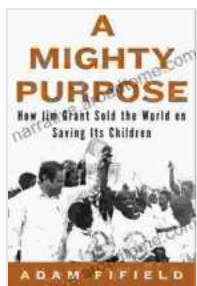


# How Jim Grant Sold the World on Saving Its Children: A Story of Passion, Perseverance, and Triumph



## A Mighty Purpose: How Jim Grant Sold the World on Saving Its Children by Adam Fifield

★★★★☆ 4.2 out of 5

Language : English  
File size : 3205 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 445 pages

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Jim Grant was a visionary leader who dedicated his life to saving children. As the executive director of UNICEF from 1980 to 1995, he revolutionized the way the world thinks about child survival and development.

Grant was born in Scotland in 1922. He began his career as a journalist, working in Africa for the BBC. In the 1950s, he joined UNICEF, where he quickly rose through the ranks. In 1980, he was appointed executive director.

At the time, UNICEF was facing a number of challenges. The world was in the midst of a recession, and donor funding was drying up. Child mortality rates were high, and millions of children were dying from preventable diseases.

Grant was determined to change this. He launched a number of groundbreaking initiatives, including the Child Survival Revolution and the Convention on the Rights of the Child. He also worked tirelessly to raise awareness about the plight of children in developing countries.

Grant's efforts paid off. By the time he left UNICEF in 1995, child mortality rates had fallen by more than half. Millions of children had been immunized against deadly diseases, and millions more had access to clean water and sanitation.

Jim Grant was a true pioneer in the field of child rights. His work has saved the lives of millions of children, and his legacy will continue to inspire generations to come.

## **Grant's Early Life and Career**

Jim Grant was born in Scotland in 1922. He was the son of a Presbyterian minister and a social worker. Grant's parents instilled in him a strong sense of compassion and a belief in the importance of social justice.

Grant studied history at the University of Edinburgh. After graduating, he worked as a journalist for the BBC. In 1951, he was assigned to cover the Korean War. Grant's experiences in Korea had a profound impact on him. He saw firsthand the devastating effects of war on children.

After the Korean War, Grant returned to the UK and worked as a producer for the BBC. In 1959, he joined UNICEF as a public information officer. Grant quickly rose through the ranks, and in 1980 he was appointed executive director.

## **Grant's Work at UNICEF**

When Grant became executive director of UNICEF, the world was in the midst of a recession. Donor funding was drying up, and child mortality rates were high. Grant was determined to change this.

One of the first things Grant did was to launch the Child Survival Revolution. This initiative was designed to reduce child mortality rates by focusing on five key areas: immunization, oral rehydration therapy, breastfeeding, vitamin A supplementation, and family planning.

The Child Survival Revolution was a huge success. By the time Grant left UNICEF in 1995, child mortality rates had fallen by more than half. Millions of children had been immunized against deadly diseases, and millions more had access to clean water and sanitation.

In addition to the Child Survival Revolution, Grant also worked tirelessly to raise awareness about the plight of children in developing countries. He gave speeches all over the world, and he wrote several books about child rights.

Grant's work had a profound impact on the world. He helped to change the way people think about children. He showed the world that children are not just a burden, but an investment in the future.

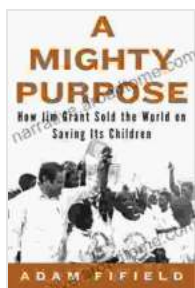
## **Grant's Legacy**

Jim Grant died in 2021 at the age of 98. He left behind a legacy of compassion, perseverance, and hope. Grant's work saved the lives of millions of children, and his legacy will continue to inspire generations to come.

Grant was a true pioneer in the field of child rights. He was a tireless advocate for children, and he never gave up on his dream of a world where every child has the opportunity to survive and thrive.

Jim Grant was a remarkable man who dedicated his life to saving children. His work has had a profound impact on the world, and his legacy will continue to inspire generations to come.

Grant's story is a story of hope, resilience, and the power of one person to make a difference. It is a story that should be told and retold for generations to come.



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