

UNICEF UK

# ACHIEVEMENTS 2010

Denying child rights  
is wrong. Put it right.



# ACHIEVEMENTS 2010

- » We committed **£63 million** to programmes for children worldwide.
- » We launched *Put it Right* to promote children's rights and show how UNICEF's work helps children to survive and thrive. By telling real-life stories of children around the world through a coordinated advertising and marketing campaign, *Put it Right* showed how fulfilling children's rights are fundamental to building a better world. We also developed our *Child Friendly Communities* programme, aimed at realising and embedding child rights at the local level throughout the UK people. We piloted the programme with 13 UK local authorities.
- » We staged our third and most successful *Soccer Aid* football match and telethon, raising **£2.5 million** for children affected by the earthquake in Haiti and for child survival programmes in Madagascar, Peru and Guinea.
- » We exceeded our five-year target and raised **£17.5 million** for children affected by AIDS, including over **£2.1 million** in 2010.
- » We further expanded *International Inspiration*, the international social legacy of the **London 2012 Olympic and Paralympic Games**. By the end of 2010, *International Inspiration* had reached **6.9 million children**, including 2.5 million during 2010.
- » We launched *Climate Positive*, a groundbreaking alternative to carbon offsetting that offers individuals and businesses the opportunity to help children affected by climate change.



UNICEF is the world's leading organisation working for children and their rights.

UNICEF works with families, local communities, partners and governments in more than 190 countries to help every child realise their full potential. In everything we do, the most disadvantaged children and the countries in greatest need have priority.

UNICEF UK raises funds for UNICEF's emergency and development work around the world and advocates for lasting change for children worldwide. This includes, for example, working to change government policies and practices that restrict child rights in the UK and internationally.

*A girl queues for water in Abidjan, Ivory Coast. To help the many thousands of children left vulnerable by the violence in Ivory Coast, UNICEF is providing food and drinking water, vaccinating against measles and polio, and getting children back to school.*

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## Introduction

David Bull  
UNICEF UK Executive Director



For the world's children and UNICEF UK, 2010 was a year of unprecedented emergencies and extraordinary achievements. It began ominously with the shattering earthquake in Haiti, which killed more than 200,000 people. Children emerged from the rubble to find their world changed forever. This review features some of their stories. At the height of the emergency, helped by magnificent support from our UK supporters, UNICEF was delivering clean water to **1.2 million people**.

In June, our third and most successful *Soccer Aid* charity football match and telethon helped to raise **£2.5 million** for Haiti as well as for children affected by malaria in Guinea, vaccinations in Madagascar and pre-school care in Peru.

In July, devastating floods left a fifth of Pakistan underwater and led to mass child malnutrition. UNICEF again sprang into action, helping to immunise more than **9 million children** against measles and polio and feed more than 120,000 women and children.

In total, UNICEF UK helped children caught in **emergencies in 24 countries**. Whether it was famine in Niger, flooding in Benin, or conflict in Kyrgyzstan, our supporters enabled UNICEF to respond rapidly and effectively to protect children. To tackle the increase in the number and scale of such disasters, UNICEF UK's *Climate Positive* initiative is helping children prepare for and adapt to climate change.

As ever, UNICEF's emergency work complements our long-term aim to change children's lives for good. It is wrong that children die simply because they lack a simple low-cost vaccination that has been available to us for more than a half a century. It is unacceptable that some children cannot go to school when we have free compulsory education. It is an outrage that children in some countries are forced to work in dangerous jobs or fight in wars when we rightly protect our children from such perils.

The year marked the halfway point for the Millennium Development Goals. To help meet the goals by 2015, UNICEF introduced a new approach: focusing on the most vulnerable and the hardest-to-reach. This is both a moral imperative and the best way of saving more children's lives.

Thanks to the generosity of our supporters, UNICEF UK committed **£63 million** for children worldwide. To ensure the survival of mums and babies, we provided more than **41.5 million tetanus vaccines**. To protect children from abuse and exploitation, we **provided safe havens for 8,500 street children in Africa and Asia**. To help children go to school, we contributed to the *Schools for Africa* programme for **8 million children**. As part of *International Inspiration*, the international social legacy of the London 2012 Games, we have now enriched the lives of nearly **7 million children** worldwide through physical education (PE), sport and play.

In 2011, children will continue to feel the impact of the global financial crisis. They will continue to be hit first and worst by food and water shortages as well as natural disasters. UNICEF UK, backed by our supporters, will continue to work for every child.

**David Bull**  
UNICEF UK Executive Director



*A girl holds her malnourished nephew at a UNICEF-supported feeding centre in Kandahar, Afghanistan. In 2010, UNICEF revealed that Afghanistan is the worst place on earth to be a child: one in five children die before the age of five.*

# EMERGENCIES

*Dorval, 5 months, has spent a month being treated for malnutrition at a UNICEF-supported hospital programme in Haiti. Her mother died of shock soon after the earthquake struck Haiti on 12 January 2010.*



## UNICEF working worldwide for children in emergencies

In 2010:

UNICEF supported  
98 countries  
with  
emergency supplies

UNICEF helped  
immunise  
9 million  
children in Pakistan

UNICEF daily  
delivered water  
to 1.2 million  
people in Haiti

Children are hardest hit by disasters: losing lives, parents, homes and schools. For more than 60 years, UNICEF has been a leader in providing life-saving help for children imperiled by emergencies around the globe. With a permanent presence in more than 190 countries, UNICEF is poised to respond rapidly wherever and whenever disaster strikes.

Emergencies dominated the news for much of 2010, especially the crippling earthquake in Haiti and the catastrophic floods in Pakistan. Your support helped UNICEF UK commit more than £35 million to assist the millions of children affected by emergencies in 2010. We supported humanitarian relief work in 24 countries and regions.

During emergencies, UNICEF delivers life-saving help for children in five key areas:

- » health and nutrition
- » water and sanitation
- » education
- » protection from abuse and exploitation
- » coordination and logistics.

*A girl receives a polio vaccine in Sindh, Pakistan. After the devastating floods, UNICEF helped organise a campaign against polio, reaching 9 million children under the age of five.*



A young girl with dark skin and hair is sitting inside a large, open cardboard box. She is wearing a bright pink, short-sleeved shirt. Her hands are clasped together near her chin, and she is looking directly at the camera with a neutral expression. The box is made of brown corrugated cardboard and is set outdoors on a dirt surface. In the background, some green grass and a small blue cup are visible. On the left side of the image, there is a vertical yellow and black diagonal striped pattern.

# HAITI

A small girl rests in a cardboard box bed at a camp for people left homeless by the Haiti earthquake. She is one of 5,000 people living at the camp set on a football pitch. UNICEF helps provide clean water, medicine and other basic services.

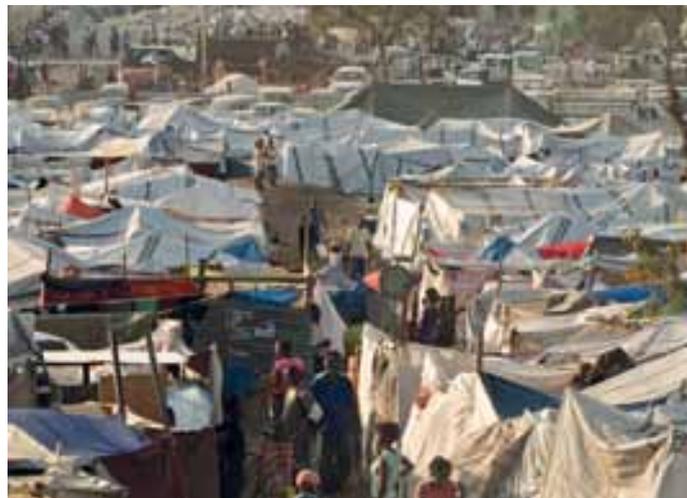
## Haiti, earthquake and cholera

On 12 January, a massive earthquake hit the Caribbean nation of Haiti, killing more than 220,000 people and injuring 300,000. It shattered the lives of millions of children. In addition to the dead and injured, the disaster left tens of thousands of children orphaned or separated from their parents, desperately roaming the streets in search of safety.

The response from UNICEF UK supporters was overwhelming; by the end of 2010, we had sent nearly **£9.7 million** to help Haiti's children. Within days, our supporters enabled UNICEF to deliver planeloads of life-saving supplies to prevent dehydration, disease and malnutrition. At the height of the emergency, UNICEF was helping to deliver clean water to **1.2 million** people living in temporary shelters.

UNICEF quickly established more than 200 temporary learning spaces, and, soon after, helped construct 90 semi-permanent schools, so children could go to school – many for the first time.

*The earthquake in Haiti destroyed the infrastructure of what was already one of the poorest nations on Earth with the highest rate of infant mortality in the western hemisphere.*



*A girl holds a baby at a camp for people made homeless by the earthquake in Haiti. More than 300 such camps sprang up after the disaster.*



Then a series of emergencies disrupted the process of rebuilding children's lives. In September, a typhoon struck Haiti. A deadly epidemic of cholera quickly followed that claimed more than 4,000 lives and left over 80,000 people hospitalised. Once again, UNICEF was one of the first organisations to respond, setting up more than **70 cholera treatment centres** and providing medicine, water purification tablets and other supplies.

Despite these challenges, UNICEF has helped to vaccinate more than **2 million** Haitian children against life-threatening diseases. UNICEF is supporting more than 720,000 children in **2,000 schools**. To ensure a safe environment for children who lost homes and loved ones, UNICEF also built more than **350 child-friendly spaces**, where almost 100,000 children have received counselling to help them overcome their trauma.

**Much work remains as UNICEF, with the help of our UK supporters, continues to build back better for more than half-a-million children still living in temporary shelters.**

*After the earthquake, Haitian children faced a deadly outbreak of cholera that killed more than 4,000 people and infected over 200,000. Within the first 24 hours, UNICEF delivered 2.6 million sachets of oral rehydration salts to combat dehydration caused by cholera.*



## Robbie meets baby Mary

Mary was born on 12 January 2010. Her proud parents brought her home from hospital at lunchtime, ready to start their life as a new family. Just a few hours later, the earthquake struck.

Mary's grandmother Lucette managed to pull her out before her house collapsed. Mary's parents did not make it out alive. On that dreadful day, the earthquake robbed Mary and hundreds of thousands of children of their family and home.

In the first few days after the disaster, Mary desperately needed her mother's milk, but Lucette could only feed her what she found among the rubble. Then Lucette brought her to one of the 100 'baby friendly' tents set up by UNICEF. It was not possible to give Mary breast milk, so UNICEF made sure that she had safe infant formula.

*UNICEF UK Ambassador Robbie Williams visited Haiti soon after the earthquake. His moving appeal film, featuring Mary and grandmother Lucette and shown as part of Soccer Aid 2010, helped raise more than £450,000 for UNICEF's relief work.*



## Tour de force

Charlie Simpson, age 7, raised an incredible **£210,000** for Haiti by cycling round his local park with his best friend Zac. His fundraising exploits made national headlines and attracted more than 9,000 individual donations, earning him the award for Most Popular Fundraiser in 2010.

*Charlie raised money for Haitian children by cycling around his local park. He explained, "I want to make some money to buy food, water and tents for everyone in Haiti." Charlie's story captured the public imagination.*



## INSIDE STORY : Luisnez

Luisnez, 10, sweeps away garbage and debris in front of her destroyed home in Cité Soleil. Luisnez now sleeps outdoors with her mother and three younger siblings. "I don't know what happened," she said. "I was playing outside and everything started to fall. I also fell. Everyone was screaming and crying. I was so afraid." In the immediate aftermath of the quake,

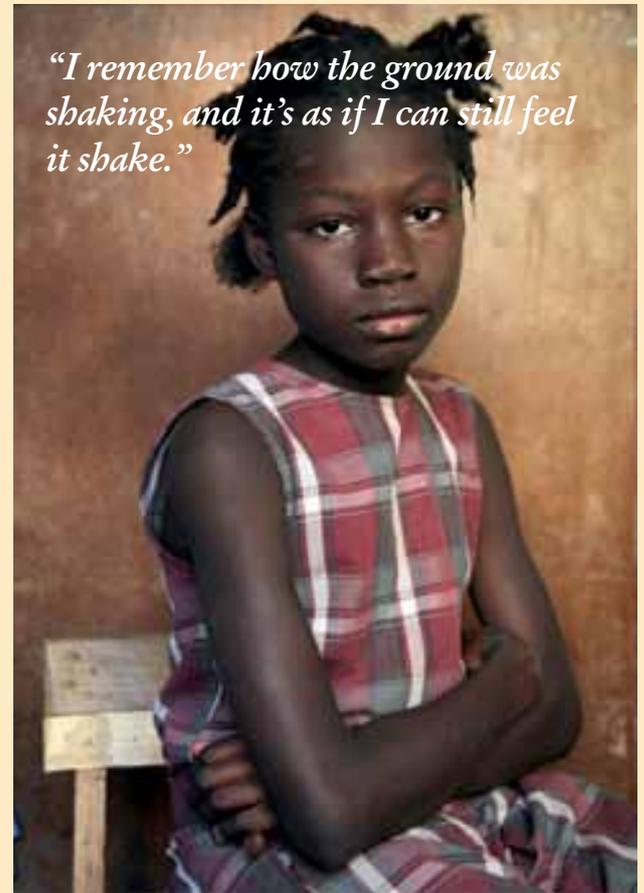
UNICEF built more than 350 child-friendly spaces, where almost 100,000 children received counselling to help them overcome their trauma.



## INSIDE STORY : Fredlande

Fredlande, 10, was injured by falling rubble and her grandmother was killed in the earthquake. For six months after the quake, Fredlande lived with her family in a camp. Fredlande completed first grade before the quake, but her family cannot afford to send her back to school. She helps her mother with chores and cares for her younger sister and brother.

The earthquake destroyed or damaged nearly 4,000 schools in Haiti. UNICEF has provided school kits for every child in around 2,000 schools.



A photograph of a man with a mustache, wearing a light-colored, long-sleeved shirt, holding a young child in his arms. They are standing in front of a textured, light-colored wall. Two bicycles are visible in the background, one on the left and one on the right. The man is looking off to the side, and the child is looking directly at the camera with a serious expression.

# PAKISTAN

Tayyab, age 5, lost his leg in an explosion after flooding washed landmines into his village in South Waziristan, Pakistan. Tayyab's father Muhammad said, "I heard a big explosion and I saw Tayyab lying in a pool of blood. I was devastated. Tayyab was in hospital for 22 days. I never left him for a minute."

## Floods in Pakistan

The 2010 monsoon season saw the worst floods in Pakistan's history, affecting more than 20 million people – half of whom were children. The disaster claimed more than 1,700 lives and damaged or destroyed at least 1.8 million homes. Floodwaters devastated whole towns and villages, washed away roads and bridges, and caused major damage to hospitals, schools and water supplies.

The sheer scale of the flooding, covering an area the size of the United Kingdom, presented a huge logistical challenge to UNICEF's relief efforts. The response from UNICEF UK supporters was phenomenal. By the end of 2010, we had transferred nearly **£6.2 million** to help the children of Pakistan.

One of UNICEF's immediate priorities was to ensure clean drinking water to prevent the spread of cholera, diarrhoea and dysentery. In the first six months after the floods, UNICEF provided clean water to an unprecedented 3.5 million people daily and sanitation facilities to more than 1.9 million people. UNICEF also worked with partners to immunise more than **9 million children** against measles and polio, and provided about 8.5 million children with vitamin A supplementation.

Sawera, 5, gets a cuddle from her brother. Sawera recently contracted polio. To tackle this crippling disease, UNICEF has helped launch an immunisation campaign, reaching more than **9 million** children under the age of five.



The widespread destruction of crops and livestock combined with rising food prices contributed to an alarming rise in malnutrition. In 2010, UNICEF helped 120,000 malnourished women and children with feeding programmes across Pakistan.

UNICEF also sought to get children back to school as quickly as possible, establishing temporary learning centres for 180,000 children. The floods left many thousands of children separated from loved ones, making them more vulnerable to abuse and exploitation. To combat this, UNICEF created **700 child-friendly spaces** for 200,000 children, provide education and play activities as well as psychological support for victims of trauma.

*"I haven't seen levels of malnutrition this bad since the worst famines in Ethiopia, Darfur and Chad."*

Kirsten Elsby,  
Chief of Communications,  
UNICEF Pakistan

*International Inspiration* (see page 40) provided recreation, play and sport supplies and activities for an estimated 39,000 displaced children in the worst affected district of Sindh province.

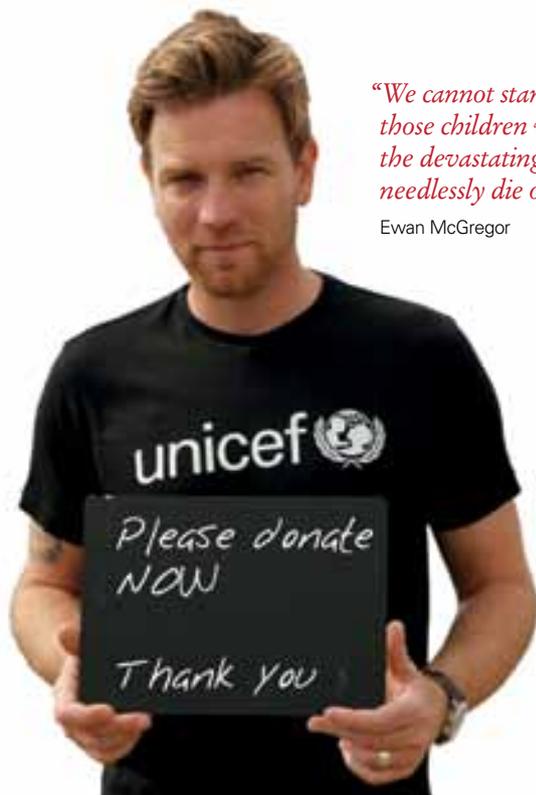
*Below: Children play at one of the 700 UNICEF-created child-friendly spaces at camps throughout the flood-affected areas of Pakistan.*



## Ewan McGregor sparks response

More than 40,000 people responded to UNICEF Ambassador Ewan McGregor's television appeal to help Pakistan's children. The appeal raised more than **£120,000** for the children of Pakistan.

Such an emergency appeal was a first for UNICEF and the charity sector as the main call to action was a text donation via phone. We also reached more than 15 million people through our ambassadors' social media channels, helping us to further our emergency work for children and encourage new supporters to raise funds and campaign for children around the world.



*"We cannot stand by and let those children who survived the devastating floods needlessly die of disease."*

Ewan McGregor

## The famished land



11-month-old Laila from Punjab, eastern Pakistan, has severe malnutrition. She also suffers from anaemia. Her life hangs in the balance.

Six months after the floods, a UNICEF-supported survey revealed that up to one in four children were acutely malnourished in the worst-affected areas. UNICEF responded by reaching out to communities and providing services for more than **590,000 children** under the age of 5 and more than 220,000 pregnant and breastfeeding women. UNICEF also provided shoes, warm clothing and blankets for more than 300,000 women to combat the risk of hypothermia during the cold winter months.

Profound challenges remain. Thanks to our UK supporters, UNICEF continues to work with authorities to tackle the critical levels of malnutrition that persist among flood-affected children.

## INSIDE STORY : **Khairzada**

Ten-year-old Khairzada vividly remembers the flood. "I was at home when water came. I had to leave immediately, leaving everything behind. Water destroyed everything, even my textbooks. My school uniform is rotten. Later, when I came back, there was a lot of mud around. I slipped and broke my hand." Khairzada now lives in a tent with his parents and seven siblings. He plays with other children at a UNICEF-supported child protection centre.

*"I was at home when water came.  
...Water destroyed everything."*



## INSIDE STORY : **Rayan**

Rayan, age 7, lost his home in the floods. He spent three months moving from shelter to shelter. Now he lives with his family in a tent. His father Nisar said, "We lost all our cattle, our house collapsed. We lost everything."

Every day for the first six months after the emergency, UNICEF provided clean drinking water to 3.5 million people.

*"We lost all our cattle, our house  
collapsed. We lost everything."*



**NIGER : Food crisis**

*Inoussa, 2, is recovering from severe malnutrition and a chest infection at a UNICEF-supported feeding centre in northern Niger.*

By June, Niger faced a severe food crisis resulting from crop shortages and rising food prices. The crisis affected more than 7 million people, around half the total population, and threatened devastating death tolls among children under the age of five.

UNICEF increased the number and capacity of feeding centres to help children suffering from acute malnutrition. By September, UNICEF was helping treat more than **215,000 children** for severe malnutrition. UNICEF is seeking to address the underlying causes of malnutrition by protecting, promoting and supporting exclusive breastfeeding during the first six months of life, providing vitamins and minerals through fortified foods and supplements, and promoting access to sanitation and clean water.

**BENIN : Floods**

*A boy uses a makeshift raft to travel. The floods killed five people in his small village and destroyed homes.*

Heavy September rains caused widespread flooding in Benin, west Africa, destroying whole communities and leaving more than 100,000 people homeless. The floods affected more than 120,000 children under the age of five. The disaster also ruined swathes of farmland and killed more than 80,000 livestock. Even before the floods, more than one in three children under the age of five was chronically malnourished.

UNICEF distributed safe drinking water to an estimated **20,000 people** sheltering in temporary camps and built sanitation facilities. UNICEF also trained 500 community health workers and staff in more than 50 new nutrition centres to prevent, screen and manage malnutrition.

The floods also badly damaged almost 300 schools. In order to get children back to school as quickly as possible, UNICEF distributed 22,000 school kits and nearly 1,500 teacher kits.

## KYRGYZSTAN : Conflict



Adulazis, 5, stands in the doorway of his fire-gutted home. UNICEF is providing food and water for Adulazis, his three brothers and parents.

In June 2010, a wave of ethnic violence engulfed the cities of Osh and Djala-Abad in southern Kyrgyzstan. The conflict had acute and pressing humanitarian consequences for more than 400,000 children.

UNICEF airlifted some 200 tonnes of supplies, including medicines to health centres, water and sanitation kits to displaced families, and micronutrients to prevent vitamin deficiency among more than **80,000 children** age 6–24 months.

UNICEF also established 45 child-friendly spaces, providing children with a place to learn, play and receive psychological support to overcome trauma. To get children back to school, as well as promote non-violence, UNICEF worked with the Ministry of Education and Science on the 'Welcome to School' initiative. UNICEF also supplied school-in-a-box kits for 64 schools.

## CHILDREN'S EMERGENCY FUND : Help



Fatima Hassan carries her healthy four-month-old baby Hazara. A UNICEF-supported women's group convinced Fatima to exclusively breastfeed when Hazara was born.

Our Children's Emergency Fund is vital in our response to help vulnerable children caught up in under-reported or often completely ignored humanitarian crises around the world. It allows us to deliver a rapid response to children in so-called 'silent' emergencies that do not attract much media attention and where a public appeal for funds may not be appropriate or possible.

### MARTIN MEETS ABBAS



In August, UNICEF UK Ambassador for Humanitarian Emergencies Martin Bell reported on the largely forgotten children's emergency in Yemen.

Abbas, age 8, was walking with his uncle in the Sa'ada region when his uncle stepped on a landmine and was blown to pieces. Shrapnel from the mine sprayed into Abbas's chest and blinded him in one eye. The blast also injured Abbas's 10-year-old sister. Abbas now lives at a refugee camp. His father recently died in the camp. Abbas is one of more than 300,000 refugees scattered throughout Yemen. Seven in ten of the refugees are women and children.

# SOCCER AID

*Rest of the World Captain  
Gordon Ramsay celebrates  
victory at Soccer Aid 2010.  
The event raised more than  
£2.5 million for children in Haiti,  
Madagascar, Guinea and Peru.*



## Soccer Aid for children

On 6 June 2010, just before the start of the 2010 FIFA World Cup, UNICEF UK staged our third Soccer Aid football match and telethon. Celebrities and football legends teamed up to raise money for children.

The event, broadcast live from Old Trafford on ITV1, was our most successful to date, raising **£2.5 million** for children affected by the earthquake in Haiti and for UNICEF's child survival programmes in Madagascar, Peru and Guinea. We received more than 240,000 donations on the night.

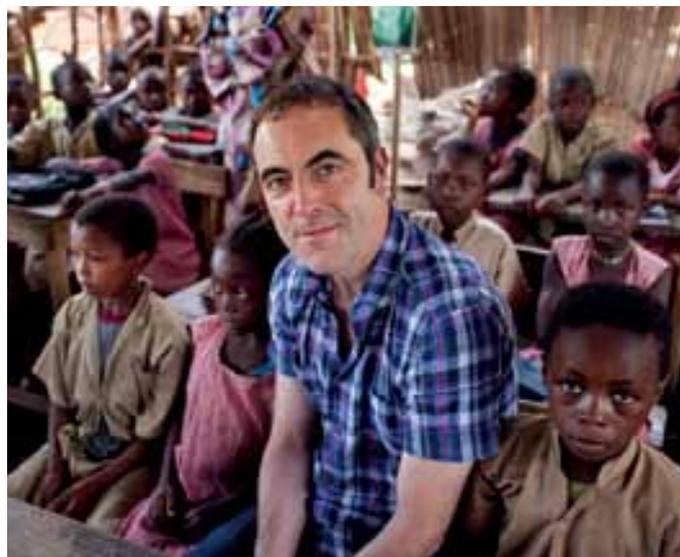
UNICEF UK Ambassadors Robbie Williams, Cat Deeley, Ewan McGregor and James Nesbitt made video reports on the children helped by donations to Soccer Aid. Cat Deeley appealed for help to immunise children in Madagascar. James Nesbitt visited a community affected by malaria in rural Guinea, calling for mosquito nets to prevent the disease. Ewan McGregor visited day-care centres for pre-school children in Peru, appealing for help to treat child malnutrition and support for working mothers. Robbie Williams meanwhile visited Haiti in the aftermath of the devastating earthquake (see page 5).

The match itself saw Rest of the World win 7-6 on penalties, after it finished 2-2 at the end of extra time.

*Ewan McGregor helped raise money for early childhood development in Peru. UNICEF supports nearly 7,000 community-based centres for vulnerable children in Peru.*



*"Much more needs to be done in Haiti and in many other countries of the world where children need our help. That's why this year's Soccer Aid is more important than ever." Robbie Williams*



*James Nesbitt helped raise money to protect children from malaria in Guinea. Every year, malaria kills more than 16,000 children in Guinea.*



*Cat Deeley visited Madagascar to highlight the need to improve vaccination coverage for children. Every year in Madagascar, more than 70,000 children under the age of five die, mainly from easily preventable causes.*

The right to survive and thrive for every child

# SURVIVAL

*A boy receives a polio vaccine at Pointe-Noire, the epicentre of the 2010 polio outbreak in the Republic of Congo. UNICEF secured 18 million doses of oral polio vaccine and trained health workers for the campaign.*



## UNICEF working worldwide for every child to survive and thrive

In 2010:

UNICEF secured  
vaccines for  
58% of the  
world's children

UNICEF  
delivered  
23 million  
mosquito nets

UNICEF  
provided more  
than 4,300  
water pumps

Every child has the right to survive and be healthy. Yet every hour of every day, nearly 1,000 children under the age of five die.

This is wrong.

Your support helps UNICEF put it right by:

- » vaccinating against illnesses such as measles and polio
- » providing nutritious food and clean water
- » supplying mosquito nets to prevent malaria
- » helping mothers receive good health care during pregnancy.

### » SIERRA LEONE : MALARIA NO MORE

*Kadiatu Jalloh, 6, lies in hospital in northern Sierra Leone. She is weak and sick with malaria and anaemia. Nearly one in every five children in Sierra Leone dies before the age of five. Malaria accounts for 40 per cent of these deaths. UNICEF is working to put it right by providing mosquito nets and anti-malarial medicine.*



## How UNICEF UK saved children's lives

Your support for children helped UNICEF UK to:

- » provide more than **41.5 million vaccines** (of a global total of 100 million) to prevent the deaths of many thousands of mothers and babies from tetanus
- » provide a sustainable water supply for **15,000 people** in three Ethiopian villages
- » supply **14,000 mosquito nets** to women and children in Guinea Bissau
- » immunise and provide full medical checks for **70,000 children** under the age of five in the Philippines
- » equip **35 child survival centres** in Senegal
- » immunise **200,000 pregnant women** in Liberia
- » and much more...

### » IN FOCUS : SAVING MUMS AND BABIES

*"I am proud I have protected myself and my baby against tetanus."*

Jacqui (right), eastern Cameroon



Every year, maternal and newborn tetanus kills around 59,000 newborn babies and a significant number of mothers.<sup>1</sup> UNICEF has helped make great progress in the global drive to eliminate this preventable disease caused by tetanus spores present in unsanitary conditions during childbirth. This agonising and usually fatal disease spreads rapidly throughout the body.

In 2010, the 'one pack, one vaccine' campaign in conjunction with Pampers and other P&G brands, donated the cost of one tetanus vaccine to UNICEF UK for every pack sold. In the UK, the initiative provided more than **41.5 million vaccines**, helping to save the lives of many thousands of mothers and babies.

Since the start of the initiative, the partnership has provided 300 million vaccines worldwide.

<sup>1</sup> Global, Regional and National Causes of Child Mortality, [www.lancet.com](http://www.lancet.com), 12 May 2010.

A boy carries water home after the cholera outbreak in Port-au-Prince, Haiti. UNICEF has supplied **4.9 million** water purification packets for children in the city.



In 2010, UNICEF helped to vaccinate more than **20 million** children against measles in Bangladesh.



In 2010, drought in Chad devastated local agriculture, causing chronic food shortages and leaving two million people in urgent need of food aid.

## » IN FOCUS : WATER FOR LIFE

Every day, more than 4,000 children die of diseases caused by poor sanitation and dirty water. This is wrong and UNICEF UK is helping to prevent the unnecessary loss of so many young lives.

In Ethiopia, for example, more than half the population lack access to safe drinking water, and only one in ten has access to proper sanitation facilities. In addition, poor water quality means that there many children die agonisingly of dehydration caused by diarrhoea.

Drought and disease frequently affects the district of Boricha in southern Ethiopia. The acute water shortage forces communities to use contaminated sources. With support from the Band Aid Trust, UNICEF UK is providing a sustainable water supply to **15,000 people** in three villages that are especially vulnerable to drought and currently do not have a safe supply of clean water.

*“Sanitation and water are crucial to ensuring the survival of children.”*

UNICEF Deputy Executive Director  
Saad Houry



The right to protection for every child

# PROTECTION

*Elizabeth Makokha, 13, cares for her two young cousins. At night, she has to sleep on the floor in her sister's one room home. With support from UNICEF, Elizabeth now gets two hot meals a day and a chance to play and learn in a safe environment at a drop-in centre in Nairobi. Elizabeth hopes to be a teacher.*



## UNICEF working worldwide to protect every child

In 2010:

In Haiti, UNICEF helped almost 100,000 children receive counselling after the earthquake

UNICEF created more than 700 safe child-friendly spaces after the Pakistan floods

UNICEF helped release 11,400 child soldiers

Every child has the right to a safe childhood, protected from violence, abuse and exploitation. Yet there are 150 million child labourers worldwide, 1.2 million children trafficked each year and 250,000 child soldiers.

This is wrong.

Your support helps UNICEF put it right by:

- » helping children leave the streets or dangerous work and go to school
- » demobilising child soldiers and reintegrating them into the community
- » reuniting trafficked children with their families
- » providing care for abused and exploited children.

### » BANGLADESH : CHILD LABOUR

*Aklima, 12, works on the rubbish dumps of Dhaka, scavenging to help her parents, four sisters and two brothers. She has been doing this dangerous job since she was four years old. With support from UNICEF, Aklima was able to go to school in the afternoon, helping to break the cycle of poverty.*



## How UNICEF UK protected children

Your support for children helped UNICEF UK:

- » provide a safe haven for **8,500 vulnerable children** to wash, eat and receive counselling at centres in Botswana, Kenya, Nigeria and Pakistan
- » publish major research into the provision of services for **child migrants in the UK**
- » prevent the **abandonment of poor and marginalised** children in Romania
- » support interviews with more than **220,000 child victims** of child protection violations or children identified as at risk in Thailand
- » and much more...

### » IN FOCUS : THAILAND AFTER THE TSUNAMI

*“If there is violence, children know that there is a place where they will be safe and protected.”*

Amanda Bissex, Chief of Child Protection, UNICEF Thailand



Six years after the devastating 2004 Indian Ocean tsunami, the impact of the disaster still continues to be felt across the six worst affected provinces of Thailand. Hundreds of thousands of children were left vulnerable: parents were lost, families fractured and whole communities destabilised. UNICEF has been working hard to improve the lives and futures of those children whose lives were disrupted.

With support from the Big Lottery Fund, UNICEF UK has helped to complete interviews with more than **220,000 child victims** of child protection violations or children identified as at risk. These interviews will inform a new national Child Protection Monitoring System to make sure that vulnerable children are less susceptible to violence, abuse and exploitation. The system will help to ensure that orphans and other vulnerable children receive emergency care, medical treatment, counselling and family support services.

A girl makes bricks at a factory in Lahore, Pakistan. UNICEF helps working children go to school.



Charlen Gouré, 9, sells fruit at a market in Abidjan. One in three children work in Ivory Coast. UNICEF is helping strengthen laws against child exploitation and to establish a national child protection system.



Brian Mwatya, 13, lives on the streets of Nairobi, Kenya. He has to collect scrap metal from rubbish dumps in order to survive. With support from UNICEF, Brian now goes to a drop-in centre where he has two hot meals a day, a shower and a chance to play and learn.

## » IN FOCUS : VULNERABLE CHILDREN IN AFRICA AND ASIA

Over the past two years, UNICEF UK's Building Young Futures partnership with Barclays has seen the registration of nearly **8,500 vulnerable children** at centres in Botswana, Kenya, Nigeria and Pakistan. In Kenya and Nigeria, nearly 2,000 street children and victims of trafficking registered at child protection centres. These centres are a safe haven where children can wash, eat and receive counselling. In Pakistan, the partnership supported the establishment of informal schools for more than 4,300 children working in brick-making factories. In Botswana, the partnership supports training for more than 1,200 out-of-school youths at centres around the country.

*“At the centre, you feel like a better person and you feel safe.”*

Marvin, age 14

Marvin, 14, collects scrap metal from a rubbish dump. Thanks to UNICEF, Marvin now goes to a drop-in centre. He enjoys studying and would love to go back to school.



The right to education for every child

# EDUCATION

*Children enjoy play at Lyndhurst Primary School in KwaZulu-Natal, South Africa. Lyndhurst is part of the Schools for Africa programme of UNICEF and the Nelson Mandela Foundation.*



## UNICEF working worldwide for every child to go to school

In 2010:

UNICEF supplied  
166,000  
education kits  
to 31 countries

UNICEF provided  
more than  
£80 million  
to build schools

UNICEF provided  
18,000  
Early Childhood  
Development kits  
to 32 countries

Every child has the right to education, yet more than 100 million children do not get the chance to go to primary school.

This is wrong.

Your support helps UNICEF put it right by:

- » building schools
- » providing clean water and toilets in schools
- » training teachers
- » supplying textbooks and stationery.

### » GUINEA : PEACE THROUGH EDUCATION

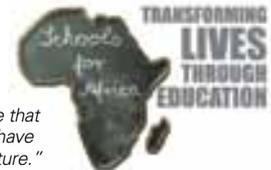
A boy raises his hand to answer a question in class in Nzérékoré, Guinea. UNICEF is building new child-friendly schools on both sides of the Guinea/Liberia border, part of efforts to restore peace in the area.



## How UNICEF UK helped children go to school

Your support for children helped UNICEF UK to:

- » contribute to the *Schools for Africa* programme, aiming to help more than **8 million children** in Africa
- » help **275,000 children** return to education in Kenya, China, Mexico, Pakistan, Zambia, Nigeria and the Philippines
- » support PE and sports activities for more than **100,000 children** in Mozambique
- » train more than **1,500 girls** to become qualified peer educators actively
- » promoting girls' participation in sport and play in Jordan
- » and much more...



*"We need your help to ensure that millions of children in Africa have an education and a better future."*  
Nelson Mandela

### » IN FOCUS : SCHOOLS FOR AFRICA

*"School helps me to grow up well, and not to become a criminal who steals."*

Sibonelo, 13,  
South Africa

In sub-Saharan Africa alone, one child in three does not get the chance to go to school, leaving them trapped behind a wall of ignorance, poverty and discrimination.

Schools for Africa is a partnership between UNICEF and the Nelson Mandela Foundation, which aims to benefit more than 8 million vulnerable children in 11 of Africa's poorest countries. Already Schools for Africa has helped nearly **5 million children** in Angola, Malawi, Mozambique, Rwanda, South Africa and Zimbabwe.

In 2010 Road to Awareness, Starwood Hotels and Resorts employee fundraising scheme, enabled over 1,500 children to complete primary school in South Africa. UNICEF UK's partnership with IKEA supported Schools for Africa in Burkina Faso, Ethiopia, Madagascar, Mali, Niger and South Africa. Our UK supporters are providing the most disadvantaged children in Africa with a brighter future.



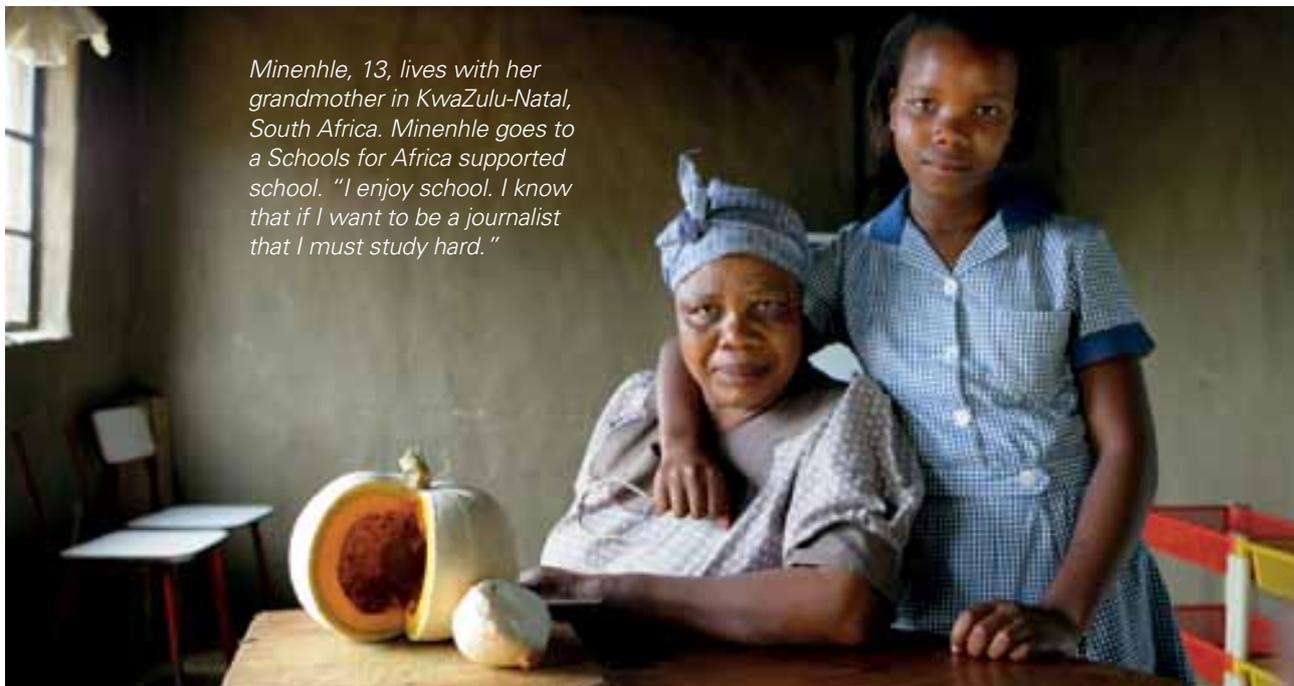
A girl attends class at a brick kiln near Lahore, Pakistan. Only half of Pakistani girls are in primary school.



A girl carries her UNICEF backpack to primary school in Boleu, Ivory Coast. UNICEF launched a back-to-school campaign aimed at 1 million children.



Minenhle, 13, lives with her grandmother in KwaZulu-Natal, South Africa. Minenhle goes to a Schools for Africa supported school. "I enjoy school. I know that if I want to be a journalist that I must study hard."



## » IN FOCUS : EDUCATION IS FREEDOM

In 2010, the *Building Young Futures* partnership between Barclays and UNICEF UK helped more than 275,000 children return to education in Kenya, China, Mexico, Pakistan, Zambia, Nigeria and the Philippines.

In Kenya, *Building Young Futures* helped to create child protection centres for vulnerable street children, reintegrating more than 840 children into mainstream education. In China, we helped register around 30,000 migrant children and give them access to education and skills training. We also helped to improve education for more than 170,000 indigenous children in Mexico, tackling discrimination and reducing school dropout. In Pakistan, we set up centres to provide an education for more than 4,300 child labourers in brick factories. We also provided basic education for 1,750 children at youth centres in Zambia.

*"The project will benefit 40,000 of the poorest people in Masbate and Pasay, enabling families to begin to build a future for themselves."*

Vanessa Tobin, UNICEF Philippines



The same rights for every child

# FAIRNESS

*Buveneswari, 13, has learning difficulties. She lived with an uncle who had no interest in her welfare and used to spend her days wandering the streets in Tamil Nadu, southern India. With the support of UNICEF, Buveneswari is now being properly cared for at a home for children with special needs.*



## UNICEF working worldwide for every child

In 2010:

UNICEF helped more than 8,700 child survivors of sexual violence in DR Congo

UNICEF helped launch the Girls' Education Initiative to tackle gender disparity in Pakistan

UNICEF helped introduce an automated system for birth registration in Uganda.

All children have the same rights whatever their ethnicity, gender, religion or abilities. Yet every day, children suffer discrimination because they are poor, they are disabled or simply because they have been born a girl.

This is wrong.

Your support helps UNICEF put it right by:

- » persuading governments to end discrimination
- » working to change practices that harm children
- » making sure that children are registered at birth
- » campaigning on issues such as child poverty.

### » BANGLADESH : SHELTER FROM THE STREET

"Two girls are dancing at the drop-in centre. Poverty and violence at home drives many children to take shelter at drop-in centres. As the children learn life skills, play, dance and study, they start to forget their past." Photograph and quote by Kazi Labony, 13, from Dhaka, Bangladesh.



## How UNICEF UK is helping to build a fairer world for children

Your support for children helped UNICEF UK to:

- » ensure that the UK government pressures other G8 governments to reach the **Millennium Development Goals** by 2015
- » support a report on child inequality and campaign to **end child poverty** in the UK
- » train more than **1,500 girls** in Jordan to become peer educators, promoting inclusion and the power of sport as well as advocating for girls' right to play
- » and much more ...

*UNICEF studies revealed that investing first in the survival and development of the most disadvantaged children could save millions of lives.*



### » IN FOCUS : MISSING GOALS FOR CHILDREN

*“There are millions of children around the world who can't go to school. I think that all governments should do everything they can to make sure that all children get the education they need.”*

Nthabiseng Tshabala,  
12, South Africa



It is not fair that millions of children continue to suffer from poverty, hunger and disease. In September, world leaders gathered in New York to review progress on the eight Millennium Development Goals (MDGs). This was a pivotal moment for children. UNICEF UK highlighted the fact that the goals to reduce child mortality and improve sanitation had fallen way behind target. Every year, **1.5 million children** under the age of five die from diarrhoea-related diseases due to unsafe water and poor sanitation. This is morally unacceptable.

Ahead of the summit, UNICEF UK, along with other development organisations, presented Deputy Prime Minister Nick Clegg and Secretary of State for International Development Andrew Mitchell with 1.3 million signed petitions. Nick Clegg, who led the UK delegation at the summit, spoke of “a moral commitment to keep the promises made in 2000.”

James, 10, lost both his parents to AIDS in Uganda. His two brothers have dropped out of school in order to support the family.



Extreme poverty nearly forced Sopio to put her children into care in western Georgia. Since 2002, UNICEF has been supporting single mothers in Georgia.



Rose stares out the window of her house in Glasgow. Her mum and dad struggle to make ends meet and pay the rent. In 2010, a UNICEF report revealed that child poverty is leaving UK children behind much of Europe.

## » IN FOCUS : UK CHILDREN LEFT BEHIND

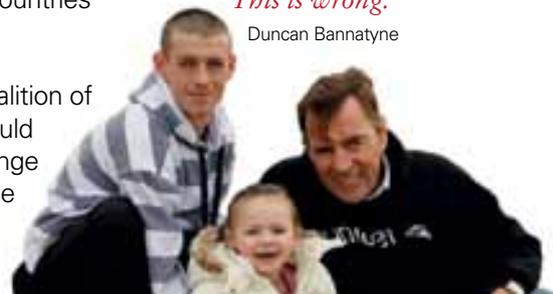
Today, 4 million children – almost 1 in 3 – live in poverty in the UK. This is one of the highest child poverty rates in the industrialised world. This is shameful.

UNICEF Innocenti's *The children left behind* report on child inequality in 24 developed countries revealed that income poverty has the greatest impact on child inequality in the UK. UK levels of income poverty push the most disadvantaged children further behind compared to similar European countries such as France and Germany.

In January, UNICEF UK joined the 'Robin Hood Tax' campaign. This coalition of more than 130 organisations calls for a financial transaction tax that could provide up to £20 billion to help achieve the MDGs, tackle climate change and address child poverty in the UK. UNICEF UK will continue lobby the government to maintain its commitment to end child poverty by 2020.

*“Poverty has a devastating impact on children. They are more likely to suffer ill health, leave school with fewer qualifications and have fewer employment opportunities. This is wrong.”*

Duncan Bannatyne



The right to a voice for every child

# VOICE

*Shathi, 13, took part in Living in The Urban Jungle, a UNICEF-supported photography workshop and exhibition for children working and living on the streets in Bangladesh. The exhibition gave these children a chance to express their feelings, ideas and creativity in public.*



## UNICEF working worldwide for every child's voice to be heard

In 2010:

UNICEF supported child protection programmes in 76 countries

UNICEF connects children in class and via text message as part of the African Youth Forum

7 more countries agree protocols to protect children from violence and exploitation

Every child has the right to a voice on matters that affect them and to have their views taken seriously. Without a voice, children suffer in silence.

This is wrong.

Your support helps UNICEF put it right by:

- » giving children a say in decisions that affect their lives
- » ensuring that children know about their rights
- » promoting children's participation so that programmes meet their needs
- » helping to ensure that children can talk about their experiences.

### » INDIA : RAISE YOUR VOICE

*Salim, 13, and Rakhi, 17, trumpet messages about polio vaccinations in West Bengal, India. UNICEF supports this community mapping programme. Child volunteers give advice to families about vaccinations, clean water and other issues. They also collect information from locals and take photographs to produce a blueprint of their community that is linked to Google maps.*



## How UNICEF UK amplified children's voices

Your support for children helped UNICEF UK to:

- » help **develop a national strategy** to increase youth participation in sport in Azerbaijan, especially boosting the involvement of women coaches and girls
- » mark the 21st anniversary of the Convention on the Rights of the Child with progress in establishing **children's rights in UK law**
- » gain pledges from **480 UK parliamentary candidates** to protect the rights and well-being of children ahead of the General Election in May
- » promote our *Children Can't Wait* campaign that helped to convince the UK Government to keep its promise to give **0.7 per cent** of Gross National Income (GNI) as aid by 2013
- » and much more...

### » IN FOCUS : GO GIRLS!

*"I am particularly impressed by the commitment to integrate all children, including children with impairments."*

Sir Philip Craven,  
President of  
the International  
Paralympic  
Committee



Through *International Inspiration* (see page 40), UNICEF UK and partners helped develop the first National Strategy for Physical Education and Sport Development in Azerbaijan. The strategy focuses on sport in the community and aims to increase youth participation with a special focus on encouraging women coaches and girls' participation in sport and play activities.

*International Inspiration* has also prompted a **new law** in Azerbaijan for PE and youth sport. The law aims to have sport recognised as a tool for child and youth development, guaranteeing sporting opportunities for disadvantaged children, and allowing children themselves to design sporting activities and policies at local level.

Nilofar, 13 is a member of the child cabinet at her school. UNICEF supported child cabinets improve education and spearhead safe water projects.



Senegal is the first West African country to have appointed an ombudsman to promote the rights of the child.



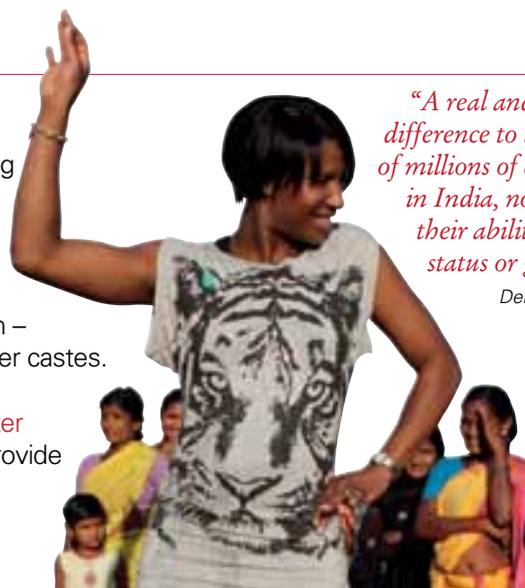
Students play kabaddi in Maharashtra, India. They are part of UNICEF's sport for development programme, which increases opportunities for children to participate with a special emphasis on girls, the disabled and marginalised children.

## » IN FOCUS : SPORT FOR ALL IN INDIA

Through *International Inspiration*, UNICEF is the technical partner of the Government of India's *Sport for All* initiative. As part of the strategy, UNICEF UK supported a film promoting the right to play, shown to a global audience at the closing ceremony of the 2010 Commonwealth Games in Delhi.

*International Inspiration* works in six states to provide opportunities for some of India's most disadvantaged children – including girls, children with disabilities and children from lower castes.

To date, *International Inspiration* in India has trained 430 master coaches and 17,000 community sport volunteers, who will provide quality and inclusive sporting opportunities to more than 1.3 million children.



*“A real and lasting difference to the lives of millions of children in India, no matter their ability, social status or gender.”*

Denise Lewis

Malekena received treatment to prevent her passing on HIV to her unborn baby. Her baby was born free from HIV. "I was so happy to hear the news, it was like a stone had been lifted from my heart." UNICEF supports HIV prevention programmes for mothers like Malekena in Lesotho and worldwide.

UNICEF's global campaign *Unite for Children, Unite against AIDS* has four priorities:

- » prevent mother-to-child transmission of HIV
- » provide children anti-retroviral medicine for children with HIV
- » protect orphans and other children made vulnerable by HIV and AIDS
- » prevent infection in young people.

## UNICEF working worldwide for children and AIDS

Agness is overjoyed that her baby boy Lackson was born free from HIV in Zambia.



In 2010:

UNICEF secured  
13.1 million packs  
of anti-retroviral  
medicine

UNICEF  
supplied  
7.6 million  
HIV test kits

UNICEF provided  
more than  
£7.1 million worth  
of co-trimoxazole

In 2010, your support for children helped UNICEF UK to:

- » expand the **treatment and early infant diagnosis of HIV** as well as the prevention of mother-to-child transmission in South Africa
- » continue to support **childcare centres for 300,000** pre-school age orphans and vulnerable children affected by HIV and AIDS in Malawi
- » provide revolutionary new HIV testing machines in health centres across Zimbabwe to transform treatment for around **7,000 pregnant women** with HIV
- » use sport and play to deliver HIV prevention messages to more than **1.5 million children** and young people in Zambia.

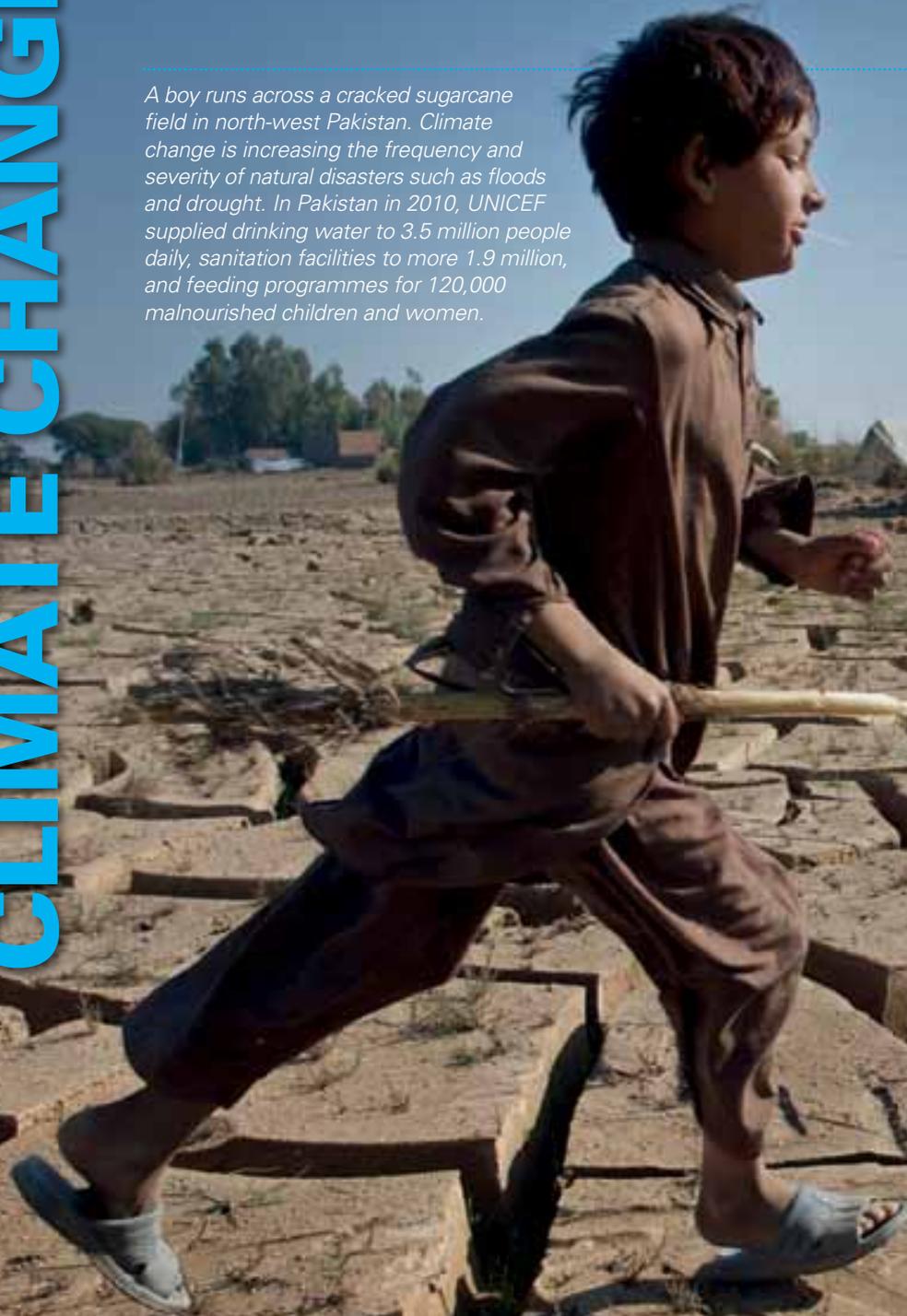
### » IN FOCUS : BORN FREE IN ZIMBABWE

*Pima* (Swahili, *to count*) is a revolutionary new HIV testing system that is affordable, effective and convenient. UNICEF UK plans to provide new Pima CD4 machines at health centres across Zimbabwe. This innovative technology has the ability to transform treatment for pregnant women with HIV. By empowering women to know their status, it will protect the health of many thousands of women and their children. In the first year, this initiative will reach an estimated **7,000 pregnant women** with the virus, enabling more babies to be born free from HIV.



# CLIMATE CHANGE

*A boy runs across a cracked sugarcane field in north-west Pakistan. Climate change is increasing the frequency and severity of natural disasters such as floods and drought. In Pakistan in 2010, UNICEF supplied drinking water to 3.5 million people daily, sanitation facilities to more 1.9 million, and feeding programmes for 120,000 malnourished children and women.*



## Climate Positive for children

*“I will be 57 years old in 2050, and will still need a safe planet to live on.”*

Katie, 17, UNICEF UK Climate Ambassador spoke at the UN Climate Change Conference.



In 2010, UNICEF UK launched *Climate Positive* to raise funds to help children adapt to their changing climate. *Climate Positive*, an alternative to carbon offsetting, enables individuals and companies to put right the damage caused by carbon emissions by funding UNICEF adaptation programmes for children and encouraging people to reduce their carbon footprint. We provided an opportunity to invest in UNICEF’s climate change work for children in five areas: water, food, disaster preparedness, health, and education.

UNICEF UK’s total carbon footprint for 2010 was 1,441 tonnes (7.2 tonnes per staff member), a reduction of 44 per cent over the past three years. Instead of offsetting our carbon emissions, we also donate to UNICEF’s *Climate Positive* programmes for children affected by climate change.

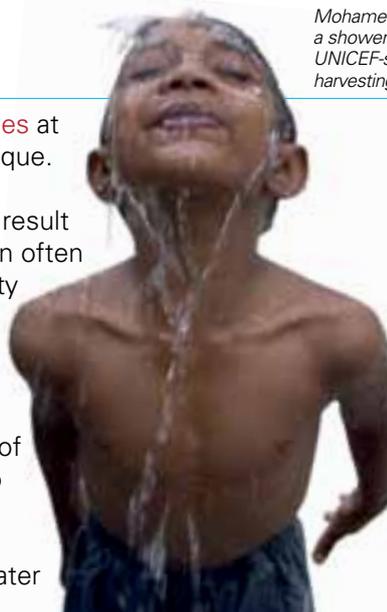
Projects supported by *Climate Positive* in 2010 included:

- » solar power lighting for **260 schools** in Mauritania
- » rainwater harvesting at **schools in three districts** of Mozambique.

### » IN FOCUS : THE RAIN HARVEST IN MOZAMBIQUE

In 2010, UNICEF UK supported **rainwater-harvesting programmes** at schools in the Chibuto, Changara and Buzi districts of Mozambique. These three rural areas suffer the effects of climate change, experiencing prolonged drought and shorter rainy seasons that result in limited groundwater. Poor access to safe water and sanitation often hit children and women the hardest, increasing their vulnerability to disease. Seven out of 10 schools in these three areas lack water and sanitation facilities.

Rainwater harvesting technology collects and stores water during the rainy season, giving a source of safe water at times of drought. Providing clean water at school encourages parents to send their children to school and complete their education. The facilities benefit girls in particular, who often miss going to school because they have to travel large distances to collect water for their families.



Mohamed, 8, enjoys a shower courtesy of UNICEF-supported rainwater harvesting in Mozambique



Colin Jackson meets children helped by International Inspiration in Trinidad and Tobago.

## The power of sport for children

*International Inspiration* is the international social legacy of the London 2012 Olympic and Paralympic Games. It aims to enrich the lives of 12 million children and young people in 20 countries through physical education (PE), sport and play.

To date, *International Inspiration* has reached nearly **7 million** children and 50,000 coaches.

UNICEF UK works with UK Sport and the British Council to deliver this ambitious project, supported by the London Organising Committee of the Olympic and Paralympic Games, the UK Government, the British Olympic Foundation and the British Paralympic Association.

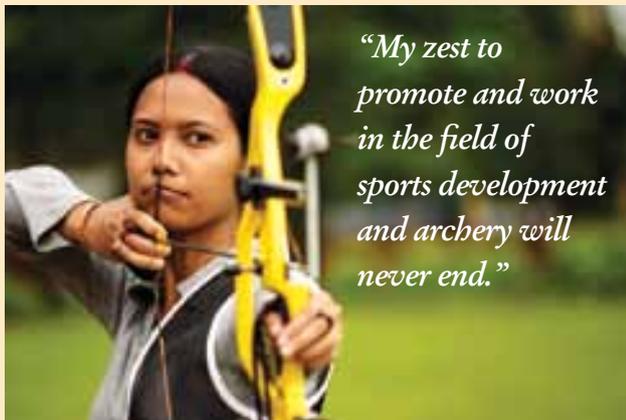
In 2010, *International Inspiration* reached **2.5 million** children, helping to:

- » provide sporting events for **500,000 children** in India
- » train more than **850 instructors** to teach more than 150,000 children to swim in six flood-prone districts of Bangladesh
- » deliver HIV prevention messages to more than **1.5 million children** and young people in Zambia
- » provide PE and sport for more than **100,000 children** at child-friendly schools in seven districts of Mozambique
- » support over 100 teachers, 500 coaches and **1,500 young leaders** to use PE and sport to promote healthy lifestyles in South Africa
- » and much more...



Sir Chris Hoy visited Hartford High School in Cheshire, one of the 164 UK schools linked by International Inspiration to partner schools in 12 countries.

## INSIDE STORY : **Ranjumani**

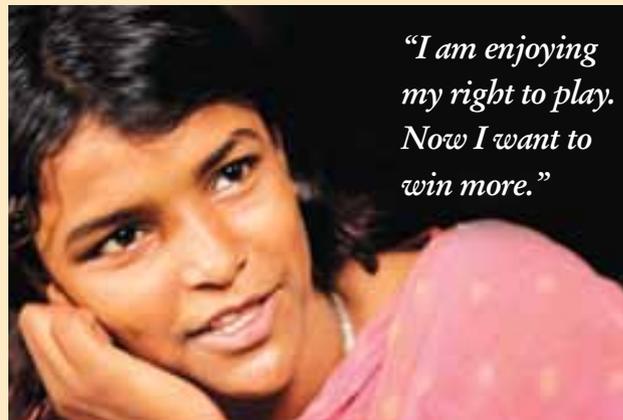


*“My zest to promote and work in the field of sports development and archery will never end.”*

Ranjumani Baruah from Assam helped put women's archery on the sporting map of India. Today, she continues to train, manage the family grocery shop and is a local champion of UNICEF's sport for development programme. Ranjumani mentors and inspires young girls and boys in 100 schools and communities.

*International Inspiration* has been integrated into the Government of India's 'sport for all' initiative, which aims to train 250,000 community coaches over the next 10 years.

## INSIDE STORY : **Kulsum**



*“I am enjoying my right to play. Now I want to win more.”*

Sport has changed the life of 14-year old Kulsum from the crowded Nizamuddin region of New Delhi, India.

Kulsum lives with her six siblings and parents. She was addicted to drugs before she discovered her talent for athletics. Kulsum suddenly found new meaning in her life. She won a gold and two bronze medals at the Children's Commonwealth Games in February 2010.

*International Inspiration* in India is helping millions of children like Kulsum to have the chance to play.

## » **IN FOCUS : SPORT FOR ALL IN INDIA**

*International Inspiration* has worked with Special Olympics Bharat to develop a new resource to train **22,000 coaches** working with children with disabilities. *International Inspiration* focuses specifically on making sure that coaches offer children with disabilities the same opportunities as their peers to participate in high-quality sports.



## Baby Friendly Initiative



Breastfeeding has a fundamental impact on the health of children and mothers. Breastfeeding helps protect against a range of illnesses including gastroenteritis and acute respiratory infections, reduces rates of childhood diabetes and obesity and adult disease such as coeliac and cardiovascular disease, as well as reducing risks of breast cancer and diabetes in the mother.<sup>1</sup>

Recognising that the support mothers receive in maternity hospitals is crucial to successful breastfeeding, the World Health Organization and UNICEF have a joint, worldwide programme – the Baby Friendly Initiative. UNICEF UK runs the Baby Friendly Initiative in the UK and has accreditation programmes to reward high standards of care in maternity hospitals, community health services and universities that educate midwives and health visitors.

During 2010, a record **176 hospitals**, health centres and universities received a Baby Friendly award (93 accreditations and 83 certificates of commitment). The new accreditations mean that approximately **130,000 children** were born in areas where care practices around breastfeeding had improved during 2010. We also trained more than **2,300 health professionals** in the UK, which will lead to a higher standard of care for new mothers and babies.



<sup>1</sup> *Breastfeeding and Maternal Health Outcomes in Developed Countries*, Ip S., et al., AHRQ Publication No. 07-E007, Rockville, MD: Agency for Healthcare Research and Quality.

## Rights Respecting Schools



UNICEF champions child-centred education based on the UN Convention on the Rights of the Child and the Child-Friendly Schools manual.

In 2010, UNICEF UK continued to expand the Rights Respecting Schools Award (RRSA) scheme for UK schools. The Award recognises a school's achievement in embedding the Convention at the heart of a school's culture and ethos to improve well-being and develop every child's talents and abilities to their fullest potential. In 2010, the number of Rights Respecting Schools increased from 1,200 to 2,000. We have established strategic partnerships with 16 Local Authorities in England, Scotland and Northern Ireland.

*"RRSA has had a significant and positive influence on the school ethos, relationships, inclusivity, understanding of the wider world and the well-being of the school community."*  
Universities of Sussex and Brighton evaluation report



Children play at Hafod Primary, a Rights Respecting School in Swansea, Wales.



## Child Friendly Communities

*Child Friendly Communities* aims at realising and embedding a child rights-based approach at the local level throughout the UK, therefore improving well-being and outcomes for children and young people.

In 2010, 13 local authorities across the UK piloted the *Child Friendly Communities* programme with UNICEF UK. Local authorities have begun using the child-rights based framework to inform and change their policy and practice.

Five young people are supporting the development of *Child Friendly Communities* as Article 12 Advisers, informing the programme from a child's perspective. Two of these advisers spoke at a House of Lords event to celebrate the 21st anniversary of the UN Convention on the Rights of the Child.

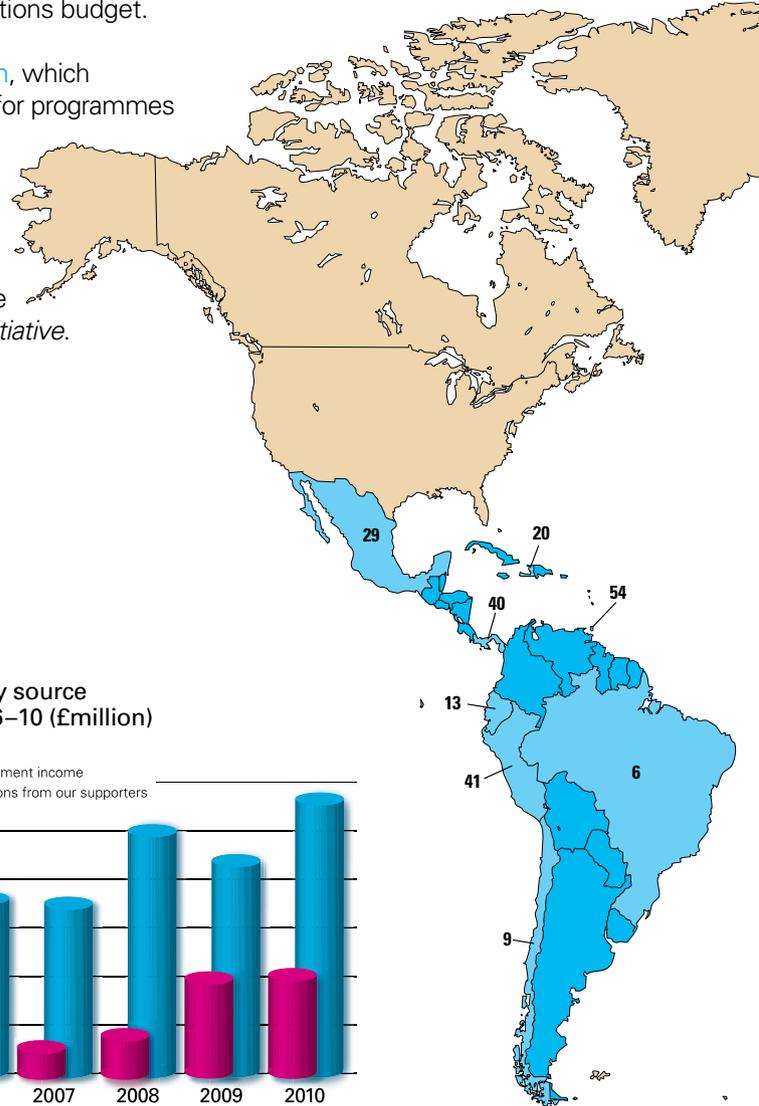
Rosie meets Children's Commissioner for England Maggie Atkinson at a Rights Respecting School in Dorset. Rosie is the youth adviser for the pilot of the *Child Friendly Communities* initiative in Dorset.



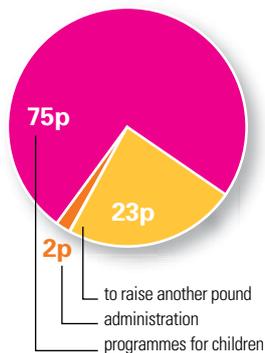
## Where we work and priorities for children

UNICEF UK depends entirely on voluntary contributions to support UNICEF programmes for children worldwide. We receive no money from the United Nations budget.

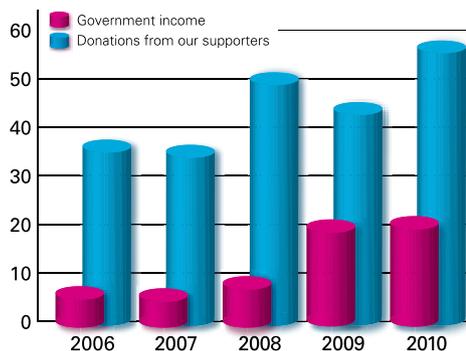
Our total income for 2010 was **£81.3 million**, which allowed us to make **£63.2 million** available for programmes for children. Of this, **£52.3 million** was for specific programmes or countries chosen by UNICEF UK donors, **£4.7 million** for UNICEF to send to children in the greatest need, and **£6.2 million** for UNICEF UK's advocacy and education programmes in the UK, including those of the *Baby Friendly Initiative*.



For every £1 you give to UNICEF UK



Income by source from 2006–10 (£million)



Based on average over the last 5 years.

Honoke, 14, and her brother are refugees. He has malaria, but the nearest health centre is four hours away. UNICEF is providing health care for the thousands of Ivorian child refugees in Liberia.

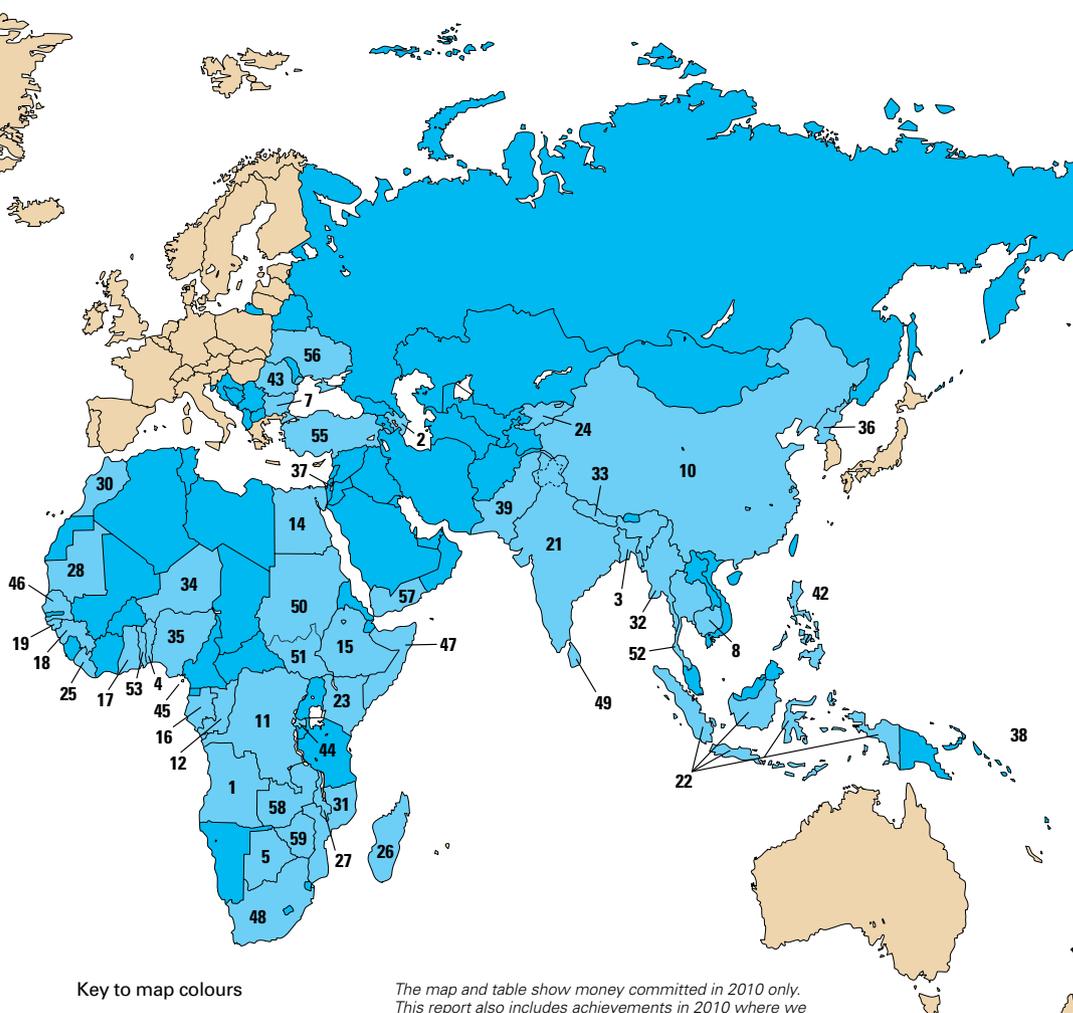


A young boy from Mkwangeni, central Malawi, where UNICEF began an innovative cash transfer programme to tackle child poverty.



In addition, we committed **£5,982,000** to UNICEF thematic programmes and **£393,000** to our regional work in the Middle East and North Africa. We spent **£218,000** on *International Inspiration* in the UK (part of the international social legacy of the London 2012 Olympics) and contributed **£33,000** to Report Card 9 by UNICEF Innocenti Research Centre. At the end of 2010, we had yet to send **£1,709,000**.

## This map and table show where UNICEF UK committed money in 2010



### Key to map colours

- UNICEF global programmes in 155 countries supported via UNICEF headquarters
- UNICEF programmes directly supported by UNICEF UK

The map and table show money committed in 2010 only. This report also includes achievements in 2010 where we transferred money in a previous year.

Dotted line represents approximately the Line of Control in Jammu and Kashmir agreed upon by India and Pakistan. The final status of Jammu and Kashmir has not yet been agreed upon by the parties. The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations.

1	Angola	£221,000	Education
2	Azerbaijan	£40,000	Education
3	Bangladesh	£462,000	Child survival, Child protection
4	Benin	£130,000	Emergency
5	Botswana	£128,000	Education
6	Brazil	£216,000	Education, Child protection
7	Bulgaria	£158,000	Child protection
8	Cambodia	£35,000	Child protection
9	Chile	£63,000	Emergency
10	China	£148,000	Education, HIV
11	Congo, Democratic Republic of	£4,687,000	Child protection, Emergency
12	Congo, Republic of	£34,000	Education, Emergency
13	Ecuador	£53,000	Child survival
14	Egypt	£225,000	Education
15	Ethiopia	£355,000	Child survival, Emergency
16	Gabon	£10,000	Child protection
17	Ghana	£44,000	Child survival
18	Guinea	£461,000	Child survival
19	Guinea Bissau	£89,000	Child survival
20	Haiti	£10,216,000	Emergency
21	India	£1,220,000	Child survival, Education, HIV
22	Indonesia	£135,000	Education, HIV, Emergency
23	Kenya	£658,000	Child protection
24	Kyrgyzstan	£316,000	Emergency
25	Liberia	£198,000	Child survival
26	Madagascar	£1,154,000	Child survival, Education
27	Malawi	£203,000	Education, HIV
28	Mauritania	£114,000	Child survival
29	Mexico	£91,000	Education
30	Morocco	£58,000	Education
31	Mozambique	£282,000	Child survival, Education, HIV
32	Myanmar (Burma)	£100,000	Emergency
33	Nepal	£43,000	Child survival
34	Niger	£50,000	Emergency
35	Nigeria	£286,000	Education, HIV
36	North Korea	£50,000	Emergency
37	Occupied Palestinian Territories	£33,000	Child survival
38	Pacific Islands	£71,000	Emergency
39	Pakistan	£15,519,000	Education, Child protection, Emergency
40	Panama	£78,000	Child survival
41	Peru	£463,000	Child survival
42	Philippines	£233,000	Education, Child protection, Emergency
43	Romania	£153,000	Child protection
44	Rwanda	£37,000	Education
45	Sao Tomé	£34,000	Education
46	Senegal	£19,000	Child survival, Emergency
47	Somalia	£6,500,000	Emergency
48	South Africa	£404,000	Education, HIV, Child protection
49	Sri Lanka	£22,000	Emergency
50	Sudan, North	£481,000	Child survival
51	Sudan, South	£53,000	Child survival
52	Thailand	£169,000	Child protection
53	Togo	£187,000	Child survival
54	Trinidad and Tobago	£180,000	Child survival, Child protection
55	Turkey	£134,000	Education, Voice
56	Ukraine	£45,000	HIV
57	Yemen	£636,000	Education, Emergency
58	Zambia	£146,000	Education, HIV
59	Zimbabwe	£321,000	HIV, Emergency

# THANK YOU

Thank you to all our individual supporters, runners, trekkers, schools, campaigners, event organisers, community fundraisers, corporate partners, trusts, foundations and grant-making bodies who helped us achieve so much for children in 2010.

## Youth Champions and campaigners

Flo Alake  
Irene Carter  
Hannah  
Nic Dosset  
Mya Goschalk  
Lauren Harrison  
Daisy Haywood  
Luke Hughes  
Georgina Johnson  
Cressida Mawdesly-Thomas  
Graeme McGhee  
Emily Middleton  
Mellika Myers  
Ash Nair  
Sonal Nandanwar  
Diana Njoki  
Harry Phinda  
Birzi Saleh  
Sara Saleh  
Ruby Smith  
Lettie Thompson

*Abdul (age 3 months) is a healthy baby. Thanks to our supporters, UNICEF has helped reduce the number of children suffering from diarrhoea and malaria in his village in southern Niger.*



## Charitable trusts, foundations and grant-making bodies

Band Aid Trust  
Bannatyne Charitable Trust  
Big Lottery Fund  
British Pakistan Foundation  
The Bryan Guinness Charitable Trust  
Mrs Christina Goodall Charitable Trust  
City Bridge Trust  
The Cotton Trust  
Edmond J. Safra Philanthropic Foundation  
Evan Cornish Foundation  
Guernsey Overseas Aid Commission  
H S E Catherwood Family Charitable Trust  
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James Caan Foundation  
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Maurice & Hilda Laing Charitable Trust  
The Medicor Foundation  
Mercury Phoenix Trust  
The Morris & Sally Phillips Charitable Trust  
The Parthenon Trust  
The Philip Breeze Charity  
Rowan Charitable Trust  
The Tolkien Trust  
The Waterloo Foundation  
William Whyte Tait Charitable Trust  
World Jewish Relief  
ZVM Rangoonwala Foundation

## Global Guardians

Global Guardians are supporters who have committed to make an annual gift to enable children to survive and thrive.



Mr and Mrs Allan  
Di Chaplin  
Kevin Fenlon  
Professor Janet Garton  
Stephen and Tiina Ives  
Dr Robert and Mrs Adrienne Ker  
Peter and Sue Shipp  
Peter and Jan Winslow

## Other supporters

Adam and Elizabeth Knight  
Mr John Salmon  
Mr Alex Stewart  
Max and Patricia Trautman  
The Wheatley Family

We would like to thank everyone involved in Soccer Aid 2010, especially

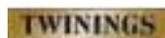
Endemol  
ITV1  
The Football Association  
The England and Rest of the World teams

UNICEF UK is deeply grateful to the 277 supporters who left a legacy of life for the children of the world through gifts in their Wills in 2010. We applaud their foresight and leadership in protecting future generations of children.



LOTTERY FUNDED

Our corporate partners



UNICEF UK Ambassadors, UNICEF Goodwill Ambassadors, International Inspiration Ambassadors, and high-profile supporters

Lord Attenborough  
 Duncan Bannatyne  
 David Beckham  
 Martin Bell  
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 Orlando Bloom  
 Charley Boorman  
 Jamie Cullum  
 Paul Clark  
 Matt Dawson  
 Cat Deeley  
 Sir Alex Ferguson & the  
 Manchester United team  
 Paloma Faith  
 Ralph Fiennes  
 Baroness Tanni Grey-Thompson  
 Sir Chris Hoy  
 Colin Jackson  
 Jemima Khan  
 Denise Lewis  
 Ewan McGregor

Elle Macpherson  
 Russ Malkin  
 Sir Roger Moore  
 James Nesbitt  
 Andrew O'Hagan  
 Lord Puttnam  
 Vanessa Redgrave  
 Simon Reeve  
 Claudia Schiffer  
 Jon Snow  
 Trudie Styler  
 Robbie Williams  
 Bonnie Wright

*Through International Inspiration, UNICEF UK has now reached 5.5 million children in India through PE, sport and play. We focus on the most disadvantaged, including girls, children with disabilities and children from lower castes.*



## The Fundraiser



*Our trekkers completed the 100 km challenge across the Sahara Desert and raised more than £90,000 for the children of Morocco.*

“ I recently raised funds for UNICEF by taking part in their Morocco trek challenge. Having seen first hand the work UNICEF do, I would like to continue to support them by raising funds and awareness. ”

**Michelle Boshoff**, UNICEF fundraiser

## The Campaigner



*“UNICEF is a fantastic charity that really makes a massive difference to children. It's great to be able to contribute to some world-changing campaigns.”*

“ I volunteer and campaign with UNICEF because I'm committed to help reduce the unnecessary suffering that is happening around the world. ”

**Ruby Smith**, UNICEF campaigner

## The Supporter



*“This is the best gift you can offer Kavin on his first birthday. Please donate generously and all your valuable contribution goes to UNICEF's Children's Emergency Fund.”*

*Kavin and his mum and dad raised an incredible £357 for UNICEF's emergency work.*

**Kavin**, UNICEF supporter

## The Business Leader



*“Supporting UNICEF is a hugely worthwhile experience for everyone at FTSE. We look forward to continuing our partnership and giving vulnerable children around the world a better start in life.”*

**Mark Makepeace**, Chief Executive, FTSE Group

### DONATE

Please set up a regular gift of £2 a month (or your own amount).  
Please use the detachable donation form on the right or visit:  
[unicef.org.uk/achieve](http://unicef.org.uk/achieve)

### CAMPAIGN

Take action to help build a better life for every child  
[unicef.org.uk/campaigns](http://unicef.org.uk/campaigns)

### RAISE MONEY

Run, cycle or trek to support UNICEF's work for children  
[unicef.org.uk/fundraise](http://unicef.org.uk/fundraise)

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*A boy collects dirt to make bricks at a factory near Lahore, Pakistan. UNICEF helps provide assistance and education for child labourers and their families. UNICEF also supports child-friendly schools that promote free, compulsory education for all children in a safe, clean learning environment that engages parents and the community.*



## Leave a lasting legacy for children

James Hegarty generously left a legacy for the benefit of "Poor Children in Northern Ireland", and his Executor kindly nominated UNICEF as the beneficiary of this legacy.

Mr Hegarty's legacy helped support our *Rights Respecting Schools* programme in Northern Ireland. UNICEF already ran a successful pilot scheme in Belfast, and this money enabled UNICEF to roll out the programme to a further 10 schools, potentially benefiting up to 1,000 disadvantaged children in the Belfast area.

A *Rights Respecting School* enables children to know their rights and relate them to their own lives and experiences. Children also come to understand that rights imply responsibilities. "All children have the right to an education because if we don't have an education we won't be able to read anything," says Amani, year 6 pupil at Millfields Community School in Hackney, "[But we have a responsibility] to respect the staff and equipment."

We would also like to extend our thanks to the unfailingly helpful and supportive UNICEF Coleraine Volunteer Group.



Alison Richards

## UNICEF Inspired Gifts



UNICEF Inspired Gifts are real, life-saving and life-changing items that we supply to children and families around the world. Here are some of the *Inspired Gifts* that our supporters bought in 2010 to improve the lives of vulnerable children:

- Over **8,000 chickens** to improve nutrition for children in Malawi
- Measles vaccines to protect over **20,000 children**
- Water pumps to **42 communities**, helping to provide clean, safe water.

In return, you receive a personalised gift card or eGreeting. Please visit: [unicef.org.uk/inspiredgifts](http://unicef.org.uk/inspiredgifts)

Yes, I would like to help UNICEF with a regular gift of:

£2 a month  or other £  a month (please specify)

To save costs, please note the 1st payment will be debited on or around the 7th of the month.

Name(s) of Account Holder(s)

Bank/building society account number

Branch sort code

Name and full address of Bank or Building Society

To: The Manager (Bank/Building Society) \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Postcode \_\_\_\_\_

## Instruction to your Bank or Building Society to pay by Direct Debit



Please pay the United Kingdom Committee for UNICEF Direct Debits from the account detailed in this instruction, subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with UNICEF and, if so, details will be passed electronically to my Bank or Building Society.

Signature \_\_\_\_\_ Date \_\_\_\_\_

For office use only UNICEF ref number:

Originator's ID number:

Please fill in your full name and address so we can reclaim the tax on your gift.

Mr/Mrs/Miss/Ms Initials \_\_\_\_\_ Surname \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Email and phone are cost-effective ways of communicating with supporters. If you are happy to hear from us, please enter your details below.

Email \_\_\_\_\_ Telephone \_\_\_\_\_

UNICEF occasionally allows other similar organisations to write to our supporters. If you prefer not to be contacted in this way, please tick this box.



# OBJECTIVES 2011

- » We aim to raise **£52.5 million** for UNICEF's work for children.
- » We will continue towards our *International Inspiration* goal to enrich the lives of **12 million children in 20 countries** through physical education, sport and play by the start of the London 2012 Olympic Games. In 2011, we will raise **£5.3 million** to enable us to achieve this goal.
- » We will work to keep the UK Government on track to commit **0.7 per cent** of Gross National Income in overseas aid by 2013, and to develop innovative sources of financing, including for **climate change** adaptation.
- » We will lobby the government to maintain its commitment to **end child poverty** by 2020, and to use a child rights-based approach in order to tackle the issue.
- » To help us achieve lasting change for children, we will **treble** the number of UNICEF UK campaigners.

## my donation

No stamp  
needed, but  
using one  
helps more  
children.

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## No other organisation has won, led or inspired so much change for children.

- » Twenty-five years ago, only 10 per cent of the world's children were immunised. Today, thanks to UNICEF's leadership, more than 80 per cent of children are immunised.
- » In 2010, UNICEF supplied vaccines to 58 per cent of the world's children. Each year, immunisation saves the lives of around 2.5 million children under the age of five.
- » Thirty-five years ago, fewer than half of all children in the developing world went to primary school. Now, 90 per cent benefit from primary education.
- » Fifty-five years ago, only 10 per cent of the world's people had access to safe drinking water. Now, 87 per cent of people can drink safe water.

## How UNICEF works for every child

- » UNICEF's approach is to use low-cost, highly effective solutions to transform children's lives. The most disadvantaged children are our priority.
- » Nine out of 10 UNICEF staff members work in the field.
- » As a leader for the world's children, UNICEF has powerful partnerships with global organisations, governments and grassroots organisations.
- » UNICEF's programmes are long-term, sustainable, focused, and cost-effective.
- » UNICEF receives no funding from the United Nations budget; all financial support comes from voluntary contributions.

We need you to help us reach every child.

### Front cover:

A girl smiles during class in a tent at Celie-Lilavois Primary School, Port-au-Prince, Haiti. UNICEF has set up tent classrooms and provided education supplies for the school. In January 2010, a massive earthquake destroyed or damaged more than 4,700 schools in Haiti. UNICEF is supporting more than 720,000 children in 2,000 schools and almost 100,000 children are able to play and learn in over 350 child-friendly spaces.

[unicef.org.uk](http://unicef.org.uk)

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Email: [helpdesk@unicef.org.uk](mailto:helpdesk@unicef.org.uk)

### Websites

[www.unicef.org.uk](http://www.unicef.org.uk)  
[www.babyfriendly.org.uk](http://www.babyfriendly.org.uk)  
[www.childwellbeing.org.uk](http://www.childwellbeing.org.uk)

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Children in the poorest communities will be hit hardest by climate change. UNICEF UK is committed to minimising our environmental impact and reducing our carbon footprint by at least 5 per cent per year. Find out more at [www.unicef.org.uk/climatechange](http://www.unicef.org.uk/climatechange)