

THE YEAR IN REVIEW, 2012

WORLD FOOD PROGRAMME



WFP uses barges to move vital food supplies from the town of Mopti into the northern regions of Mali, as waterways are the fastest and safest way to enter areas controlled by armed groups.



CONTENTS

3 From the Executive Director

5 2012 IN REVIEW

9 RESPONDING TO CRISES

Syria
Sahel
Democratic Republic of Congo
Yemen
Myanmar

19 CHANGING LIVES

School Meals
Winning the Battle Against Stunting

23 BUILDING RESILIENCE

P4P: A Pilot Programme Goes Mainstream
Focus on Bangladesh

27 INNOVATING

Empowering Local Communities: Cash and Vouchers
Forward Purchasing: Planning to Avoid the Worst
Molly's World
WFP Launches Ramadan Campaign
After the Oceans, Conquering Hunger

33 WORKING WITH OTHERS: DONORS AND PARTNERS

Strategic Partnerships Come of Age
South-South: Focus on African Union and Pakistan
Australia, Norway Give WFP High Marks for Effectiveness
WFP and Danida: 50 Years On
Private Partners
Visibility: Crystal Palace

40 WFP in Numbers 2012

All figures in this document are in US dollars

Cover: Eight-year-old Nora from Deraa, Syria, peers from her new temporary home, a tent in a refugee transit centre in Jordan. WFP/Abeer Etefa

Produced by the Graphic Design and Publishing Unit, with text written by Elizabeth Bryant

FROM EXECUTIVE DIRECTOR ERTHARIN COUSIN

Dear Supporters,

I have just completed my first year directing the UN's World Food Programme, and I am proud to share some of our accomplishments in the pages that follow. From Bangladesh to Niger to Syria, WFP's committed staff, donors and partners made an enormous difference in lives around the world in 2012.

Working against tremendous challenges in a conflict setting, we brought life-saving food to Syrians fleeing violence. In the drought-stricken Sahel region of Africa, WFP equipped communities with the capacity to be more resilient to future shocks. Using innovative cash and voucher programmes, we increased access to food in many places, like Tanzania.

In the process, WFP assisted more than 97 million people across 80 countries in 2012. Throughout our work, we continue to adapt our direct food assistance, nutrition programmes, and safety nets in ways that make access to food more immediate and more sustainable.

But 100 million children in developing countries are still underweight, 66 million primary school-age children still attend classes hungry across the developing world, and too many women do not receive enough food to lead productive lives or care for their families. We have a lot more work to do to before we end hunger for all people – and, with your help, we are making that happen.

Together we can meet the zero hunger challenge!

A handwritten signature in dark ink, reading "Ertharin Cousin". The signature is fluid and cursive, with the first name "Ertharin" written in a larger, more prominent script than the last name "Cousin".

Left: Executive Director Ertharin Cousin visits Zaatari refugee camp in Jordan, where WFP provides food assistance to Syrian refugees.

During the lean season, WFP provides food and cash to the hungry in food-insecure parts of Burkina Faso, such as these women in Sebba.



2012 IN REVIEW

From the scorched fields of West Africa's Sahel region to the tin shacks in Myanmar's Rakhine state, 2012 brought stories of adversity and loss from many corners of the globe. But last year also wove another, more hopeful narrative for the millions of people the United Nations World Food Programme assists.

We saw a mother's joy in Haiti as her young son recovered from acute malnourishment; the pride of women farmers and entrepreneurs in El Salvador and Bangladesh; the resourcefulness of villagers in Niger who grew vegetables during a punishing drought.

These are some of the payoffs from the many partnerships WFP has built with governments, humanitarian agencies, private companies and the communities we work with.

Altogether, WFP assisted more than 97 million people across 80 countries in 2012. Women and children were by far the biggest beneficiaries, comprising 85 percent of the total. And while traditional food distributions still account for the bulk of our assistance, WFP's vouchers for food and cash reached more than six million people in 2012, underscoring their growing importance in building local economies and giving choice and dignity to the poor.

In two regions of the world, the year began on a

particularly grim note. A civil conflict deepened in Syria, displacing hundreds of thousands of people and battering the country's economic fabric. Our food distributions kept pace with the deteriorating situation, reaching 1.5 million people inside Syria by the year's end, along with 300,000 refugees in neighbouring countries — numbers that rose further in 2013.

A continent away, we averted a catastrophe of another nature, as a drought in Africa's Sahel threatened to become a major crisis. WFP and other humanitarian partners worked alongside affected governments in eight West African countries to develop a rapid, comprehensive and hard-hitting response. Timing was key. By quickly identifying, buying and moving into place massive quantities of food through our “forward purchasing” mechanism, WFP was better prepared to assist more than five million people in the region. Throughout the year, we worked closely with communities in developing home-grown ways to anticipate and resist droughts in a region projected to grow ever drier.

As the months went by, we saw this resiliency take root in ways big and small. In the village of Goure Guinde, Niger, residents expanded their irrigated vegetable gardens, thanks to a WFP-supported pond-dredging project. In Burkina Faso, farmers enrolled in a WFP project worked to rehabilitate depleted soils.

WFP also broadened our "digital food assistance" to reach new countries and communities. We launched mobile-phone cash transfer programmes in Malawi, Mali and Tanzania, and electronic food cards for Syrian refugees in Turkey. These initiatives also boosted local economies and, in the case of Tanzania, encouraged better nutritional practices.

Donors, too, are shifting to new forms of support. Roughly one-fifth of the US government's total contribution to WFP in 2012 came in the form of cash, improving the flexibility and timeliness of our response.

The year was also about building connections. After we gave Nairobi teenager Molly Atieno a small video camera, she shared her life in one of Africa's largest slums with tens of thousands of internet viewers. We broadened our outreach through a new partnership with financial services giant MasterCard and our first-ever Ramadan fundraising campaign.

In countries like Bhutan, Iraq, Kenya and Liberia, WFP solidified collaborations with governments that are taking increasing ownership of national school meals programmes. And we strengthened alliances with donors such as Norway through strategic partnerships that guarantee WFP reliable and flexible funding over the longer term.

Sometimes there is no way to prepare for disasters or soften their blow. The year ended with ever more Syrians grieving their dead, with many living on the edge in Yemen, and with tens of thousands of displaced people in eastern Democratic Republic of Congo and Myanmar's western Rakhine state longing for home.

In these countries and elsewhere, WFP is helping them live through the hard times until better ones arrive.



In Kilis camp, Turkey, Syrian refugees use e-vouchers from WFP and the Turkish Red Crescent Society to buy fresh food from supermarkets.

Through partners like the Syrian Arab Red Crescent and the El Bir Association for Charity, WFP provides food assistance in Homs, Syria, to people sheltering in mosques, churches, schools and the homes of friends and relatives.





RESPONDING TO CRISES

SYRIA

The year 2012 left a bloody footprint across Syria, closing with little hope for a speedy end to the violence as it began. By March 2013, the country had marked two years of civil conflict that has killed tens of thousands of people and left more than one million refugees.

Those refugees include widow Feryal, who fled to Jordan's Zaatari camp with her two small children after her husband was killed by rocket fire. The fighting also displaced close to four million Syrians inside their country — people like 27-year-old Souad, now living without water or electricity in the northeastern city of Qamishly.

In most cases, WFP assistance is their only weapon against hunger, as the conflict continues to destroy Syria's economic fabric, triggering soaring unemployment along with food and fuel prices. In early 2013, we ramped up our food distributions to reach 2.5 million people in both government and opposition-held areas of Syria, working with the Syrian Arab Red Crescent and other NGOs.

"We are determined to help the Syrian people, stand by them and make sure that none of them goes hungry," says Muhannad Hani, WFP's Regional Emergency Coordinator for the Syria crisis.



At Zaatari refugee camp, hot meals of WFP-provided rice, bulgur wheat and pulses, along with daily bread distributions, took the edge off a bitter winter. But they cannot take away Feryal's pain. She fled the Syrian city of Daraa after her husband was killed.

"We walked in fear in the heart of the night, knowing that some people died taking the very same route," she says, recalling the dangerous, unpaved road leading to Jordan. Feryal's mother is also at the camp, but her brother died in the clashes. "He was brought home in pieces," she says. Today, the family is living on hope that the conflict ends so they can go back home.

So is Souad, who fled heavy shelling that pounded the governorate of Deir Ezzor. "We had a good life. My husband was making good money working in a bakery," Souad says. Home today is many kilometres away, in an empty, half-finished building with no doors or windows. Like Feryal's, her family also receives monthly WFP rations. "We're physically safe here, but I feel as if my spirit is gone," says Souad, who looks far older than her 27 years.

But at refugee camps in neighbouring Iraq, Egypt, Jordan, Lebanon and Turkey, WFP is increasingly moving to vouchers and electronic food cards. Not only do they allow Syrians to buy the food they want and need, but also they boost local economies.

The year ahead is fraught with challenges. With security around Syria rapidly deteriorating, WFP cannot always reach those who need assistance. Donations have failed to keep pace with the escalating crisis. As of April 2013, WFP faced a severe funding shortfall, threatening our efforts to reach 3.5 million people inside and outside Syria who desperately need our assistance.

SAHEL

Gambian farmer Fatou Gaye began 2012 hungry. Patchy and late rains withered her groundnut harvest, leaving husks only good enough for her livestock. "In the morning, we left hungry children behind at home to go in search of daily sustenance," says Gaye, remembering days scraping by doing odd jobs and burning wood to make charcoal.

For the third time in less than a decade, drought seared the Sahel, a belt of semi-arid grassland spanning Africa from the Atlantic Ocean to the Red Sea. In a region that is experiencing deepening cycles of drought, last year's was particularly devastating.

Failed harvests, high food prices, shrinking remittances from migrant workers and conflict in Mali created a lethal cocktail that left millions of people perched on the



PHILIPPINES

In the Philippines' flood-prone municipality of Juban, village official Antonio dela Cruz has a better understanding of how to save lives during disasters, thanks to WFP-sponsored search and rescue training. These new skills will certainly be tested. In his village of Binanuahan, floods have historically risen as high as 20 feet, with currents powerful enough to wash away houses.

WFP has also provided communities with motorized rubber boats for their rescue operations, replacing small, wooden craft that were difficult to manoeuvre in strong currents. "Now, we can efficiently evacuate people in times of emergencies and ensure the safety of our community members," dela Cruz says.

Juban is one example of where WFP complements government efforts to implement its disaster preparedness and response programme in provinces prone to natural calamities. We also work closely with NGOs, UN partners and the academic community to strengthen local capacity. Over the next two years, we plan to grow our programme both geographically and in scope, by emphasizing issues like climate change adaptation and public-private collaborations.

edge of catastrophe. "We saw desperation, particularly in Niger — people who would wake up in the morning with literally not a grain of food in the house, and absolutely

no idea of where the next meal would come from" says Niger Country Director Denise Brown. Last May, the UN's top relief official, Under-Secretary-General for Humanitarian Affairs Valerie Amos, called on the humanitarian community to create a joint and comprehensive response to avert a catastrophe.

And we did. After governments in the Sahel region developed national action plans, WFP partnered with other agencies to help them realize them. Our food assistance, cash and vouchers helped more than five million people in eight West African countries endure the drought and develop new ways to cope with future weather disasters.

"It is not a matter of 'if' there will be (another) drought, but 'when,'" says Executive Director Ertharin Cousin, who this year visited one of the hardest hit countries, Burkina Faso, to see our response.

In tiny Gambia, Fatou Gay counted among more than 200,000 people who received WFP distributions of rice,

peas, fortified cereal and cooking oil over the lean season.

The situation was also dire in neighbouring Senegal. Failed harvests left rural granaries dry months before the normal lean season. In desperation, people headed to the bush, hunting for wild fruits and other plants to feed their families. "We boiled dried leaves in water to make them into a sauce," recalls 60-year-old Cisao Danso, from Neteboulou commune in central Senegal. "Normally, we would use them to feed our animals."

But soon after, Danso and his family were eating rice. The reason: in hundreds of villages like Neteboulou, WFP restocked cereal banks — community warehouses where farmers can store grain from their harvests and borrow from during hard times.

The restocking demonstrates how WFP acts quickly and early. Months before the crisis, we purchased hundreds of thousands of metric tons of food from local and overseas markets and pre-positioned them in the most



vulnerable locations. We also launched food- and cash-for-work programmes ahead of and during the drought to buffer its effects and build local resilience. Fearing a spike in already high regional malnutrition rates, WFP offered special nutrition treatment and prevention activities that reached close to 1.5 million children and women.

Our programmes not only helped people eat during the lean season, but in some cases fuelled local economies. In Niger's northwestern town of Tillaberi, a new WFP mobile cash programme allowed residents like Fatima Mamaudou to buy food in local markets. "This is what my family needs," she says of the monthly distributions that amounted to about \$65.

In Mali, where an armed uprising in the north triggered massive displacements, WFP delivered food assistance to 1.2 million people, including Malian refugees in neighbouring countries. Our food supported uprooted fisher folk, who crossed the Niger River in long, narrow boats to receive WFP rations in the central town of Mopti. "I know how important the WFP food is for my new baby," said one heavily pregnant mother, Rokiyatou, who fled her home near Timbuktu after armed groups beat and detained her husband. "This food assistance is my only hope."

We also reached drought-hit areas in the south, rolling out the country's first cash transfer programme to help farmers prepare for the planting season. "I will go straight to the market and buy millet and rice," said 82-year-old Gori Naman, as he picked up his money, worth about \$50, for his family of seven.

WFP plans to assist 5.5 million people in the region this year, pairing our emergency response with support for longer-term initiatives like education and development. "We cannot stop," Executive Director Cousin says, "because resilience building is not a one-year activity. We must continue to work together."



DEMOCRATIC REPUBLIC OF CONGO

Josiane Matchirucha shouted and danced as she welcomed the first WFP trucks loaded with maize meal as they rolled into Cifunzi, a village in Democratic Republic of Congo's South Kivu province. "My children will enjoy maize *fufu* today," says the mother of nine, referring to the thick balls of dough that are a staple in this region. But 45-year-old Matchirucha has plenty of other mouths to feed; she is sheltering five conflict-displaced families under her roof.

Last April's long drive on muddy roads to reach her remote village was one of many hazardous journeys our truck drivers braved in 2012, as we provided food assistance to hundreds of thousands of people swept up in the latest bout of violence rolling across eastern DRC.

Some 2.6 million people have been displaced in eastern Congo since 2009, according to the UN Office for the Coordination of Humanitarian Affairs (OCHA). Most are in North and South Kivu and in northern Katanga provinces, where an array of armed groups has long fought for power and economic control over the mineral-rich land.

Last year was particularly grim for the restive region. Two major outbreaks of fighting, in April and November, pitted the M23 rebel group against government forces

SOUTH SUDAN AIRDROPS

The ramp of an Ilyushin Il-76 cargo plane snaps open above South Sudan's remote Yida refugee camp. Suddenly, hundreds of white bags of sorghum are hurtling down, landing with a *thunk* on a mud airstrip.

The airdrop over Yida was among dozens WFP conducted between August and November 2012 to reach hungry refugees in the country's Unity and Upper Nile states during the rainy season. "This was a vital operation which enabled us to provide much-needed assistance to people who could not be reached otherwise, because roads were impassible," says South Sudan Country Director Chris Nikoi.

Airdrops are expensive. But when no alternatives exist, they allow us to help desperate people in some of the most inaccessible corners of the globe.

With support from donors like Canada and the US, we dropped more than 5,000 metric tons of food in refugee settlements in both states during that period — reaching 175,000 people who had fled fighting in neighbouring Sudan.



and an array of militia groups. Once again, WFP reached out to the most vulnerable civilians, providing food assistance to some 3.6 million people, including 850,000 internally displaced people in DRC's five eastern provinces.

Our rations of maize meal, oil, sugar and pulses not only fed those fleeing the fighting, but also villagers who sheltered them like Matchirucha. WFP also distributed food to tens of thousands of Congolese refugees — many of them recent arrivals — in camps and transit centres in Rwanda, Burundi and Uganda.

And when the M23 marched into North Kivu's capital of Goma in November, we took on new responsibilities, flying some humanitarian workers to safety via the WFP-operated United Nations Humanitarian Air Service. We sheltered hundreds of others — including our own staff — in WFP's area office.

Today, we are looking beyond the conflict, as we help people re-stitch their lives. "It's incredibly important to get people home," says American philanthropist Howard G. Buffett, who visited WFP's operations around Goma in December. "And the only way to get them home is with some food support."

In early 2013, WFP began distributing food rations to 80,000 returnees in North Kivu's Rutshuru territory, thanks to a \$1 million contribution from The Howard G. Buffett Foundation, one of several donors supporting our operations there.

WFP's food assistance in Rutshuru is being combined with seeds and farming equipment from the Food and Agriculture Organization of the United Nations (FAO) and other partners to help residents of this lush, agricultural region get back on their feet.

Among them: 50-year-old Ernest Barimeya, who returned from five months in a camp for displaced people to find his home and fields stripped bare by looters.

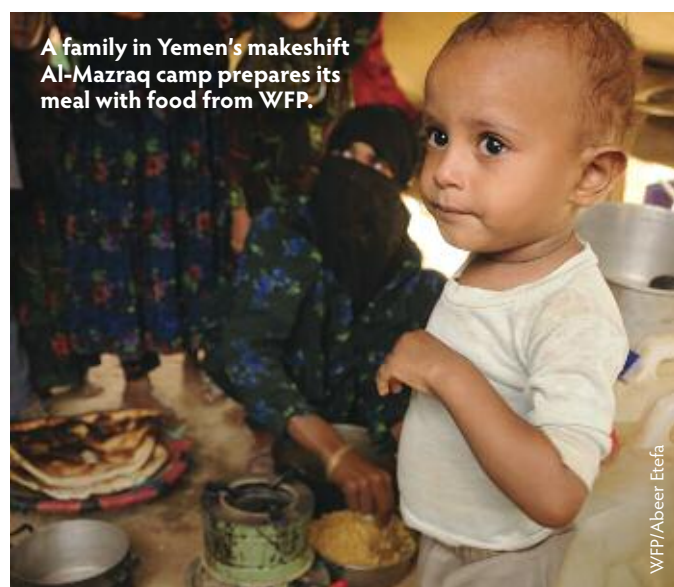
But as he rolls up his pants and treks up a hill near his village one recent morning, Barimeya is thinking about farming again. "This light rain in the morning means the planting season has started," he says.

YEMEN

High in the hills of western Yemen, Fatima Mohamed Al Jammadi knows she will eat this month. That is no small feat. The WFP food she has come to fetch at a village primary school — a big bag of wheat and a plastic jug of vegetable oil — is hard to come by these days.

"There is no work, so there is no money," says the 30-year-old mother of five, wrapped head to foot in a traditional black *abaya* and face-covering *niqab*. Her husband, a farm worker, has been out of a job for months. "We live day by day," she says.

The poorest country in the Arab world, Yemen faced a particularly brutal year in 2012. A lethal mix of armed conflict, political turmoil and high food and fuel prices fed a deepening humanitarian crisis in this country of rugged mountains, humid plains and vast stretches of desert. Today, more than 10 million people — almost half the country's population — are either hungry or on the brink.



A family in Yemen's makeshift Al-Mazraq camp prepares its meal with food from WFP.

WFP/Abeer Etefa

And in a worrying sign for Yemen's future, nearly half of all children under five, or about two million young Yemenis, are stunted, or chronically malnourished. Another one million are acutely malnourished.

"The crisis in Yemen is of such a scale that it has demanded that we deploy all the resources we can muster," says Country Director Lubna Alaman. "We managed to achieve some small victories in 2012, such as lowering the percentage of severely food-insecure households from 31 to 27 percent. But we still have a long way to go before we can claim any lasting victories in this struggle."

To keep pace with the deteriorating situation, WFP more than tripled the numbers of people receiving our "emergency safety net" of food rations, from an initial 1.2 million to 4 million by the year's end. Altogether, WFP food distributions reached nearly five million Yemenis last year in some of the country's poorest regions. With support from donors like Japan, we plan to reach as many in 2013 as well.

They include more than half-a-million displaced people like Mariam Ali, who fled the conflict-torn governorate of Saada three years ago. Today, Ali lives near a desolate, wind-swept tent camp that is packed with people. "Our homes are destroyed," she says. "There are no jobs, no money. The land mines are everywhere."

Our 2012 distributions also reached hundreds of thousands of school girls and their families, along with refugees from the Horn of Africa. In a bid to curb soaring malnutrition rates, we teamed up with UNICEF and other partners to distribute highly-enriched food products to 675,000 young mothers and children.

Yemen faces the same grim mix of problems in 2013, even as the country moves with faltering steps toward a political resolution of its complex difficulties. For Fatima Al Jammadi and others living on the edge, that means bringing home more bags of WFP wheat to get through the year.

UNHAS: PROVIDING A GATEWAY TO THE WORLD'S MOST VULNERABLE POPULATIONS

Reaching some of the world's most destitute and conflict-weary people in vast, forested Democratic Republic of Congo — where roads and other infrastructure are sketchy or non-existent — is a major feat. For many humanitarian workers, the answer lies in the skies: the WFP-run United Nations Humanitarian Air Service (UNHAS).

In November, as thousands fled a rebel advance on the eastern DRC town of Goma, UNHAS provided another essential service. Working around the clock, our crew flew aid workers to safety, thanks to a year-old emergency response initiative funded by the European Commission's humanitarian office, ECHO.

"We provide access to the most remote places in the world when an emergency is going on," says WFP Chief of Aviation Cesar Arroyo. "We're around when there are no other ways to reach people in need."



In 2012 alone, UNHAS flew roughly 370,000 aid workers, government officials and UN staff — along with 1,100 metric tons of cargo — across 13 countries, including Mauritania, Somalia and Yemen.

UNHAS operations are confronted with funding challenges, but WFP continues to engage existing and new donors. Because UNHAS is a lifeline for many, sustaining its operations is crucial for the entire humanitarian community.

MYANMAR

They huddled in squalid camps, boats, islands and hilltops — tens of thousands of people uprooted last year when long-simmering ethnic tensions boiled over in Myanmar's western Rakhine state.

Rolling waves of violence in June and October drove largely Muslim minority Rohingyas but also non-Muslims from their homes. The first displacements coincided with the rainy season, sharpening the misery.

Often using small wooden boats — the most practical way to reach remote areas — WFP distributed rations of rice, pulses, oil and salt to the most destitute, along with nutrient-packed blended food to prevent malnutrition. By year's end, our food reached more than 110,000 people, a number that swelled to 125,000 in early 2013.

"WFP was able to mount a rapid response and scale up distributions quickly, thanks in large part to having established a logistics hub in the region prior to the outbreak of violence," says Country Director Carlos Veloso.

For many, like 55-year-old Daw Thin Mya, the rations offered a lone ray of hope. "I used to have electricity, running water, everything — even a television with a satellite," says the once-successful businesswoman and mother of four who now shares a tin shack with nine families. When the clashes neared her home in Rakhine's capital Sittwe, Mya fled to Thet Kae Pyin, a 20-minute drive away. Her 23-year-old son died in the unrest. "I don't even know if my home is still there," she says.

The violence has touched every community in one of Myanmar's poorest regions. "I can't imagine going home — everything is burnt. I have nothing left," says 63-year-old Ma Phyu, who found refuge in a camp for displaced people in Sittwe.

As the year drew to a close, WFP looked ahead, drafting a food assistance operation that initially lasts until June

2013, but is expected to extend beyond this date. "While WFP will continue to assist the displaced, we will also have to find a way to continue the important work we were already doing to ensure the poorest have nutritious food on the family table," Veloso says.



IN THE LINE OF FIRE: A WFP STAFFER RECALLS KIDNAPPING

A ten-minute drive changed Patrick Noonan's life forever. As the WFP logistics officer and his driver rounded a corner near his office in South Darfur, Sudan, six armed men cut off their path and hustled them into a waiting pickup.

"It was always at the back of my mind that one day I could or would be kidnapped," Noonan says. He was right. Noonan spent nearly three months in captivity in 2012, one of hundreds of humanitarian workers who have risked their lives to do their job. Last year alone, roughly 187 aid workers were killed, kidnapped or faced other forms of attack, according to The Aid Worker Security Database.

WFP staff receive mandatory UN security training, and we take every precaution to stay safe in our travels. But sometimes danger cannot be avoided.


Noonan's own experience veered from being kindly treated at first to being chained naked for more than a month, living on oranges and sometimes fearing death. Kidnappers released his driver, Ahmed Muez, hours after the kidnapping.

In late May, Noonan was finally freed as well. The time at that moment — 2:15 a.m. — "will stay with me as long as I live," Noonan says.

These bags of rice seed from WFP are being docked under the eaves of a house in Thabaung, Myanmar.

**IN 2012, WFP WAS PROUD TO
SERVE AS GLOBAL LEAD OF SEVERAL
HUMANITARIAN CLUSTERS:**

- The Emergency Telecommunications Cluster
- The Logistics Cluster
- The Food Security Cluster (jointly led with FAO)

A woman is cooking in a large, dark metal pot over a fire. She is using a long wooden spoon to stir the contents of the pot, which appear to be yellow grains or lentils. A large plume of white steam is rising from the pot. The fire is burning brightly in a traditional stove. The woman is wearing a red tank top and a blue and yellow patterned skirt. The background is dark, with a window showing a glimpse of the outside world.

At the Valley View Academy in Nairobi, Kenya, a daily meal from WFP helps keep children in school, especially girls.

CHANGING LIVES

SCHOOL MEALS

Poverty in central Iraq's Al-Noamaniya district means going to school on an empty stomach and returning home even hungrier. But today, fifth grader Fatima Abdelrazaq no longer experiences these hunger pangs.

Fatima and her classmates at Al-Makarim Mixed School receive mid-morning snacks of WFP biscuits packed with micronutrients and vitamins. "Now, I am healthy because the breakfast I get in school is very tasty and helps me during the day," she says.

Operating in more than 60 countries around the world, WFP's school feeding programme is grounded on a simple principle: nurturing the next generation of farmers, teachers, doctors and presidents means feeding bodies as well as minds. Today, local buy-in is greater than ever. Indeed, in a growing number of countries, WFP is beginning to hand over school meals programmes to the governments and communities we partner with.

In 2010, the Iraqi government asked WFP not just to help it implement school meals, but build its capacity to manage the programme. Two years later, Fatima is just one of 650,000 primary school students in Iraq receiving daily nutritious snacks, in a larger effort to restore attendance rates and educational opportunities in a country recovering from civil conflict.



A continent away in Liberia, residents of the small town of Old Lady are also taking an active role in educating their children. Last year, they opened a primary school in town — ending an hour-long walk to the nearest institution — and successfully lobbied for WFP school meals. Within months, school enrolment had more than tripled, to almost 170 students. The numbers are no mystery: In a country where one in six people lives below the poverty line, a wholesome meal of bulgur wheat and pulses is a powerful draw.

Liberia's programme, which reaches roughly 234,000 children, also focuses on levelling a gender learning gap that invariably favours boys. So we are also giving extra take-home rations to 6,000 girls in places like Karyea

Public School, in north-central Nimba County. Those targeted are in the critical fourth to sixth grades of primary school, where female dropout rates are highest.

Parents aren't the only ones investing in the programme. Nationally, school feeding accounts for more than a third of the Liberian government's social protection spending. Together, we are discussing a gradual handover of school meals at some future point.

There are many similar stories. In Kenya, WFP began in 2009 to gradually transfer the school meals programme to national ownership, recognizing that the government's leadership and financial commitment was vital to ensuring that future generations will get the same support. Today, roughly 1.9 million Kenyan students receive nutritious, government-provided lunches of maize and beans — with plans to add another 50,000 children to the list each year.

In Asia, the tiny landlocked country of Bhutan is gradually taking over school meals altogether, with a

Children await their lunch-time meal from WFP at the École St. Joseph in Port-au-Prince, Haiti.



WFP/Marcela Ossandon

handover expected in 2018. A similar handover is expected in 2016 for the tiny island of Sao Tome and Principe. Even the world's newest nation, South Sudan, is working with WFP to develop a national school meals programme.

These countries are thinking big. So is Fatima, who wants to become a doctor. "By the will of God," she says, "I will achieve my ambition one day."

WINNING THE BATTLE AGAINST STUNTING

What does it take for children — and maybe nations — to realize their full potential? For 2-year-old Michael, it begins with nutrient-packed foods provided by WFP and UNICEF in Haiti, as we help the island nation emerge from its devastating 2010 earthquake.

When Michael began treatment for severe malnutrition, he was so weak his mother Jeanita feared he would die. "Now, he's normal!" she exclaims, as she hears the good news at a village health clinic in western Haiti. Michael has gained four kilos in as many months. His malnutrition has receded from severe to moderate.

Michael's treatment is not over. After receiving UNICEF rations to recover from severe malnourishment, he is now eating packets of nutritious, peanut-based supplementary food under WFP's programme for Haiti's moderately malnourished children.

More than 100,000 Haitian children and 38,000 pregnant women and nursing mothers received treatment to fight malnutrition in 2012, under a wider nutrition initiative spearheaded by the government, UN agencies and non-governmental organizations.

The joint effort underscores a new and dramatic change in how we combat malnutrition — and, particularly, the importance of fighting stunting, or chronic malnutrition, early on. For WFP Nutrition Chief Martin Bloem, access to good nutrition is nothing less than a basic human right. "Children who are stunted at the age of two are



In Niger's Mangaize Refugee camp, WFP launched an emergency operation to support 3.9 million people facing severe food insecurity, with a special focus on children under age two.

WFP/Rein Skallerud

deprived of their potential," Bloem says. "They will have smaller IQs and less productivity because of physical constraints. There's also a higher risk of obesity and diseases like diabetes."

Stunting cannot be treated, only prevented. Its devastating effects became crystal clear in 2008, when The Lancet medical journal published a landmark series on maternal and child nutrition. Among the findings: inadequate nutrition during the first 1,000 days leads to irreversible damage and impairments in physical growth and cognitive development.

"Stunting is hidden," Bloem says. "If you ask a mother if her child is stunted and she lives in a community where many children are stunted, she will not recognize it."

Those lessons are reflected in WFP's mother and child nutrition programmes. In Haiti, one out of three children was stunted in 2005. Seven years later, a 2012 UNICEF survey found our joint battle against malnutrition is paying off. Stunting had shrunk to 23 percent among children from six to 59 months, a dramatic decrease "because of a combination of doing a lot of things right," Bloem says.

A WFP food- and cash-for-work project in Dosso, Niger, focuses on de-weeding and water conservation to enable planting of fruit trees and other crops.

Opposite: A participant in Dosso's food- and cash-for-work project benefits from cash transfers.



BUILDING RESILIENCE



A pond saved the Nigerien farming community of Goure Guinde from the immediate and harshest effects of last year's punishing drought. That was because 350 families shovelled out the silt and weeds, tripling the volume of water it could store.

As other parts of the West African country lay parched, Goure Guinde's residents had more water for their homes and livestock. Irrigated vegetable gardens increased fivefold in this village, located some 150 kilometres northeast of the capital Niamey.

"We have the opportunity to meet our food needs with respect and dignity," says resident Fatouma Souley.

In Goure Guinde, and thousands of villages like it, WFP has been providing food or cash and nutritional assistance in times of need. These projects are helping to turn around communities in some of the world's poorest countries

Complementing a major government irrigation initiative, this WFP cash-for-work programme in Goure Guinde is part of a broader strategy to develop home-grown hunger solutions for several million of the most vulnerable Nigeriens. It illustrates our dual role of responding to emergencies, while also building local resilience to withstand future ones.

Resiliency not only means being able to recover from shocks like the Sahel drought but to anticipate and resist them — and bounce back stronger than before. It means governments, communities and humanitarian and development agencies finding solutions together.

With cash from their labour, villagers at Goure Guinde could buy food at local markets. But that wasn't all. Because they had expanded the size of their irrigated gardens, they had more cabbage, carrots and potatoes to eat and to sell. Their profits paid for clothes, medicine and school fees.

P4P: A PILOT PROGRAMME GOES MAINSTREAM

Four years after being launched in 2008, WFP's Purchase for Progress initiative (P4P) has helped hundreds of thousands of small farmers improve the way they grow, harvest and market their crops. The programme also helps us share best practices and test new ways of buying food that guarantee timely and reliable supplies. What follows are some of P4P's 2012 success stories — in Rwanda and Central America — that were realized thanks to the collective efforts of farmers, governments and humanitarian agencies.

Woman power in Rwanda

Jacqueline Nyiransabimana's husband left her with

seven children, a tiny plot of land and not much else. Today, Nyiransabimana is ahead by two oxen, two milk cows and a plough, major achievements in this tiny, African nation of small-scale farmers — particularly in the dry Nyagatare District of Rwanda where she lives. Call it “women power,” the drive to succeed by her female-dominated cooperative, one of nearly 60 enrolled in the P4P initiative in Rwanda.

"At first, I didn't have the confidence to approach the cooperative for support, but eventually a friend encouraged me," Nyiransabimana says, adding her latest achievement — buying the cows — is "unbelievable."

Maybe not. Nyiransabimana counts among thousands of Rwandan farmers who benefit from a government programme that is boosting production through better seeds and fertilizers and by consolidating plots to intensify land use.

Our P4P initiative complements this effort by helping selected cooperatives improve post-harvest management, storage and marketing skills. Participating farmers say profits from their maize and bean harvests have helped pay for school fees, health insurance and livestock.

The 25,000 small growers who learned P4P techniques have trained others, doubling the programme's reach. So effective is the P4P approach that Rwanda's government has extended it to every cooperative.

Nyiransabimana's cooperative has gone further, using profits from sales, mostly to WFP and the government, to hire a teacher. The women are learning to read and write.

Thinking big in Central America

For generations, Central American farmers have eked out a living growing the local staples of maize and beans, their harvests barely covering food and production costs. But today, the small rainfed plots that dot the region are generating serious money. Just ask farmers at El-Garucho cooperative.

Located in El Salvador's fertile Ahuachapan department, the cooperative's 65 members are among nearly 28,000 family farmers in Central America now plugged into mainstream markets, thanks to business and production skills acquired through P4P.

Gone are the days of selling poor-quality harvests to small traders at rock-bottom prices. Today, these P4P graduates count governments and institutional buyers like the World Food Programme among their clients. Others include private sector heavyweights like Salvadoran flour company Harisa and, in the case of Guatemalan farmers, American supermarket giant Walmart.

"Thanks to P4P, we have learned not just to survive but farming to commercialize," says El Garucho's female president, Karla Trujillo.

Partnering with governments and regional institutions in four Central American countries, WFP helps P4P farmers increase production and overcome difficulties accessing credit that prevent them from fetching competitive market prices. By sometimes acting as a large-scale buyer, WFP has stimulated growers to invest more in their production to attract more business.

With more money coming in, the farmers are sinking their profits into health care, education and better living conditions. They have also learned better ways to store





WFP/Rein Skallerud

their grain for home consumption and sale. And by cultivating more land and investing in no-till farming and other sustainable practices, they are buffering the impact of future shocks in a region prone to natural disasters.

At El Garucho and elsewhere, these P4P growers are learning that small can be powerful. "As a cooperative," Trujillo says, "we understand our strength as small entrepreneurs."

FOCUS ON BANGLADESH

Hazira Khatun has a lot to smile about. Now 25, she runs a small tailoring business and raises bulls for sale. Her husband earns good money pulling a rickshaw bought with her profits, and her children go to school and eat three nutritious meals a day.

What a change from just two years ago, when Khatun remembers "we skipped meals a lot." That was before she joined an EU-funded food security project, along with 30,000 other women in northwestern Bangladesh. In this low-income Asian nation, they count among the most destitute: landless, jobless and often confined to their homes.

WFP worked with local NGOs to train the women in entrepreneurship, helping them identify and develop



WFP/Cornelia Paetz

Thanks to cash grants from WFP, these women in Bangladesh are now entrepreneurs – making towels and fattening bulls.

business plans for activities like cattle rearing and weaving that matched their skills and local demand. They received a cash grant to invest, and a monthly allowance to help support their families as they grew their businesses.

Today, their monthly incomes are five times higher on average, and their savings have quadrupled. So impressive are the results that WFP is integrating the project's strategy into other initiatives — and is working with the government and other development partners to integrate it into a national social protection plan.

Khatun used her grant to buy a bull to fatten and sell, investing the profit in a second animal. "I learned that I should spread my income over many sources, so after the second bull, I also bought a sewing machine and the rickshaw for my husband," she says.

The project has brought other dividends. The women formed groups for mutual support, saving and risk-sharing. As they prospered, they completed trainings in nutrition, health, hygiene and disaster preparedness, and raised community awareness about these important issues.

Today, they are respected as leaders; several women have since been elected to local government councils.

In a WFP pilot programme, pregnant women and new mothers in Tanzania's Mtwara region receive a monthly cash transfer, along with nutritional and health education.



INNOVATING

EMPOWERING LOCAL COMMUNITIES: CASH AND VOUCHERS

Her tiny daughter snugly wrapped on her back, Zena Buwisa describes the eggs, fish, dried beans and fruits she dreams of — rare additions to the starch-based diet in her home village of thatched houses and palm trees in southeastern Tanzania. "If I have the money, I will buy the food I couldn't buy before," Buwisa says, "so my baby will have proper nutrition."

Buwisa's dreams are now a reality, thanks to a new cash-transfer initiative launched last October in Tanzania's impoverished Mtwara region.

A collaboration between WFP and Vodacom Tanzania, the pilot targeting more than 2,000 pregnant women and mothers aims to reverse high rates of chronic malnutrition among women and infants by teaching communities the importance of eating the right foods and providing mobile money transfers to buy them.

Across the border, WFP's UKAID-funded cash transfer project helps more than 100,000 Malawians cope with soaring food prices after a year of failed harvests. This time we are partnering with mobile phone provider Airtel, in collaboration with the Malawian government and NGO Save the Children.

Farmers like 41-year-old Hannah Chikaloni receive texts

messages when a transfer has arrived — cash they use to buy food at local markets. "After the first rains... it wasn't long before we had a drought which burned the whole crop," Chikaloni says. "We ran out of food and we had no help until WFP came in."

Two stories from two parts of Africa with the same message — cash transfers and vouchers, two of our most innovative hunger-fighting tools — are empowering farmers, housewives and refugees, and lifting local economies in the process.

While WFP still distributes hundreds of thousands of tons of food yearly to the hungry, we are increasingly using cash or vouchers where there is food in markets, so people can choose for themselves. By 2015, WFP expects to deliver about 30 percent of our assistance this way.

During last year's Sahel crisis, for example, we distributed cash or vouchers to 2.1 million people, our biggest emergency cash distribution to date. That includes those living in Mali's drought-hit regions of Kayes and Koulikoro who received mobile fund cash transfers, in an initiative funded by the European Commission's humanitarian arm, ECHO.

We also rolled out cash vouchers in parts of Senegal last year, to build the resilience of households hard hit by poor harvests and high food prices.



WFP/Laure Chadraoui



WFP/Laure Chadraoui

In the Kilis camp in Turkey, Syrian refugees buy food with e-vouchers from WFP

In the Middle East, WFP vouchers in Lebanon and electronic banking cards in Turkey are not just helping tens of thousands of Syrian refugees buy the foods they like, but bringing more business to store owners like Abdi Polat. "We used to close our supermarket at seven in the evening but now we are open until midnight," says Polat, who owns a supermarket inside Kilis refugee camp in Turkey, where WFP is partnering with the Turkish

Red Crescent in implementing the "e-vouchers." To handle the extra business, Polat has hired some refugees to work at his store.

In Tanzania, the Mtwara pilot is also spinning off other benefits — offering women like Buwisa nutrition education and new spending power in communities where men typically manage the finances.

"It will improve the health of the mother and thereby of her children," says Mohamed Selemi, a community health worker for Tanzania's government, which is collaborating in the project. Even after the pilot ends, "we will continue to use the knowledge to educate the community."

FORWARD PURCHASING: PLANNING TO AVOID THE WORST

The warnings piled up in late 2011: Failed rains. Normally verdant fields brown and barren. Fragile communities living off the land facing a bleak year ahead. "By October or November, it became apparent there was a crisis looming in the Sahel," recalls Ndeley Agbaw, WFP's regional procurement coordinator for West Africa.

Agbaw and his team knew they had no time to lose. Massive quantities of food had to be found, purchased and moved into place immediately to avoid a major catastrophe in the months to come.

The answer: WFP's Forward Purchase Facility, or FPF. Behind the pilot initiative lies a basic calculation: by planning ahead and purchasing staples like wheat, sorghum, maize and beans before things deteriorate, we are guaranteed timely and reliable supplies during times of need — often at competitive prices. "The key element is reliability," Agbaw says. "It helps us plan and programme efficiently."

WFP launched the pilot in 2008, earmarking an initial \$60 million for forward purchases targeting southern

Africa and the Horn of Africa. Last year, we increased to \$300 million the amount country offices can tap into — and they have. Globally, our 2012 FPF purchases nearly doubled in tonnage over the previous year, reaching nearly 375,000 metric tons. Developing countries account for a large chunk of our suppliers.

In 2011, the facility helped WFP respond to a devastating drought in the Horn of Africa. When drought loomed again last year — this time in the Sahel region of West Africa — we tapped the facility anew.

Agbaw's team scouted for markets near and far. They purchased 30,000 metric tons of sorghum from Nigeria; 10,300 tons of maize from Togo; 5,000 tons of white beans from Niger and Burkina Faso. This would meet the short-term needs of the region's hungry people.

WFP's procurement division in Rome also purchased internationally, knowing the deliveries would arrive when households had eaten their last reserves from the lean season. "We knew that March through August was the deadly season," Agbaw says. "So we were contracting for the food to arrive during that period. We don't hope for the worst, but we prepare for it."

MOLLY'S WORLD

My name is Molly. So begins our discovery of a 12-year-old Kenyan girl living in one of Africa's biggest slums.

In 2011, WFP gave Molly Atieno a small video camera and asked her to capture daily life in Nairobi's sprawling Mathare slum. What she produced is building bridges. Molly introduces us to her small cousin whom she is

Molly (centre), a 13-year-old from Nairobi's Valley View Academy, helped the world understand what it's like to eat, play and dream in one of the poorest places in the world.





teaching to count, to the sprawl of tin shacks that is home, and to her life, lugging home buckets of water after school and the roasted groundnuts and *simsim* sesame balls her parents sell for a living.

We see Molly studying by candlelight and making do with torn sneakers, the only shoes she has. And we meet her classmates at Valley View Academy, who count among 20 million kids worldwide eating WFP school meals.

WFP uses the same kind of digital camera we gave Molly to capture the lives of war refugees and displaced people, small farmers and school children, to name just a few of the people we assist every day. Donated by networking giant Cisco, these simple Flipcams are connecting our worlds — and we are responding.

School children in Rome, where WFP is based, sent Molly and her classmates a video of their own lives. The two groups met last March via live video link. Molly's video also inspired students outside London to raise nearly \$500 for WFP school lunches, while another group of WFP supporters raised money for an additional 50,000 school lunches by World Food Day last October. Both drives were paired with lessons or quizzes about

global hunger and poverty. Tens of thousands of people have also watched and shared Molly's video, which is posted on YouTube.

Molly is now 13. She has new shoes, a reward from her teacher for her good performance at school.

WFP LAUNCHES RAMADAN CAMPAIGN

WFP reached out to Muslims around the world in a new way last year, launching our first-ever online Ramadan campaign to raise funds and awareness for school feeding in the Middle East.

Teaming up with the UAE Red Crescent and the Rotary, our drive capitalized on the traditional *sadaqah*, or alms-giving, associated with the Muslim fasting month.

The Rotary Club of Dubai and its youth arm Dubai Rotaract pledged matching grants, a corporate strategy that is still new to the Middle East. And WFP's Ambassador Against Hunger, Tunisian actress Henda Sabry, along with our celebrity partner, British musician Sami Yusuf, lent star power in video messages urging people to seize the chance to double their donations. "Please remember that while we break our fast today, nearly a billion people still remain hungry around the world," says Yusuf, as the camera pans to windswept desert camps.

The Ramadan campaign, in English and Arabic, reinforces both the importance of regional outreach and innovative ways WFP is spreading its hunger-fighting message.

So how do we judge success? Perhaps by the more than \$100,000 in funds from the Ramadan drive — half through individual contributions — which exceeded our expectations. The money supported 400,000 school meals for needy children in the Middle East, with a focus on Egypt, the State of Palestine, and Yemen.

AFTER THE OCEANS, CONQUERING HUNGER

Why would a young sailor who has conquered the world's oceans choose a mountainous, land-locked country as her next challenge? The reason Australia's Jessica Watson is now focusing on Laos is simple: school meals.

"I wanted to be involved with programmes that directly improve the lives of children," says Watson, who has been promoting school meals in Laos as a WFP youth representative. "And WFP's school meals programme does just that — it keeps more children in school for longer."

WFP works closely with the Laotian government to provide a nutritious, mid-morning snack to nearly 200,000 primary and pre-school children in some of the country's most vulnerable provinces. Laos government statistics show school meals have dramatically improved attendance rates in participating schools

Watson joined forces with WFP in 2011, a year after becoming the youngest person to sail around the world



WFP Youth Representative Jessica Watson visits a school in Laos where WFP provides the mid-day meal.

HUNGER GAMES

The movie is fictional; the reality is deadly serious. Last year, the producers and cast of the award-winning action movie *The Hunger Games* teamed up with WFP and Feeding America to raise awareness about hunger in the United States and around the world.

By taking a hunger quiz or making a donation, fans of the best-selling book and film are directly engaging in the battle against hunger through our website wfp.org/hungergames.

American teenagers Savannah and Michaela are among them. The fundraising campaign they launched at their Texas school paid for more than 2,600 WFP meals for hungry people around the world.



solo, nonstop and unassisted at the age of 16. In championing our fight against hunger, she has zeroed in on one of the world's least developed countries, where inadequate nutrition remains a major development challenge.

Now 20, Watson has visited a number of schools in southern Laos to see first-hand the benefits of school meals. In her native Australia, she works hard to promote the benefits of school meals through TV appearances and by engaging with corporate partners. "Providing meals to school kids in Laos is so critical, it has a positive impact across the whole community," Watson says. "The kids go to school to get a meal, then they are able to concentrate and, in turn, get an education, which goes such a long way towards breaking the poverty cycle."

WFP's Purchase for Progress initiative helps small-holder farmers in 20 countries.



WORKING WITH OTHERS: DONORS AND PARTNERS

STRATEGIC PARTNERSHIPS COME OF AGE

Habiba Aden Keyrow still shivers as she recalls the random attacks by armed groups in her southern Somali hometown of Bardere. The frightened 39-year-old fled to neighbouring Ethiopia last year with her husband and four children. "I was arrested twice for no reason and beaten very hard with sticks," she says. "We were always so scared these men were going to kill us."

Today, Keyrow and her family are among more than 230,000 Somali refugees in Ethiopia, most of them staying in the world's second largest refugee complex in the border town of Dolo Ado.

WFP has been providing Somali refugees with rations of cereals, pulses and special fortified foods. When they expressed a preference for rice, a staple in their homeland, we were able to quickly add it to our food basket.

The reason: a new Strategic Partnership Agreement with key WFP donor Norway, that allows us reliable and flexible funding through 2015. Under the partnership signed in September, Norway has pledged the equivalent of nearly \$170 million for WFP's humanitarian and resilience-building activities through 2015.

"Model donors like Norway help us provide humanitarian assistance quickly — for example to people

in the Sahel and Horn of Africa — and support the recovery of communities facing recurrent crises," says Executive Director Ertharin Cousin.

Meeting the needs of Dolo Ado's refugees is just one example of the growing importance of strategic partnerships in shaping our future operations. Besides Norway, WFP has signed similar partnerships with Australia, Canada and Luxembourg.

Because they are flexible, predictable and long term, these partnerships allow WFP to respond effectively and rapidly to humanitarian needs as they evolve. With upfront funding, we can buy large quantities of food in advance, reducing the delivery time from months to weeks while taking advantage of preferential market conditions.

Donors also use the framework to focus on their strategic themes, such as WFP's P4P programme, emergency preparedness and response, or school feeding. WFP's five-year strategic partnership with Australia, for example, has helped us mobilize thousands of metric tons of fortified foods to prevent and treat malnutrition, and supported school meals for tens of thousands of Bangladeshi children.

Support from Canada is helping WFP meet the needs of Syrians uprooted by their country's brutal civil conflict.

And Norway has donated millions of dollars toward our humanitarian response to the Sahel and Horn of Africa droughts, along with longer-term efforts like building our capacity in areas like nutrition and climate change adaptation.

At Dolo Ado, the rice is finally giving Keyrow something to smile about. "We eat a lot of rice in Somalia," she says. "Now I am not feeling any danger either. Thank God we are here."

SOUTH-SOUTH: FOCUS ON AFRICAN UNION AND PAKISTAN

As drought and then flooding ravaged parts of the Sahel last year, the African Union reached out in July with its first ever, \$450,000 contribution to WFP's operations in seven of the hardest hit countries.

In Pakistan, the federal and provincial governments bolstered WFP food distributions to millions of displaced and flood-affected people in Sindh and Balochistan provinces by donating more than 70,000 metric tons of wheat in 2012.

In Africa, Asia and beyond, institutions and governments are buying into WFP's work in a big way,

not only by sharing expertise and experience, but also giving food and funds to those in need. WFP received a record \$172 million for our activities last year from 40 governments hosting our operations. Many, like Pakistan, targeted programmes in their own countries, underscoring their increasing ownership of relief and development programmes.

For their part, emerging countries like Brazil, which earmarks roughly \$1 billion annually in overseas assistance, are lifting up fellow southern nations through such institutions as WFP's Centre of Excellence Against Hunger.

In the Sahel, the African Union Commission helped us reach out to the most vulnerable, including refugees and internally displaced people. Last August, AU officials travelled to Niger to see their dollars at work first-hand. They officially handed over the food purchased with their donation, visited distribution sites and met with flood-displaced families.

In Pakistan, the government announced yet another wheat donation of 75,000 tons for the northwest region in early 2013, making it one of WFP Pakistan's biggest contributors so far this year.

AUSTRALIA, NORWAY GIVE WFP HIGH MARKS FOR EFFECTIVENESS

WFP ranked among the most effective multilateral aid agencies receiving Australian aid, in a 2012 government assessment of 42 humanitarian organizations — and one of two positive studies by donors last year about our work.

Based on an independent review, the report funded by the Australian Agency for International Development (AusAID) found WFP highly effective in delivering food assistance in both emergencies and post-emergency recovery under the most difficult circumstances. "When we work with the World Food Programme we can be sure Australian funds are saving lives and fighting the





impact of hunger and under-nutrition," says AusAID Director-General Peter Baxter.

WFP Executive Director Ertharin Cousin has welcomed the findings, describing Australia as "one of WFP's most valuable partners" and praising its leadership in offering flexible, multi-year funding that allows us to deliver food when and where it is most needed. "As disasters are often unpredictable, WFP has to respond quickly," Cousin says. "With funding we can rely on, we know we can get on with the job of feeding the most vulnerable in the most efficient way."

As our sixth largest government donor, Australia provided more than \$121 million in assistance in 2012, including for emergency operations in Niger and South Sudan, as well as for other programmes in Afghanistan, Myanmar and Kenya. Over the past two years alone, Australian funds have helped WFP feed more than 5.5 million hungry people.

Norway's development agency NORAD also praised our work. In a 2012 study of five UN agencies, NORAD

called WFP's performance "impressive," noting particularly our cost controls, the transparency of our accounting system, and the way we are meeting an increasing share of the needs of the hungry people we help.

WFP AND DANIDA: 50 YEARS ON

Food reserves were scarce when Maria Ouédraogo arrived at northern Burkina Faso's Kongoussi health clinic with her 18-month-old daughter. It was January 2012, and a massive crisis was looming across the parched Sahel region. Ouédraogo's daughter, Ange Mireille, was already showing signs of acute malnutrition.

But from the very onset of the Sahel emergency, WFP provided nutritional support to Ange Mireille and millions of other vulnerable and hungry residents. That early assistance — instrumental in avoiding a full-scale humanitarian catastrophe — was realized thanks to generous and swift action by donors like Denmark.

Indeed, the Danish government was among the first to respond to WFP's funding appeals, testament to shared goals and the close partnership with aid agency Danida that stretches back to our respective 1960s origins. For half a century, WFP and Denmark have worked together to battle hunger and malnutrition, especially among women and children.

Denmark's funding is particularly helpful because it is not earmarked, therefore allowing WFP to respond quickly to emergencies like the Sahel drought. Last year, Denmark ranked as WFP's third largest flexible donor, providing more than \$32 million in un-earmarked funds.

But sometimes we need support for particular operations. And in early January 2013, Danida again came through, pledging just over \$5 million for WFP's humanitarian response in Syria, one of our largest donations for the operation to date.

Collaborating with Croix Rouge Burkina, WFP provides food assistance to women like these in Dori, Burkina Faso.

USAID: EMPOWERING THE POOR THROUGH CASH CONTRIBUTIONS

When Fatima buys vegetables in Lebanon's Bekaa valley, she is buying into a larger empowerment strategy. The Syrian refugee uses WFP vouchers to purchase her food, vouchers funded with cash contributions from donors like the US Agency for International Development (USAID).

Along with giving Fatima the freedom to choose the staples she needs, the vouchers bring more revenue to neighbourhood stores. Those are just two reasons why our largest donor, the US government, is increasing the percentage of its support that is provided in cash versus in-kind donations — mirroring a similar shift by our other donors.

Indeed, cash-based donations accounted for roughly one-fifth of the US government's total \$1.46-billion contribution in 2012. That includes \$77 million in cash the US earmarked for our response to the Syrian crisis.

In-kind donations remain vital to our work. But combining them with timely and flexible cash-based assistance like USAID's allows us to prepare and act quickly when emergencies strike. Cash allows WFP to purchase food locally and more cheaply, and to launch programmes like vouchers, so Fatima can cook the Syrian meals her family misses.



PRIVATE PARTNERS

MasterCard

In rural Nepal, Dilsara Thapa buys lentils, rice and other staples for her family of six with help from a WFP electronic-cash-transfer programme. The new smart card she uses to withdraw money is a big step for the young farmer — and for WFP, as we shift to a new era of "digital food" assistance in places where markets are functioning.

Now, financial services giant MasterCard is lending its expertise in electronic payment systems to support this transformation, under a wide-ranging partnership launched last September.

While traditional food distribution remains a central part of our operations, WFP vouchers and e-cards are increasingly bringing business to local merchants and dignity and choice to the poor. MasterCard is using its knowledge of technology and payment systems to help us scale-up and standardize these programmes.

“Our vision of a world beyond cash perfectly complements WFP’s vision of a world beyond hunger, and our Digital Food initiative will go on to meet the needs of those who need it most,” said Ann Cairns, MasterCard President of International Markets in London.

Under our alliance, MasterCard is also creating opportunities and incentives for businesses and customers to help hungry people like Dilsara Thapa. By developing new tools for customers to make giving simple, safe and rewarding — for example, by donating when they shop online — MasterCard is helping WFP expand our reach to new audiences and potential donors.

Our partnership is already reaping rewards. Through campaigns launched in participating stores and banks in the Netherlands, Poland and Sweden, MasterCard and its network raised enough funds in 2012 alone for WFP to provide more than 550,000 school meals to children in Africa.



Wilfried Zaha celebrates his goal.

Courtesy of Neil Everitt

VISIBILITY: CRYSTAL PALACE

It ended in a draw, but for WFP, the televised match between British football clubs Crystal Palace and Huddersfield Town in December 2012 scored a clear victory in the fight against hunger.

WFP’s logo was featured on the shirts of Crystal Palace players, capturing the attention of almost 20,000 spectators at London’s Selhurst Park Stadium and an estimated 200,000 television viewers. Opportunities for sponsorship agreements with football clubs are quite rare. We replaced the team’s usual sponsor, global logistics company GAC, which offered WFP the chance to raise visibility and awareness of our work. WFP uses GAC to ship humanitarian food aid around the world.

GAC’s generosity allowed us to broadcast public service announcements during the match and place a print advertisement in the match-day programme, free of charge.

Moreover, a stroke of luck gave us more exposure from the London match than anticipated. In the days that followed, star Crystal Palace player Wilfried Zaha became the subject of transfer rumours — which ultimately proved true — with almost every story in the media accompanied by a photo featuring Zaha wearing WFP’s logo.

LARGEST DONORS IN 2012

1. USA	1,456,561,885	11. UN COMMON FUNDS AND AGENCIES (EXCL CERF)	79,798,706
2. EUROPEAN COMMISSION	386,136,255	12. NETHERLANDS	75,235,772
3. CANADA	367,148,725	13. PRIVATE DONORS	63,987,033
4. UNITED KINGDOM	200,539,681	14. SWITZERLAND	60,827,998
5. JAPAN	190,748,732	15. NORWAY	57,561,556
6. GERMANY	150,054,838	16. DENMARK	43,510,342
7. UN CENTRAL EMERGENCY RESPONSE FUND	136,788,354	17. RUSSIAN FEDERATION	38,000,000
8. AUSTRALIA	121,728,747	18. FRANCE	30,747,496
9. SWEDEN	95,181,160	19. FINLAND	25,990,383
10. BRAZIL	82,547,956	20. PAKISTAN	22,162,114



Preparing the school lunch at the Dalaweys Primary School, one of 700 selected for WFP's school feeding programme in Niger.

IN 2012, WFP DISTRIBUTED 3.5 MILLION METRIC TONS OF FOOD ASSISTANCE TO 97.2 MILLION PEOPLE IN 80 COUNTRIES

INCLUDING:

82.1 million women and children

6.5 million internally displaced people

2.4 million refugees

63.7 million children were assisted in WFP operations

24.7 million schoolchildren received school meals
and/or take-home rations

9.8 million malnourished children received special nutritional support

1.6 million people affected by HIV and AIDS received WFP support

6.0 million people were assisted through cash
and vouchers programmes

15.1 million people received WFP food as an incentive
to build assets, attend training, strengthen resilience
to shocks and preserve livelihoods

In a food- and cash-for-work project in Bangladesh, some 1,140 people helped re-construct a dozen kilometres of embankment and five kilometres of road. In return, each day they received rice, pulses and cooking oil from WFP and wages in cash from the government. The project saved more than 2,000 hectares of land from flooding during the rainy season.



To support our work, please go to **wfp.org/donate**

To stay informed via email updates, sign up at **wfp.org/join**

Division of Communications

Via Cesare Giulio Viola, 68/70 - 00148 Rome, Italy

Tel.: +39-0665131 • Fax: +39-066513-2840

Email: wfpinfo@wfp.org



World Food Programme

