

WHATEVER YOU WERE  
**BORN TO DO...**



**Save the Children**

**BORN TO SING**



EMMA BLAU

**BORN TO LAUGH**



LUCA KLEVE-RUIJD

**BORN TO JUMP**



TERI PENGILLET

...DO IT TO HELP SAVE A LIFE.  
NO CHILD **BORN TO DIE**

## NO CHILD SHOULD DIE FROM A BASIC ILLNESS

Over the next three years we'll help 3 million children beat diseases like diarrhoea and pneumonia. And we'll train 50,000 more health workers.



ANNA KARI

## NO CHILD – OR MOTHER – SHOULD DIE DURING CHILDBIRTH

We'll make sure that 640,000 more women have a trained midwife when they give birth.



MATS LIGNELL

## NO CHILD SHOULD BE BORN WITHOUT A CHANCE

We'll help the poorest children in the UK get a better start in life at home and at school.



ANNA KARI

## IN POOR COUNTRIES A CHILD DIES NEEDLESSLY EVERY FOUR SECONDS

They'll never have the chance to discover what they were born to do.

NO CHILD **BORN TO** DIE



LANA SLEZIC