York Times*, *The Huffington Post*, *People*, *Town & Country*, and *Harper's Bazaar*. World of Children Award Honorees have also been featured by *The New York Times*, CNN, The Ellen DeGeneres Show, The Bonnie Hunt



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Show, *Fast Company Magazine*, *People*, *Glamour*, *TEEN Vogue*, *TIME for Kids*, *USA Today* and the *Christian Science Monitor*, among several other national and international media.

Most recently, *The Huffington Post* named World of Children Award's Co-Founders, Harry Leibowitz and Kay Isaacson-Leibowitz, one of the United States' most inspiring "power couples" for their lifetime commitment to improving the lives of vulnerable children around the world.