



## CAUCUS for CHILDREN'S RIGHTS Campaign to Protect Children

The **50% Campaign** is an unprecedented effort to spark national awareness that Tanzania's future depends on the treatment of Tanzania's children today, and as such, there is an immediate need for legal reform, juvenile justice and child rights.

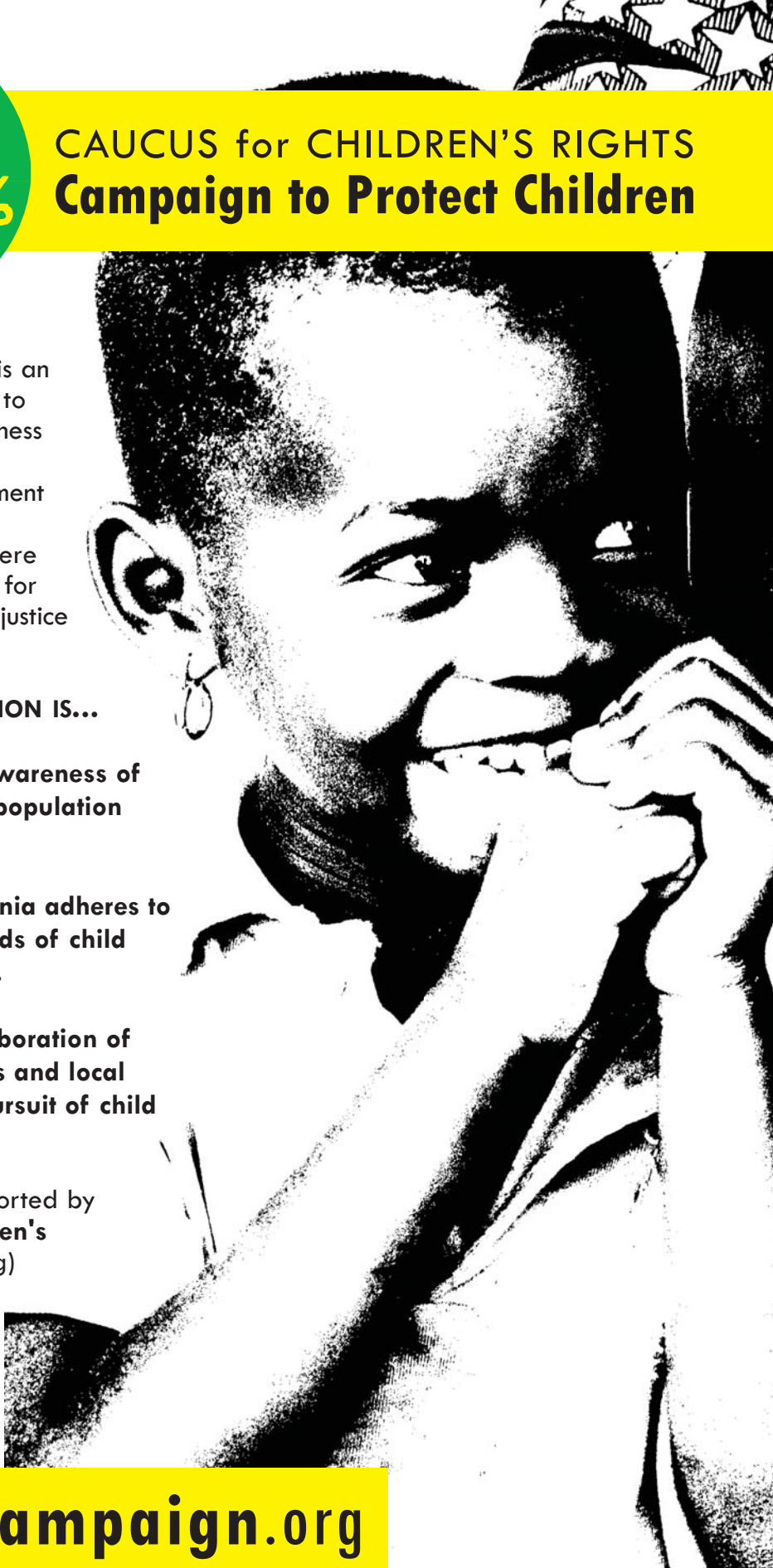
### THE CAMPAIGN MISSION IS...

To generate public awareness of Tanzania's startling population demographic.

To ensure that Tanzania adheres to international standards of child rights and protection.

To facilitate the collaboration of civil society, business and local government in the pursuit of child rights and welfare.

The campaign is supported by the **Caucus for Children's Rights** ([www.ccr-tz.org](http://www.ccr-tz.org)) and a variety of individuals / organisations committed to the protection of vulnerable children.



[www.50campaign.org](http://www.50campaign.org)