

The United Kingdom  
Committee for UNICEF

*Trustees' Report  
and Consolidated  
Financial Statements*

For the year ended  
31 December 2014

# UNICEF UK IN NUMBERS

**£** ..... **£93.7 MILLION** raised to build a safer world for every child



..... **MORE THAN 1 BILLION** people saw Unicef's work for children at the Opening Ceremony of the Glasgow 2014 Commonwealth Games, which raised **£5 MILLION**



..... **24 MILLION** vaccines for Unicef to keep mums and children safe from tetanus through Pampers 1 pack = 1 vaccine



..... **£9.7 MILLION** for Unicef's work for Syrian children in danger



..... **OVER 90%** of maternity units in UK are working towards Unicef's Baby Friendly accreditation

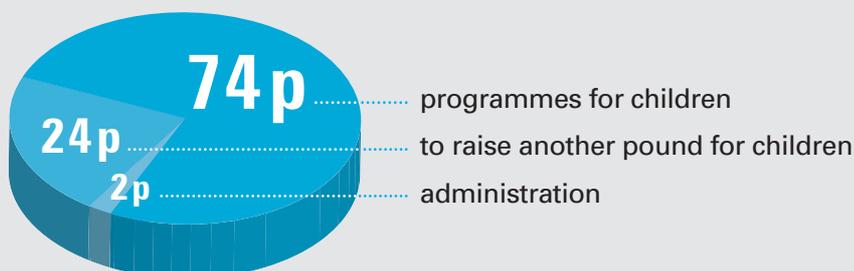


..... **£6.5 MILLION** raised to save and change children's lives through our fifth Soccer Aid telethon, supported by ITV and Tesco



..... **65,000 PEOPLE** signed our petition to protect trafficked children in the UK. The Modern Slavery Bill will now better protect vulnerable children.

FOR EVERY **£1** YOU GIVE TO UNICEF UK



Based on average over the last 5 years

Company no. 3663181  
Charity no. 1072612 (England and Wales)  
Charity no. SC043677 (Scotland)

**THE UNITED KINGDOM COMMITTEE FOR UNICEF**

**TRUSTEES' ANNUAL REPORT  
AND CONSOLIDATED FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2014**

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## MESSAGE FROM THE CHAIR OF UNICEF UK

In 2014 Unicef UK's income increased by 18 per cent to £93.7 million. Never before have we raised so much to keep more children safe from danger.

Unicef UK's advocacy work has helped to change the law to offer greater protection and support for children trafficked into the UK. And our call for governments to prioritise an end to violence against children resulted in a new global child protection fund. Never before have Unicef UK exerted so much influence in our efforts to build a better world for every child.

However, the year also brought devastation and despair for millions of children. Never before have so many children faced such brutal dangers to their lives and futures. That makes my introduction particularly hard to write this year. Yet I'm proud to say that, thanks to the incredible support of all our donors, we worked tirelessly and with supreme effectiveness to help keep more children safe.

The Syria conflict is the greatest humanitarian emergency since World War 2. More than 7 million Syrian children are now in need of humanitarian aid. Unicef UK supporters made an exceptional response to this unprecedented emergency, raising more than £9.7 million to help keep children safe. Special events such as our annual Halloween Ball and SyriART, our first art auction, supported Unicef's life-saving work for Syria's children. These funds helped Unicef vaccinate nearly 26 million children and provide clean water for more than 18 million people. In March, we marked the third anniversary of the Syria crisis with an open letter against sexual violence in conflict. Signatories including J.K. Rowling, Amal Alamuddin and Unicef UK Ambassador Jemima Khan attracted widespread attention in calling on the UK government to help protect women and children from sexual violence in conflict.

New and deadly threats to children's health also emerged in 2014, most notably the Ebola outbreak in West Africa. More than 20,000 children have been orphaned and an estimated 5 million are out of school. And once again Unicef UK's donors gave strong support for children. Our fundraising to help children affected by Ebola included a televised appeal during the England v Scotland football friendly in November. More than 7 million people watched the match. In total, our Ebola emergency appeal raised more than £3.4 million to provide specialised treatment for children and parents at community care centres, supporting orphans and other vulnerable children, and helping to prevent the spread of the disease.

As well as this emergency response work, Unicef UK also delivered three major projects in 2014. First, in June, we staged our fifth and most successful *Soccer Aid* telethon, raising £6.5 million for children. The UK government generously matched all public donations and Tesco and ITV gave fundraising support. The coverage included appeal films from Lewis Hamilton (Haiti, child malnutrition), Dame Judi Dench (Syria, conflict) and David Beckham (Philippines, natural disaster).

Second, our partnership with the Glasgow 2014 Commonwealth Games and the Commonwealth Games Federation was a phenomenal success for children. It raised more than £5 million to help reach every child in Scotland and children in every Commonwealth country by the time of the next Commonwealth Games in

2018. Unicef's work for the children of the Commonwealth was an integral part of the Opening Ceremony in July, watched by more than 1 billion people around the world.

Third, in October, we launched our *Children in Danger* campaign to help protect the lives of more children, to exert greater influence on the decisions that affect children's lives, and to communicate more powerfully what we stand for. Our launch report, introduced by Baroness Doreen Lawrence, exposed the scale and nature of violence that children face around the world. Violence claims the life of a child every five minutes and blights the futures of millions. We called on Prime Minister David Cameron to make an end to violence against children a priority in the post 2015 development goals. In December, we applauded the UK government announcement of a new child protection fund with an initial contribution of £50 million. Unicef will host the fund.

Child trafficking was the focus for much of our advocacy work in the UK during 2014. At least 10 children are trafficked every week in the UK. They face violence, exploitation and abuse. Unicef UK urged the government to strengthen the Modern Slavery Bill to better protect their rights. More than 65,000 people signed our petition and more than 7,500 supporters sent emails to MPs.

Meanwhile, Unicef UK's work for children here in the UK goes from strength to strength. More than one million children in the UK now attend registered Rights Respecting Schools – with schools reporting reductions in bullying and improvements in school relationships and child confidence and esteem. And as our Baby Friendly initiative to help mums and babies celebrates its 20th birthday, I'm proud to report that 90 per cent of maternity units and 84 per cent of community services in the UK are either working toward or have achieved Baby Friendly status, supporting the bonds between mother and baby. The year also saw the 25th anniversary of the UN Convention on the Rights of the Child, which we marked by hosting a seminar on child rights in local government and public services with more than 40 key actors in the sector as well as academics, other children's organisations and human rights' institutes.

That we have achieved as never before in so hard a year for so many children around the world is testament to the wonderful generosity of our supporters. If you already support us – thank you. If you haven't yet, please do.

*Ilse Howling, Chair of Unicef UK*

## **STRATEGIC REPORT**

This section of the Trustees' Annual Report provides the information required by the Companies Act 2006 (Strategic Report and Director's Report) Regulations 2014.

### **Our approach and aims**

Unicef (the United Nations Children's Fund) is the world's leading organisation for children, ensuring more children are fed, vaccinated, educated and protected than any other organisation. Unicef has done more to influence laws, policies and customs to protect children than anyone else in history.

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 is a registered charity that 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 are detrimental to child rights in the UK and internationally. Unicef UK is one of 34 Unicef national organisations based in industrialised countries.

### **Unicef UK's vision and mission**

Our vision is a world fit for children.

Our mission is to champion children's rights and to win support and raise money for our work with children everywhere.

## **Unicef UK's objectives and outcomes for 2014**

2014 was year four of our Five-Year Strategic Framework, with our priorities to:

1. Maximise the amount of money we raise to spend on programmes for children
2. Champion children's rights, delivering change to policy and practice in government and other institutions that affect children's lives
3. Constantly strive to be more effective and to create the conditions for future success in our mission

### *1. Maximise the money to programmes for children*

In 2014 we aimed to raise £83.5 million to keep children safe from danger.

Outcome: £93.7 million raised.

#### *a. Raise more than £3 million from Soccer Aid 5*

Outcome: £6.5 million raised.

#### *b. Raise money from our partnership with the Glasgow 2014 Commonwealth Games to reach every child in Scotland and children in every Commonwealth country.*

Outcome: £5 million raised.

### *2. Champion children's rights, delivering change in policy and practice by engaging the UK public and influencing government to:*

#### *a. Become a global champion to end violence against children*

**Outcome:** Children's issues featured strongly at the UK-hosted Global Summit to End Sexual Violence in Conflict. We actively influenced the public and decision-makers to ensure that the UK government will make ending violence against children a priority in the new Sustainable Development Goals framework.

#### *b. Ensure that the Modern Slavery Bill includes crucial measures to protect children trafficked in the UK.*

Outcome: The Modern Slavery Bill will change the lives of vulnerable trafficked children through measures such as giving advocates legal powers to protect trafficked children.

### *3. Strive to be more effective and create the conditions for future success*

We continue to nurture and strengthen our Common Approach ethos – the positive and friendly way we work together to achieve our collective goals for children.

**Outcome:** In the *Sunday Times Best Companies* survey at the end of 2014, we were awarded 2-star status, described as an outstanding organisation and ranked 28 in the Best 100 Not For Profit Companies to Work For. This prestigious award shows that Unicef UK is a great place to work, providing an environment where our employees can thrive and achieve our ambitious goals for children.

## **Activities and achievements in 2014**

The year saw three projects of outstanding significance for Unicef UK's work to protect children in danger.

### ***Soccer Aid 5***

On 8 June, *Soccer Aid* returned to the pitch and our screens for a fifth time, raising £6.5 million for children. Generous donations from the public at more than £2.5 million were matched pound for pound by the UK government, and fundraising support from Tesco contributed to making it the most successful *Soccer Aid* yet.

The show, live on ITV1, featured six Unicef appeal films on the dangers faced by children around the world: Rosie Huntington-Whiteley (Cambodia, water and sanitation), Lewis Hamilton (Haiti, child malnutrition), Cat Deeley (Serbia, child protection), Keeley Hawes (Malawi, child malnutrition), Dame Judi Dench (Syria, war) and David Beckham (Philippines, natural disaster).

As Fundraising Sponsor, Tesco contributed more than £425,000 to Unicef's work for children through sponsorship, customer and staff fundraising. More than £155,000 of this came from cause-related marketing across P&G brands such as Pampers, Braun and Gillette. Tesco also promoted Soccer Aid through their social media channels, website, customer magazine and internal communications. easyJet also collected donations on UK flights for a week in support of Soccer Aid, raising £44,000.

A crowd of nearly 70,000 at Manchester United's Old Trafford stadium saw Michael Sheen's Rest of the World side score a dramatic 4–2 victory over Robbie Williams's England team.

Unicef UK is very grateful for the continued support from ITV plc and Endemol UK, support from broadcast and fundraising sponsor Tesco and the generosity of James McAvoy and the Lewis Hamilton Foundation.

### ***Glasgow 2014 Commonwealth Games, put children first***

Our partnership with the Glasgow 2014 Commonwealth Games and the Commonwealth Games Federation has been a phenomenal success, raising £5 million for children.

The partnership supports children and young people across all six regions of the Commonwealth with five international programmes and a programme in Scotland. The ambition is to reach every child in Scotland and children in every Commonwealth country by the time of the next Commonwealth Games in 2018.

In October 2013, Unicef UK played a pivotal role in the launch of the Queen's Baton Relay on its journey around the 71 nations and territories of the Commonwealth. Unicef UK Ambassador Sir Chris Hoy presented the baton to the Queen and Unicef Youth Ambassador Monica Dzonzi, the first official baton bearer, shared her first-hand experience of how a Unicef programme in her homeland of Malawi had helped to change her life. Unicef reached children in more than 20 countries through the Queen's Baton Relay.

In the build up to the Games in July and August 2014, Unicef UK raised more than £1.3 million for children.

Unicef's work for children around the Commonwealth was an integral part of the Opening Ceremony on 23 July, watched by more than 1 billion people around the world (including 8.9 million in the UK).

Unicef UK Ambassador Ewan McGregor's video appeal for the children of the Commonwealth interrupted the countdown to the start of the Ceremony. *"Right now, thousands of world-class athletes are here in Glasgow. And over the next 11 days they'll be doing their best to come first. But tonight, they're asking all of us watching to take a moment to think about the children in our Commonwealth who usually come last. Last to get healthcare. Last to get an education. Last to just get a fair chance in life."* A video showing Unicef's work in each Commonwealth region was shown before athletes from that region entered the stadium. The videos featured a Unicef supporter from Glasgow and a high profile supporter describing Unicef's work (Sir Chris Hoy, Malawi), Sir Alex Ferguson and Colin Jackson (Scotland), Reggie Yates (Jamaica), Keeley Hawes (Papua New Guinea), Nicole Scherzinger (Guyana), Sachin Tendulkar (India).

At the end of the athletes' parade, Unicef supporters Sir Chris Hoy and James McAvoy made a live appeal to the stadium audience and the millions watching on TV. The appeal raised £3.7 million for the children of the Commonwealth with more than 660,000 donations received on the night.

Unicef had significant representation throughout the 11 days of the Games. This included reaching 1.2 million spectators via in-stadia Unicef films and a permanent presence at the Glasgow Green Live Zone. Their Royal Highnesses the Duke and Duchess of Cambridge and Prince Harry visited the Unicef space in the Athletes Village and played traditional children's games from around the Commonwealth.

### ***Children in Danger campaign***

On 21 October, we launched our five-year *Children in Danger* campaign to help us achieve a significant and sustained increase in income to keep more children safe from danger, to exert greater influence on the decisions that affect children's lives, and to communicate more powerfully what we stand for. The campaign focuses on the five big dangers facing children: violence, disease, hunger, war and natural disasters. We marked the launch (page 17) with a report (introduced by Baroness Doreen Lawrence) that uncovered the shocking scale and nature of violence against children. We also produced an innovative YouTube film (#violencevaccine) that has more than 870,000 views. Support from our ambassadors and high-profile supporters helped us reach 97 million people at launch. The campaign then helped us to integrate our work for children in danger from conflict, focusing on the Syria winter appeal and events such as the Halloween Ball and SyriART (page 26).

We have structured the rest of the narrative of this report according to Unicef's seven key global priorities for children: a) disease; b) HIV and AIDS; c) hunger and malnutrition; d) water, sanitation and hygiene; e) education; f) child protection; and g) social inclusion. We also provide details of Unicef's emergency humanitarian work for children in 2014.

### **a. Safe from disease**

Unicef is the world's leading supplier of vaccines for children, providing vaccines for one in three of the world's children. This work helps to save the lives of millions from diseases such as measles. Unicef also supports mums to receive proper health care during pregnancy and provides mosquito nets to protect children and parents from malaria. Such simple solutions keep children safe.

In 2014, Unicef UK committed £5.7 million to prevent children dying from preventable diseases.

#### *Pampers helps tackle tetanus*

Every year, maternal and neonatal tetanus (MNT) kills around 59,000 newborn babies and a significant number of mothers.<sup>1</sup> Caused by tetanus spores present in unsanitary conditions during childbirth, this painful disease spreads rapidly throughout the body. With Pampers' support, Unicef has helped make great progress in the global drive to eliminate deaths from MNT.

The 'one pack, one vaccine' partnership between Procter and Gamble (P&G) and Unicef is now in its 10th year. P&G donate the cost of one life-saving tetanus vaccine for every Pampers product sold. To date, the partnership has helped protect the lives of 100 million women and their babies and eliminate the disease in 15 countries. However, 100 million mums are still at risk, living in the hardest to reach communities across the world.

In 2014, the partnership generated funds that could buy more than 24 million vaccines, helping to save the lives of many thousands of mothers and babies in the 21 countries where MNT remains (Afghanistan, Angola, Cambodia, Central African Republic, Democratic Republic of Congo, Ethiopia, Guinea, Haiti, Indonesia, Kenya, Mali, Mauritania, Niger, Nigeria, Pakistan, Philippines, Papua New Guinea, Sudan, South Sudan, Somalia and Yemen).

Former Spice Girl and Unicef high-profile supporter Emma Bunton's visit to Unicef MNT vaccination programmes in Madagascar – now free from MNT – generated great awareness of the partnership life-saving work.

#### *easyJet and Change for Good*

2014 was the third year of the *Change for Good* partnership with easyJet, the UK's largest airline. The partnership has so far helped purchase 5.4 million vaccines for mums and children.

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<sup>1</sup> [www.who.int/immunization/diseases/MNTE\\_initiative/en/](http://www.who.int/immunization/diseases/MNTE_initiative/en/)

*Change for Good* runs across easyJet's full pan-European network during the peak summer and winter seasons, reaching out to 58 million passengers on over 600 routes across 30 countries. Each passenger has the chance to save and change children's lives simply by dropping their spare change into pouches held by easyJet's crew during flights. In 2014, easyJet raised £1.6 million to vaccinate children, as well as help children caught in emergencies.

In 2014 *Change for Good* joined the global movement to eradicate polio. Funds from the summer and winter collections went to support the eradication of this debilitating disease, which is now endemic in just three countries – Nigeria, Pakistan and Afghanistan. More than 60 easyJet employees took part in a sponsored sky dive, raising over £12,000.

#### *Malaria, England Footballers Foundation*

Every minute of every day, a child dies of malaria. To help combat this, we were delighted to launch in October 2014 a new partnership with the England Footballers Foundation (EFF). EFF will use their global status and appeal to raise funds and awareness, both at home and around the world, about the danger of malaria and the benefits of sleeping under a mosquito net.

#### *Menstruation, Waterloo Foundation*

Religious beliefs, cultural practices and attitudes towards menstruation as well as commercial and financial barriers to sanitary products can affect girls' health, education and socialisation. This year, thanks to the Waterloo Foundation, Unicef is assessing current practices and the barriers that girls face at schools in India in order to improve their access to information and sanitary products to help them stay in education.

#### *Immunisation, Rangers FC*

The Rangers Charity Foundation continues to support our vital immunisation work, contributing over £100,000 in 2014. Since the start of the partnership in 2008, they have donated nearly £500,000 for life-saving vaccines for children.

### **Twenty years of Baby Friendly in the UK**

The UK Baby Friendly Initiative is based on a global accreditation programme of Unicef and the World Health Organization (WHO). It supports breastfeeding and parent–infant relationships by working with public services to improve standards of care. Our accreditation programme rewards high standards of care in maternity and neonatal units, community health services, children's centres and universities that educate midwives and health visitors.

The Baby Friendly Initiative is entirely self-supported by the Initiative's own activities, without impacting on the money that Unicef UK delivers for Unicef's programmes for children around the world.

2014 was a landmark year for Baby Friendly: marking 20 years of Baby Friendly in the UK. This prompted us to reflect on the programme's achievements since our introduction to the UK, in 1994.

What stands out in the early years is the hard work of our first supporters in implementing the Baby Friendly standards. Pioneer facilities set a wonderful example, with infant feeding leads often working alone to persuade a sceptical workforce to embrace what were then radical concepts such as skin-to-skin contact and teaching mothers how to attach their baby for breastfeeding.

All of that hard work paid off, encouraged more support and drove further engagement across the country. A new acceptance that breastfeeding was worth supporting and protecting emerged, so that today 90% of maternity services and 84% of health visiting services are working towards accreditation. During 2014, there were 117 new awards. We also delivered 73 courses and workshops for health professionals, which will lead to a higher standard of service to new mothers and babies. Baby Friendly standards have also been tailored for implementation in universities, neonatal units and children's centres. Uptake of the standards across these services is on the increase:

- 75% of university midwifery programmes are now working towards Baby Friendly
- Stand alone assessments for children's centres are starting in March 2015
- Stand alone assessments for neonatal units are now in place, with a dedicated Baby Friendly conference for neonatal staff taking place in May 2015

Baby Friendly is recognised at policy level across all four UK nations, as a proven strategy to improve breastfeeding rates. In 2014, five key policy documents recommended Baby Friendly: *The NHS Outcomes Framework 2014–2015*, *Children and Young People's Outcome Forum 2014*, *Why children die* (RCPH and NCB), *Health visiting service specification for England 2014–15*, *Early Years: Six High Impact Areas for HV 2014*, *A Framework for Personalised Care and Population Health for Nurses, Midwives, Health Visitors and Allied Health Professionals 2014*.

The *1001 Critical Days* cross party manifesto was launched in October 2014 and puts forward the moral, scientific and economic case for the importance of the period from conception to age 2. In 2015, the *1001 Critical Days Breastfeeding Supplement* was published; the document recommends that the Unicef UK Baby Friendly Initiative should be implemented across maternity, health visiting, neonatal care and children's centres in order to ensure consistent levels of support for all parents to enable them to feed their babies optimally (whether breast or bottle feeding) and develop close and loving relationships.

The 2010 Infant Feeding Survey revealed a 5 per cent rise to 81 per cent in breastfeeding initiation rates. The number of mothers exclusively breastfed at three months has risen by 4 per cent (13% 2005; 17% 2012). More babies than ever are being breastfed in the UK.

There is now a network of over 700 infant feeding specialists, employed in specialist posts within trusts, with the express purpose of implementing Baby Friendly in their service. These people are change agents within the NHS, and it is at times a lonely job. Through Baby Friendly, our mission is to make that job easier: value them and provide them with resources and networking opportunities, including our annual conference.

In November, Dr Dan Poulter, Parliamentary Under Secretary of State at the Department of Health opened our 2014 Baby Friendly Conference in Newcastle. The largest infant feeding conference in Europe, it provided a chance for more than 800 of our supporters to network, exchange ideas, listen to experts talk about the latest research in the field and, most importantly, to recharge and emerge with motivation for the hard work ahead.

For the past two years, Baby Friendly has received a grant from the Department of Health to coordinate the organisation of the National Infant Feeding Network. This network of 600 infant feeding specialists is responsible for the education and support of 70,000 health professionals across England, who in turn are responsible for caring for over 650,000 mothers and babies every year. Originally for the nine English regions, the Network expanded to cover Northern Ireland in 2014.

The extensive input and valuable experience of the infant feeding community led to the Baby Friendly review in 2012. This exciting innovation has brought mother–baby-centred care and building close and loving relationships between mothers/parents and babies to the very heart of Baby Friendly. Assessments according to the revised standards started in July 2014. We have been delighted with the outcomes of these assessments: both mothers and health professionals have embraced the spirit of mother-centred care, the emphasis on good communication, and the focus on building close and loving relationships between mother and baby. It is hoped that our standards will lead to a culture change – encouraging services to value kindness above all else.

#### *Baby I Love You*

In August, we launched *Baby, I Love You* – a beautiful baby book that we are gifting to every baby born in Scotland until the 2018 Games in Australia's Gold Coast. Around 60,000 babies are born every year in Scotland, so over the lifetime of the project, the book will reach 240,000 babies and their families.

*Baby, I Love You* communicates the Baby Friendly Initiative messages of building loving and nurturing relationships between new parents and their baby, encouraging skin to skin contact and holding, touching, playing with and singing to baby, directly to parents in an accessible and appealing way.

*Baby, I Love You* is also strengthening our relationship with NHS Scotland. Health visitors and family nurses present the book to parents at the 10-day-visit, and we received orders from every health board in Scotland soon after launch.

#### **b. Safe from HIV and AIDS**

Unicef has two key aims in the efforts to end HIV and AIDS: to prevent mother-to-child transmission of HIV and to eliminate new infections among young people. These key aims support Millennium Development Goal 6: to halt and begin to reverse the spread of HIV by 2015.

*The Happy Centre, Sierra Leone*

In February, we wrote to our supporters about the situation for children orphaned by AIDS in Sierra Leone. The pack told the story of Emmanuel and his sister Mabel who are able to go to the Unicef-supported Happy Centre. This safe, child-friendly environment provides them with the chance to wash and get a decent meal, receive vaccines and health care, as well as get an education. Our appeal to help more children like Emmanuel and Mabel raised more than £235,000.

**c. Safe from hunger and malnutrition**

Every 15 seconds, a child somewhere in the world dies of malnutrition. Of those that survive, one in four under the age of five is stunted because of a lack of nourishment. Unicef is tackling the root causes of malnutrition as well as providing 80 per cent of the world's supply of life-saving food for malnourished children.

In 2014, Unicef UK committed £14.5 million to keep children safe from hunger and malnutrition.

*Child health and nutrition, Chad, Djibouti, Eritrea, Mauritania and Niger*

The Department for International Development's (DFID) UK Aid Match generously match funded all public donations made to Unicef UK's *Soccer Aid* appeal in 2012. Unicef is using the match funding to improve health and nutrition for children under five years old in Chad, Djibouti, Eritrea, Mauritania and Niger. The integrated package of care includes immunisation, vitamin A supplementation, procurement of supplies, and training health professionals. At the end of the second year, the project has vaccinated more than 80% of all children under the age of five, provided 88% of all children under-five with Vitamin A, 80% of all health workers have been trained, and more than 7,500 community health workers in all five countries have been trained.

*Live Below the Line*

*Live Below the Line* is an initiative set up by the Global Poverty Project to change the way people think about poverty and food. It asks participants to live below the poverty line for five days. The challenge is to buy all your food and drink for five days with just £5 (£1 per day). Unicef UK was one of six major charity partners for the initiative in 2014. More than 1,000 people took part in *Live Below the Line* for Unicef UK, raising more than £75,000. This was more than any other charity.

*Severe malnutrition, Nigeria*

The Children's Investment Fund Foundation has continued to invest in Unicef's work in Nigeria to treat children with severe malnutrition. In partnership with the government of Nigeria, the programme is providing essential supplies such as life-saving therapeutic food and equipment as well as training for key health staff across Nigeria. The initiative aims to put community management of malnutrition into mainstream public health services.

*Malnutrition, India*

India is home to one in every three malnourished children in the world. Nearly half of all Indian children suffer from moderate or severe stunting because of malnutrition. Unicef UK is deeply grateful to Megha and Aditya Mittal's generous support for a five-year Unicef initiative that will provide the first thorough assessment of the nutritional status of children in India. The assessment is being conducted in partnership with the Indian government to establish links between poor nutrition and lower educational outcomes. It will help create a road map at state and national levels for India's children to get a better start in life.

*Malnutrition, The Gambia*

The Gambia is one of the poorest countries in the world, with 60% of people living in poverty. Micronutrient deficiencies are severe, yet only one in four children under the age of five receives vitamin A supplements. With support from the Isle of Man International Development Committee, Unicef aims to improve the survival rates of young children and the health of new mothers in The Gambia by providing micronutrient supplementation to reduce malnutrition and illness. This support has helped Unicef provide polio vaccines, vitamin A supplements and de-worming tablets for more than 400,000 children under the age of five. It has also helped to ensure that 90,000 postpartum mothers receive vitamin A supplements within eight weeks of their child's deliver, and trained more than 500 health workers on child health.

*Soccer Aid, South Sudan, Sierra Leone and Liberia*

The Department for International Development's UK Aid Match generously match funded all public donations made to *Soccer Aid* in 2014. Unicef is using the match funding to reduce maternal and child mortality in South Sudan, Sierra Leone, and Liberia. This will be achieved by providing access to maternal health services, providing life-saving nutrition, and training health professionals. More than 1 million women and children will benefit from the project over the next two years. Unicef UK is very grateful for the generosity of actor James McAvoy and the Lewis Hamilton Foundation for their support of this vital programme.

*Malnutrition, Liberia*

Liberia has one of the highest child mortality rates in the world. In a country where 50% of the child population are malnourished, poor nutrition in the early years of life is a clear and proven obstacle to learning in school and beyond. As a result, malnutrition inhibits the country's long-term economic growth and stability. With the support of our Unicef UK Vice Presidents and supporters including Jersey Overseas Aid Commission, The Ingram Trust, and Eric and Kirsty Bendahan, Unicef is in a position to help eliminate child malnutrition and make a lasting impact on development in Liberia.

This year, Liberia became the 47th country to join the Scaling up Nutrition (SUN) movement. Unicef has provided key support to the government of Liberia to advocate for nutrition as an overarching priority for development, as well as strengthening institutional frameworks and capacity to start and expand evidence-based, high-impact and cost-effective programmes to combat child malnutrition.

A clear road map has ensured that the Liberian government has made nutrition integral to health delivery. In 2014, the programme opened 111 centres to treat

acute malnutrition and trained more than 1,900 health workers and volunteers. This has greatly improved the care available for children. Between February and June 2014, more than 4,150 children suffering from severe malnutrition were treated at these centres, with a 90% survival rate. The programme has also designed and implemented a behavioural change and nutrition education campaign which reached an estimated 213,000 people through posters, radio jingles and outreach campaigns in markets and communities. To complement the campaigns' outreach, the project delivered essential nutrition interventions to improve child and maternal nutrition including Vitamin A, deworming, micronutrient powder and iron supplements.

With the outbreak of Ebola in 2014, Unicef worked to tackle the disease while ensuring that the nutrition and well-being of children in Liberia was not forgotten. Nutrition programmes reached out to children orphaned or otherwise left vulnerable because of Ebola.

#### *Tea and iron, India*

Since 2011, our partnership with Twinings has been helping to improve the health of adolescent girls on 63 tea estates in India, particularly focusing on tackling the high rates of anaemia through supplying iron folic acid supplements.

Phase one of the partnership successfully completed in 2014. Achievements include:

- Improved the nutrition of nearly 6,450 girls through regular iron folic acid supplements. These girls say they now have more energy, better attention span, as well as enhanced communication skills and leadership skills.
- 30 kitchen gardens established across the 15 estates to promote food diversity. This also led to 30 girls establishing gardens around their homes.
- Monthly nutrition and health education sessions reached over 6,000 adolescent girls and 1,000 women.
- Life skills sessions for more than 1,350 girls.

The second phase of the partnership (2014–17) will continue the primary focus on the prevention and control of anaemia and will also empower 5,000 girls with key skills to protect themselves and their peers from all forms of harm including child marriage. The partnership is worth £375,000 over three years.

#### *Alidou, Cameroon*

In June, we told our supporters about a little boy called Alidou who had to flee the fighting in Central African Republic. Alidou became severely malnourished on the journey to Cameroon and slipped into a coma. He was rushed to a Unicef-supported health centre where Dr Mariette gradually helped him back to health. We also wrote about a little girl called Daniella who was also malnourished and treated in the same health centre. Our supporters responded magnificently to our appeal, generously donating more than £365,000 to help more malnourished children like Alidou and Daniella.

#### **d. Safe water, sanitation and hygiene**

Dirty water and poor sanitation claim the lives of one million children under the age of five every year. Unicef works in more than 100 countries around the world to keep children safe by improving water supplies and sanitation facilities in schools and communities, and promoting safe hygiene practices.

##### *Andrex and Angola*

In 2014 we launched a new partnership with Kimberly Clark and the Andrex brand. This year, Andrex committed £250,000 through an on-pack promotion to help thousands more children in Angola have access to toilet facilities. The Unicef programme provides knowledge and resources for communities to develop their own sanitation systems.

##### *Toilets for Togo*

In Togo, four in 10 people don't have access to clean water and seven out of 10 don't have access to adequate toilet facilities.

Since 2010, the Co-operative Pharmacy has supported a Unicef water and sanitation programme in Togo that increases community access to safe drinking water and toilets. So far, the project has helped 177,500 people, including nearly 92,000 children, in 710 villages.

##### *Unilever, community sanitation*

Unicef's partnership with Unilever, launched in 2012, has so far been able to help 1.3 million individuals in more than 3,300 communities around the world gain improved access to basic sanitation. The partnership has also supported sanitation and hygiene programmes in 217 schools, benefitting 57,000 schoolchildren.

##### *FTSE, rainwater harvesting*

Our partnership with FTSE raised £350,000 through a corporate donation. One third of the funds supported a rainwater-harvesting programme in Mozambique that provides water tanks, hand pumps and solar water supply schemes. Since 2014, 2,800 pupils in 30 schools have benefited from the programme.

##### *Water in schools, Tanzania*

In 2001, the government of Tanzania abolished fees for primary school – a great move that has seen enrolment rates soar from 59% to 94%. Despite the government of Tanzania's investment in education, this huge increase in primary school enrolment has put a heavy burden on the existing school infrastructure, particularly on water and sanitation facilities. More than 80% of schools lack hand-washing facilities and only 4% of schools have disabled toilets.

The Jersey Overseas Aid Commission, the Guernsey Overseas Aid Commission and philanthropists Brad and Katherine Wickens are supporting a Unicef project to provide water and sanitation facilities in rural schools. Construction of toilets has started at 15 rural schools, teachers have been trained on hygiene and sanitation issues, and communities have been given guidance on routine maintenance.

### **e. Building a safer world through education**

Every child should have the opportunity to go to school; yet more than 55 million children<sup>2</sup> do not get the chance to go to primary school. Education transforms lives, helping to end generational cycles of poverty and disease. Unicef works to ensure quality education for all children with an emphasis on gender equality and ending all forms of discrimination.

In 2014, Unicef UK committed £3.8 million for Unicef's international programmes to help children gain access to education – many for the first time. We also spent £1.4 million in promoting child rights in UK schools through our *Rights Respecting School* initiative.

#### *Check Out for Children*

Over the past 19 years, Unicef UK's *Check Out for Children*<sup>TM</sup> partnership with Starwood Hotels & Resorts has raised more than \$30million globally for children. The core of the programme is that guests at Starwood Hotels and Resorts are asked if they would add \$1 (or local equivalent) to their bill at check out in order to help Unicef's work for children. In 2014, the partnership raised more than £1.4 million.

Since 2012, *Check Out for Children*<sup>TM</sup> has focused its fundraising efforts on education projects across Europe, Africa and the Middle East. So far, these efforts have helped more than 230,000 children receive a quality education through activities such as the provision of school materials and training of teachers. In 2014 *Check Out for Children*<sup>TM</sup> supported *Schools for Africa*, education in emergencies in the Middle East, and *Education for All* in Tajikistan and Albania. In 2014, Starwood's employee fundraising element, *Road to Awareness*<sup>TM</sup>, benefited 3,500 schoolchildren and a further 21,000 people through providing clean drinking water and good sanitation and hygiene.

#### *IKEA, soft toys for education*

In 2014, we celebrated 11 years of our global partnership with the IKEA Foundation through the Soft Toys for Education campaign. The annual campaign runs from October to January 2014 in all IKEA stores. For each soft toy or children's book purchased, the IKEA Foundation donates €1 to Unicef and Save the Children education programmes around the world. The partnership has so far raised more than €67 million globally, including €10.1 million in 2014. The funds have ensured that 11 million children in 46 countries are now receiving a better education.

#### *ShoeSHARE*

Since 2008 Clarks has supported Unicef's work to give more children a better education through a shoe recycling initiative that encourages customers to donate their unwanted or old shoes. The partnership has so far raised nearly £760,000 for children. In 2014, we relaunched and rebranded the partnership as ShoeSHARE.

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<sup>2</sup> UNESCO Institute for Statistics Data Centre, 2013.

*Wella, skills and training in Brazil and Romania*

In 2011, Unicef and Wella Professionals launched a partnership to improve the life chances of young people in Brazil. In 2013 the programme expanded to Romania, and in 2015 it will develop further to Vietnam. Each year, €500,000 is raised for life skills and vocational training – with a focus on five new hairdressing training centres. So far, 18,000 young people have benefitted from the programme.

*Rights Respecting Schools in the UK*

The Unicef UK Rights Respecting School Award is based on principles of equality, dignity, respect, non-discrimination and participation. The UN Convention on the Rights of the Child provides a framework of values for the Award. A rights-respecting school is a community where children's rights are learned, taught, practised, respected, protected and promoted. Young people and the school community learn about children's rights by putting them into practice every day. The education and well-being of all children is at the heart of Unicef UK Rights Respecting Schools Award.

In 2014, 700 new schools registered to become Rights Respecting Schools bringing the total number to almost 3,300. More than one million children in the UK now attend schools that are becoming rights respecting.

In Scotland almost 40% of schools are registered for the Rights Respecting School Award, and Unicef UK received a grant from the Scottish government to further develop and refine our guidance materials to ensure they fully align with Scotland's approach to education, children's services and children's rights and to develop a sustainable, local authority led accreditation model.

There are now 205 schools in the UK that have achieved our highest accreditation of Level 2, including five schools reaccredited having achieved Level 2 more than three years ago. There are a further 890 schools that have achieved Level 1. We also worked with over 7,000 adults and 3,000 children to develop their understanding and knowledge of the UN Convention on the Rights of the Child. More than 9,000 teachers are now enrolled on our virtual learning environment.

Evidence from RRS has shown that taking a rights-based approach significantly improves the experience of children at school. Schools that adopt the RRS programme experience: reductions in bullying, significant increase in children's feelings of in-school safety and inclusion, improvements in child confidence and self-esteem, improvements in child-child and adult-child relationships, and mutual respect and empathy.

In 2014 Unicef UK's partnership with BT Group plc supported 25 schools to become rights respecting. In addition, Unicef UK and BT jointly developed *The Right Click: Internet Safety Matters*, where online safety workshops for parents and children in rights respecting schools are run by BT volunteers. So far, more than 1,500 teachers, parents and children have attended these workshops. Our partnership with BT will continue for at least three years, supporting 80 schools to become rights respecting and delivering 600 workshops.

## **f. Protecting children from violence, exploitation and abuse**

We live in a dangerous world where every five minutes a child dies of violence. There are tens of millions of children living on the streets, more than 165 million child labourers, tens of thousands of child soldiers recruited by armed groups, and millions of children trafficked each year.<sup>3</sup> These statistics disguise the impact on individual children, denied an education and vulnerable to violence, abuse and exploitation.

Unicef works to keep children safe, protecting them from abuse, providing support to help them leave the streets or dangerous work and get an education. Unicef also helps to demobilise child soldiers, reintegrating them into family and community life by providing counselling, education and training. And Unicef works with governments and local organisations to prevent child trafficking and to protect and support child victims of trafficking.

In 2014, Unicef UK committed £2.0 million to child protection. This includes campaigning for the protection of all children, particularly focusing on the prevention of child trafficking, and the rescue and rehabilitation of children who have been trafficked, forced to work or enlisted as child soldiers.

### *Children in Danger campaign*

In October, Unicef UK launched the *Children in Danger* campaign with the goal to make the biggest possible change for children. The campaign focuses on the five big dangers facing children: violence, disease, hunger, war and natural disasters. At launch, we focused on children affected by violence, abuse and exploitation.

*Violence Vaccine*, our campaign launch film to raise awareness of violence against children, has so far 870,000 views. Our high profile supporters strongly backed the campaign. Unicef Ambassadors David Beckham and Robbie Williams shared the film with millions of followers and also united to make a set of striking photographs in support of *Children in Danger*. To date, 30,000 people have taken our campaign action, asking Prime Minister David Cameron to make an end to violence against children a priority in the post 2015 development goals.

Our *Children in Danger* launch report, introduced by Baroness Doreen Lawrence, called on the UK government to include violence in the new global development goals and act as a pathfinder country in a global partnership and fund for child protection. Baroness Doreen Lawrence wrote, "*Violence can touch every child's life – whether directly or indirectly – in every part of the world. Without ending the epidemic of violence, vital progress in areas like health and education – all over the world – will be undermined and millions more children will be placed at risk.*"

We held briefings with key decision-makers and advisers in all key relevant government departments including Number 10, the Cabinet and the Department for International Development. We also held a series of roundtables on building a global partnership to end violence against children. More than 10 ambassadors to the UN attended the first roundtable in New York, while representatives from the UK government, the shadow Labour team, foundations, NGOs and think tanks

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<sup>3</sup> *Marking progress against child labour – Global estimates and trends 2000–2012* (ILO-IPEC, 2013); *Every child counts: new global estimates on child labour* (ILO-IPEC, 2002)

joined the second event in London. In December, the UK government announced a new child protection fund with an initial contribution of £50 million. Unicef will host the fund.

#### *Child trafficking in the UK*

At least 10 children are trafficked every week in the UK. They face violence, exploitation and abuse. We have the power to change this. Unicef UK urged the government to strengthen the Modern Slavery Bill to better protect the rights of trafficked children. Nearly 70,000 people signed our petition and more than 7,500 supporters sent emails to MPs.

Specifically, we asked for the Modern Slavery Bill to: include a statutory guardian for victims of child trafficking, ensure that a child is not charged for a crime they were forced to commit by their trafficker, and to define a child as someone aged 18 or under. We helped build a coalition of children's organisations, trafficking groups, solicitors, barristers and campaigners to pursue these key child rights provisions. We developed a strong relationship with the Home Office team working on the Bill, including Secretary of State Theresa May's special adviser and Karen Bradley MP, the minister responsible for the Bill. And in July, Channel 4 broadcaster Jon Show chaired an event with 25 of our school campaigners and Home Office Minister Norman Baker.

The success of our lobbying and advocacy work was borne out by NFP Synergy's analysis of parliamentary levels of support, showing 71% awareness and 61% support among MPs and 73% awareness and 71% support in the Lords. The Bill is passing through parliament in early 2015.

#### *Home and Away fund, Bangladesh and Malawi*

In Bangladesh, child labour and early marriage are depressingly common. Two out of every three women aged 20–24 were married before their 18th birthday, and one in seven children are involved in child labour. With support from Comic Relief and the Scottish government, Unicef provided conditional cash transfers to families of 900 children at risk of child labour or early marriage. These conditional transfers have helped to ensure that 98% of these children have remained in school.

The Home and Away fund is also supporting 230 vulnerable children aged 14 to 16 in Bangladesh through life-skills training and stipends. Once the children complete life-skills training they receive money for income-generating activities (such as running a grocery shop), training and skills development (such as computer training), or civic engagement (such as raising awareness about child labour). The fund is also supporting awareness raising activities at community level such as adolescent clubs. These clubs have already successfully prevented 42 child marriages.

In Malawi, the Home and Away fund is helping to tackle youth unemployment and poverty. Unemployment rates among young people are exceptionally high as many children are unable to complete their education and lack the basic skills they need to earn a living. High prevalence of HIV and early marriage further compound the difficulties faced by many Malawian young people. In Blantyre, Malawi's second largest city, more than half of all girls and one in five boys aged 15–24 are out of

work. The Fund is supporting the development of two model youth centres, one in an urban and one in a rural setting. These centres offer a range of cultural, sporting and vocational activities for young people. To date, the centres have helped around 350 children and young people. Unicef hopes to use this as a model to rollout across the whole of Malawi.

#### *Safeguarding children in sport*

Unicef UK coordinated a coalition of more than 40 organisations (including NSPCC, Commonwealth Secretariat, Sport Accord, the International Sailing Federation, the US Olympic Committee, the International Netball Federation, Manchester United, Manchester City, Skillshare International, Moving the Goalposts, and Spirit of Soccer) working in sport and sport for development across six continents to develop a set of eight international safeguards for children in sport. These safeguards are the first international resource of its kind and launched at Beyond Sport South Africa. The International Netball Federation has issued the guidelines to all of its 73 member countries in five regions for adoption by all netball federations (an estimated 20 million people, many of them children, play netball worldwide).

#### *Street children, Kenya*

In April, we informed our supporters of the terrible conditions that children face living on the streets in Kenya. We asked them to support the Unicef-backed drop in centres that provide children with protection, food, clothes, shelter, basic education and the chance to reunite with their families. Our supporters generously gave £70,000 to help Unicef's work for street children.

#### *United for Unicef, Viet Nam*

Our *United for Unicef* partnership with Manchester United is the longest running collaboration between a Premiership football club and a global charity. In 2014 we celebrated 15 years of the partnership. In this time, *United for Unicef* has raised more than £3.2 million and helped more than 3.4 million children around the world. The partnership is currently supporting a child protection programme in Viet Nam, providing adolescents affected by violence, abuse and exploitation with life skills and empowerment through football.

#### *Tea communities, Assam*

In October 2015, Unicef UK signed a ground-breaking partnership with the Ethical Tea Partnership, worth £1.2 million over three years, addressing the issue of child protection in tea communities in Assam, north-east India. The partnership aims to co-create industry standards in India to minimise the negative impact of business practices on child rights in Assam.

Over the three years, the partnership aims to reach more than 25,000 adolescent girls in Dibrugarh, Sivasagar and Tinsukia districts with knowledge and skills to protect them from violence, abuse, and exploitation. It also aims to reach more than 10,000 members of the community in the three districts, increasing their awareness of child rights and equipping them with skills to protect children.

#### *Child justice, Bangladesh*

In 2013 Unicef UK and DLA Piper announced a ground-breaking new partnership that will support the significant expansion and development of Unicef's global child justice work. DLA Piper pledged up to US\$1.5 million through corporate donations

and fundraising. The partnership aims to ensure that children coming into contact with the law get better service and protection. By February 2015, the partnership has already raised £440,000 to support Unicef's child justice work in Bangladesh. DLA Piper's support is helping to improve the standards of care and treatment for children in Bangladesh who come into contact with the law as victims, witnesses and offenders.

In addition, DLA Piper provided *pro bono* assistance to Unicef to the value of £625,000 in support of Unicef's global child justice programme. DLA Piper has worked on an inheritance rights project, preparing country reports for Zimbabwe and Cote d'Ivoire. It is expanding this work to cover a number of additional jurisdictions in Africa, Asia and South America.

#### *Child labour, India*

In 2014 UNICEF launched a three-year partnership with landscape firm Marshalls with the aim to promote and protect the rights of children in the quarry districts of Kota, Rajasthan, India. The partnership is worth £750,000 over three years. The first phase of the partnership focused on an in-depth research report on the status of children in the quarry industry in India and how the quarrying supply chain impacts children rights. Overall the partnership will improve the lives of thousands of children across 50 villages in Kota.

#### *Vulnerable children, Bangladesh, Bolivia and Malawi*

Our *Brighter Futures* partnership with Kantar helps give vulnerable children in Bangladesh, Bolivia and Malawi a better life and the chance to fulfil their true potential. The partnership is predominately supported by employee fundraising and has so far raised over £1 million, including more than £265,000 in 2014.

In Bangladesh, more than one in 10 children aged 5–14 work – often in hazardous conditions – to support their families. *Brighter Futures* is helping to tackle child labour, initially supporting 6,000 working children into education and offering basic health care, legal support and access to drop-in centres to 2,500 families of working children. In 2014, nearly 850 adolescents participated in life-skills education and more than 4,000 adolescents received stipends for income generation. In addition, over 280 adolescents became community swimming instructors and 1,200 children graduated from swimming courses, helping to tackle the high rates of child death by drowning. Thanks to the Kantar partnership, more than 280 children were reintegrated into their families with support from Unicef.

In Bolivia, 2.2 million children are victims of violence. The *Brighter Futures* partnership is supporting the Bolivian government to implement changes for children to receive appropriate judicial support for violent crime and other crimes committed against them. In 2014, for instance, the partnership helped protect nearly 400 children to make legal statements without fear of retribution.

In Malawi, *Brighter Futures* is helping to provide early childhood care and learning for orphans and other vulnerable children affected by HIV and AIDS.

## **g. Helping every young person reach their full potential**

### *Building Young Futures*

In 2014 we continued our Building Young Futures partnership with Barclays, now in its second phase. The partnership supports young people in Africa, Asia and Latin America by providing them with the enterprise, financial and employability skills they need to make a living. Worldwide, almost 290 million young people are out of work – almost one in four young people on the planet. Building Young Futures addresses this, investing extensive knowledge and support to help ensure young people are able to fulfil their potential and mature into financially secure adults.

The continued collaboration between Unicef and Barclays builds on the successes and learning from phase one (2008–11). We provide in-depth training, mentoring and work placements to give young people the skills they need to set up their own small business or gain sustained employment. As well as making a financial investment, Barclays provides financial and business expertise, and the knowledge, time and skills of its employees. The partnership is also working with national and local governments to deliver the programmes and influence policies that will unlock further resources and support for young people.

Phase two of our partnership is directly targeting 74,000 young people age 15–25 in six countries: Brazil, Egypt, India, Pakistan, Uganda and Zambia. In 2014 Barclays provided more than £1.6 million to support Building Young Futures. To date Building Young Futures has reached over 67,000 young people.

### *Report Card 12: Children of the Recession*

Unicef's *Report Card 12* (October 2014) revealed the impact of the economic crisis on child well-being in 41 countries across the European Union and the Organisation for Economic Co-operation and Development (OECD). The report showed a mixed picture for children in the UK. Between 2008 and 2012, child poverty in the UK increased by 1.7%, placing UK 25th out of 41 countries on the league tables, with 25.6% of children in the UK living in poverty. The rate of young people not in employment, education or training rose from 12.1% in 2008 to 13.3% in 2012, placing the UK 14th out of 41 in the league table. Unicef UK called on the UK government to revitalise its commitment to end child poverty; undertake a comprehensive review of the impact of economic austerity policies on children's lives; and identify what resources are being invested in children, ensuring these work more effectively for the most vulnerable groups.

### *Marks & Spencer, child health and education in Bangladesh*

The Unicef UK and Marks & Spencer partnership is helping to transform the lives of some of the poorest children living in communities near to garment factories in Bangladesh. The £1.9 million raised over the past three years by Marks & Spencer donating funds saved from clothes hanger recycling in UK stores has been used to improve every aspect of these children's lives, including health care, clean drinking water, and education.

Highlights of achievements for the education element include:

- 95 new pre-schools established, providing services for 2,850 children – 98% of whom went on to primary school
- 122 children with special needs now attend an early childhood development centre.
- 50 teachers and caregivers received training on child development and caring.
- 240 parents' forums formed where parents attend monthly meetings to discuss child health and well-being, hygiene and nutrition.

Marks & Spencer also continued its employee fundraising drive to raise funds for regional education projects across more than 15 of its international markets.

#### *Schools Campaign Network*

Our UK Schools Campaign Network now has 22 schools registered and our highest levels of participation yet. Two out of three schools who participated in the *Climate Fit for Children* campaign (between January and March) took the key campaign ask and met with their local MPs – an increase from 25% the previous year. Between May and December, 90% of the schools that participated in the *Stop Child Trafficking* campaign took the key campaign ask and wrote to the Home Secretary Theresa May.

In July, we hosted a special event with 25 school campaigners as part of the *Stop Child Trafficking* campaign. The young people presented their thoughts and views on child trafficking in the UK to a panel that included Minister for Crime Prevention Norman Baker and broadcaster and Unicef UK supporter Jon Snow.

#### *UK incorporation of the UN Convention on the Rights of the Child*

Unicef is named in the UN Convention on the Rights of the Child (1989) as having a unique role to play in providing technical expertise, advice and support to governments to help them implement their child rights obligations. Seeing children's rights realised is Unicef UK's core purpose and fundamental aim, and we have been advocating for the UK and devolved governments to incorporate and implement the Convention since the UK ratified it more than 20 years ago.

#### *Child Rights Partners, UK*

Child Rights Partners brings together Unicef UK and local government to put children's rights at the heart of public services, ensuring all children have the same opportunity to flourish. The programme was officially launched in November 2013. Over a period of three years, we are working with six local authorities across the UK – Derry, Glasgow, Leeds, Neath Port Talbot, Newcastle and Tower Hamlets – with some of the highest rates of child poverty in Europe. The programme has the potential to reach 500,000 children. Our aim is to transform services for the most vulnerable, including children experiencing poverty, children living in care and young people affected by drug and alcohol misuse. Together with our partners, we will demonstrate how putting children's rights into action in public organisations can make a real difference to children's lives.

In this first year of this innovative programme, we have focused on securing political and strategic buy-in at local authority level, establishing governance structures, embedding child rights principles at policy and strategic levels,

delivering child rights training, developing tools and guidance, and beginning to support the implementation of the approach on the ground.

In 2014, Tower Hamlets, our partner local authority in London, successfully used a child rights-based approach in the commissioning of the council's substance misuse treatment service for young people. Young people were actively involved in the shaping and contracting of the service, which opened in April. We also worked with two other local authority partners to weave child rights into the planning and delivery of services for young people leaving foster or local authority care, and we continued our efforts to embed a child rights-based approach in local strategies to tackle child poverty.

A key aspect of the Child Rights Partners programme is to work with local authorities and their partners to build their awareness, knowledge and understanding of children's rights and how to work within a rights-based approach. In the last year, our team has provided child rights training to over 100 local authority and partner agency staff. Our successful training model has led Glasgow City Council to make child rights training mandatory for all local elected members.

20 November was the 25th anniversary of the UN Convention on the Rights of the Child and the one-year anniversary of Child Rights partners. We marked these landmarks by hosting a symposium on child rights in local government and public services. The seminar brought together more than 40 key actors in the sector as well as academics, children's organisations and human rights' institutes.

#### *Child Rights Launchpad*

In September we launched *Child Rights Launchpad* – our new, interactive rights experience for children and young people in Scotland aged 3–18 years old, made possible by Unicef's partnership with the Glasgow 2014 Commonwealth Games.

The Launchpad builds on the work of our Rights Respecting Schools programme, empowering children and young people to explore and enjoy their rights in schools, and sports and community groups. Adult Guides support children on their journey.

Currently an online resource, with a complementary offline version in the pipeline for 2015, users learn about the articles of the UN Convention on the Rights of the Child through age appropriate real-life examples, from the UK and across the world, and activities. We have 'early adopters' of the *Launchpad* in primary and secondary schools, residential care centres, special schools, nurseries, child minders and sports groups across 27 of Scotland's 32 local authorities.

### **Protecting children in emergencies**

Established nearly 70 years ago as a children's emergency organisation, Unicef has become a leader in providing life-saving assistance and protection for children in danger from emergencies around the globe. With a permanent presence in more than 190 countries, Unicef is poised to respond rapidly wherever disaster strikes, delivering life-saving help for children in the key areas of health and nutrition, water and sanitation, education and child protection.

During an emergency, Unicef works to meet the immediate urgent needs of children and women. Emergency relief efforts focus on providing life-saving food, water, health care, education, shelter and protection for vulnerable children caught up in conflict or natural disasters. In the aftermath of an emergency, Unicef works to promote long-term rehabilitation and recovery. Our humanitarian emergency work seeks to build resilience and reduce vulnerabilities by supporting local systems and structures.

Unicef UK committed £17.0 million to help the millions of children caught up in emergencies in 2014. We supported humanitarian relief work in 19 countries and regions.

#### **2014: A devastating year for children**

*"This has been a devastating year for millions of children. Children have been killed while studying in the classroom and while sleeping in their beds; they have been orphaned, kidnapped, tortured, recruited, raped and even sold as slaves. Never in recent memory have so many children been subjected to such unspeakable brutality."*

Anthony Lake, UNICEF Executive Director

This was a year of danger and despair for millions of children as wars around the world exposed them to extreme violence. As many as 15 million children are caught up in violent conflicts in Central African Republic, South Sudan, Syria, Iraq, Ukraine and the State of Palestine. Globally, an estimated 230 million children currently live in countries and areas affected by armed conflicts.

In addition, new threats to children's health and well-being, most notably the Ebola outbreak in Guinea, Liberia and Sierra Leone, left thousands of children orphaned and millions out of school. In January, Unicef was responding simultaneously to three humanitarian emergencies of the highest level (Level 3) – Syria, Central African Republic and Philippines. In February, South Sudan replaced the typhoon in the Philippines as a Level 3 Emergency. And in August, Unicef found itself in the unprecedented situation of responding to four Level 3 emergencies: Syria, Central African Republic, South Sudan and Ebola.

Despite the tremendous challenges that children faced in 2014, there was some hope for millions of children affected by conflict.

- In South Sudan, more than 70,000 children under five were treated for severe malnutrition.
- In Syria and neighbouring countries, 68 million doses of polio vaccine were delivered.
- In Central African Republic, a campaign is working to get more than 660,000 children back in school.

Our Children's Emergency Fund is vital to help vulnerable children caught up in under-reported or often completely ignored humanitarian crises around the world. It allows Unicef UK to deliver a rapid response for 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. In 2014 the Fund helped us to provide rapid support for 13 different emergencies for children worldwide: emergencies such as in South Sudan, Liberia and State of Palestine. Unicef UK also helped children in Somalia and Eritrea, where conflict, climatic conditions, and spiralling food prices left many thousands of children in danger.

In 2014, we raised £1.4 million towards the Children's Emergency Fund from generous individuals and charitable foundations.

EE has supported Unicef's disaster and emergency relief work for over 12 years, helping raise more than £4.5 million for children through emergency appeals. In November, EE launched a text appeal for customers to help children affected by Ebola in West Africa. In addition to a £10,000 corporate donation from EE, customer and staff donations were matched pound for pound by the UK government, raising an incredible £920,000.

Claire's have supported Unicef since July 2012, raising more than €1.26 million for child survival programmes, Schools for Asia and emergencies. The partnership focuses on using little things – like a donation at the till point – to make a big difference for children. In 2014, Claire's customers and staff raised over £280,000 to support Schools for Asia, child survival and the Children of Syria winter appeal.

Jersey Overseas Aid Commission is one of Unicef UK's most loyal supporters in emergencies. In 2014, it supported seven emergencies in countries as diverse as Iraq, Kenya, Djibouti, Gaza, Haiti, and the Philippines. In total, Jersey Overseas Aid made emergency grants of £210,000 to help some of the most vulnerable children in the world. This included £30,000 towards the crisis in Gaza and £30,000 towards the typhoon relief effort in the Philippines. We are extremely grateful for their emergency support, particularly for their backing of silent emergencies that receive little attention in the media.

### **Syria, conflict**

The Syria crisis is the greatest humanitarian emergency since World War 2. The UN estimates that over 200,000 people have been killed. More than 7 million children are in need of humanitarian assistance. Children in Syria face danger every day from bombs and bullets. Their lives are threatened by disruption and displacement. And every day the number of refugees grows: every 30 minutes, a Syrian baby is born a refugee.

Children's health is also threatened by the lack of safe drinking water and a 300 per cent increase in the cost of food. Education is also under threat: 2.4 million children in Syria are out of school or at risk of dropping out.

Humanitarian agencies continue to deliver aid at great personal risk. Unicef is one of the few humanitarian organisations working in Syria, with more than 100 staff working to keep children safe.

In March, we marked the third anniversary of the Syria crisis and International Women's Day with an open letter against sexual violence in conflict. Signatories including J.K. Rowling, Amal Alamuddin and Unicef UK Ambassador Jemima Khan welcomed the UK Government's leadership on this issue and encouraged it to go further to protect children from sexual violence in conflict.

In 2014, Unicef UK raised £9.7 million for the children of Syria, making us the largest single national Unicef donor organisation. This money helped Unicef to:

- Give more than 18 million people access to clean water
- Vaccinate nearly 26 million children under the age of five against polio
- Deliver essential education materials to more than 2.8 million children
- Provide psychological and social care for more than 900,000 children
- Supply around 1 million winter clothing kits

#### *The Halloween Ball*

On 30 October, Unicef UK held our second annual *Halloween Ball* to raise funds for Unicef's life-saving work for the children of Syria. Unicef UK Ambassador Jemima Khan hosted the event that was attended by special guests including Hugh Grant, Guy Ritchie and Helen Fielding. Tinie Tempah, Suki Waterhouse and Bryan Adams performed live. Guests had the chance to bid on exclusive items such as lunch with David Beckham, a photoshoot and beauty session with Claudia Schiffer and a diving lesson with Tom Daley. The evening raised more than £750,000, with donations matched pound for pound by the UK government.

#### *SyriART auction*

In December, Unicef UK staged a contemporary art auction and exhibition in support of Unicef's work for the children of Syria. Art has a powerful dual purpose for the children of Syria. Unicef programmes use art to help the children of Syria overcome the trauma of conflict, enabling them to express their emotions and come to terms with what has happened to them. Unicef also recognises the creative power and influence of art to raise money and awareness to help save and change the lives of the children of Syria.

Leading international artists and galleries generously donated works to *SyriART*, including pieces from Anthony Gormley, Grayson Perry, Anish Kapoor, Juergen Teller, Urs Fischer, Zhang Enli, Richard Serra and Tracey Emin. Paddle8 hosted an online auction and the exhibition at Phillips, London, culminated on 11 December with a live auction and reception dinner hosted by musician Alex James and leading auctioneer Simon de Pury. The event raised £979,000, with all UK public donations and successful bids matched pound for pound by the UK government.

#### *Syria winter appeal*

More than 190,000 people generously donated to our Syria winter appeal, enabling us to provide £580,000 to help Syria's children. Our television, YouTube and radio adverts featured Unicef UK Ambassador Michael Sheen asking the British public to help Unicef provide clothing to keep Syrian children warm through the cold winter months. We also ran adverts on trains and the London Underground.

#### *DFID and the Syria winter appeal*

We are grateful to the Department for International Development for generously match funding all public donations made to Unicef UK's Syria winter appeal, including funds raised through the *Halloween Ball* and *SyriART*. The match funding from DFID is being used to provide winter clothing for children, continue an immunisation campaign, supply treatment for malnutrition, give access to education, provide children with psychological and social support, and ensure all children have access to clean water and safe sanitation facilities. We would also like to offer heartfelt thanks to The Ithaca Trust, Chris Rokos and our Global Guardians for supporting this work with children caught up in the Syrian crisis.

#### *Reuniting children, Vodafone*

In an emergency, whether a natural disaster or an armed conflict, the resulting confusion and turmoil often leads to the separation of children from their family. Unicef's Rapid Family Tracing and Reunification (FTR) uses mobile technology to quicken and improve the process of reunifying lost children with their families. Since February 2014, the Vodafone Foundation has given £150,000 to support the development and deployment of Rapid FTR technology in South Sudan, including the training of local staff in the states of Jonglei, Unity and Upper Nile.

#### *Next Generation London*

Next Generation is a global Unicef initiative that brings together diverse groups of young professionals, age 21 to 40, who are committed to helping transform the lives of the world's most vulnerable children. In 2014, Unicef UK was delighted to announce the launch of Next Generation London. With a core group of 25 and a network of more than 300 individuals, they raised more than £40,000 for the children of Syria in just six months of activity. NextGen London also procured pro bono work, including the Accenture work on the carbon stoves project.

#### **West Africa, Ebola**

In December 2013, the Ebola virus surfaced in Guinea, spreading to Liberia (March) and Sierra Leone (May). By August, around 1,500 people had died of Ebola and there were more than 3,000 confirmed cases.

Fear, misconceptions and rumours fuelled the spread of the virus, complicating the humanitarian response. By 1 October, there were more than 7,000 confirmed cases and over 3,300 deaths. By the end of 2014, the figures had nearly tripled with over 20,000 confirmed cases and nearly 8,000 reported deaths. The fatality rate was around 70%.

The impact on children was devastating. One in five Ebola patients were children and more than 20,000 children lost one or both parents to the disease. The virus also affected children's education: around 5 million children in Guinea, Liberia and Sierra Leone were out of school because schools closed.

Unicef West and Central Africa Regional Office set up an Ebola Emergency Operations Centre and stepped up its efforts with 400 staff working in Ebola affected countries in West Africa. Unicef's main objectives were to care for patients in isolation at community care centres and to inform, mobilise and empower local communities in the response to Ebola. Without a vaccine or cure for the virus, prevention and community awareness is key to stopping the outbreak.

Unicef led door-to-door and mass media campaigns to provide critical information about available services and how to avoid contracting the virus. Unicef also provided life-saving supplies to Ebola treatment units and community care centres: thousands of tonnes of protective clothing, chlorine, goggles, gloves, soap, hospital beds, life-saving food and body bags were delivered to the region. In addition, household protection kits were distributed to families to protect them from the virus.

As in all emergencies, Unicef also coordinated water, sanitation and hygiene activities. It also supported governments in re-establishing general health services to ensure children received immunisation, medicines, nutritional screening and malnutrition treatment. Unicef also helped train Ebola survivors, immune to the disease, to provide care and support for quarantined orphan children.

By the end of the year, the number of new cases in Liberia had declined from a peak of over 300 new cases per week to 35 per week.

#### *Children's Investment Fund Foundation*

The Children's Investment Fund Foundation made a very generous and significant investment of \$2.5 million to help Unicef's response to the Ebola outbreak in Sierra Leone. This investment has supported health units to maintain a range of high impact maternal, newborn and child health interventions, including quality training for health workers and the distribution of essential medicines.

#### *England v Scotland, #BeatEbola*

On 18 November, Unicef UK had a unique opportunity to raise awareness and funds for the Ebola crisis. Working with our *Soccer Aid* partners ITV, and with Sky Sports, Unicef broadcast an appeal for Ebola during the England v Scotland friendly at Celtic Park, Glasgow. More than 7 million people watched the match on television, which featured two short Unicef films – one by Gordon Strachan (Scotland manager) and the other by players Wayne Rooney and Darren Fletcher. The films asked the public to donate £5 to help #BeatEbola. Thanks to matched funding from the UK government, the short appeal raised £700,000 to help children affected by Ebola. The match funding will be used to support orphans, children and families in Sierra Leone by providing water and sanitation services as well as distributing personal protection kits, disinfectants and hygiene supplies such as soap.

Our appeals in the *Guardian*, *Times*, *Independent*, and *Telegraph* raised more than £100,000. In total, UK supporters donated £3.4 million to help children in danger from Ebola in West Africa.

### **South Sudan, conflict**

A brutal conflict has been raging in the world's youngest country since December 2013, forcing nearly 1 million children to flee their homes. Half a million people have fled to safety in neighbouring countries. Around 400,000 children are now out of school and 12,000 have been forcibly recruited into armed groups.

The conflict has endangered the health of hundreds of thousands of children: 250,000 children under the age of five were at risk of severe malnutrition and 50,000 children in immediate danger of dying if they did not receive life-saving food.

Unicef helped treat more than 87,000 children for severe malnutrition, provided clean drinking water for nearly 500,000 people, vaccinated more than 870,000 children against measles and provided critical psychological support to nearly 140,000 children. In addition, Unicef South Sudan mounted a bold, direct aid operation to provide life-saving support for displaced communities in remote locations. Unicef carried out 34 remote missions, helping more than 600,000 people, including over 130,000 children.

From July to September, Unicef UK Ambassador Ewan McGregor led a television appeal to help children affected by the crisis. The appeal raised nearly £570,000 of the total of £750,000 raised for children in South Sudan.

### **Philippines, typhoon**

On 8 November 2013, Typhoon Haiyan, one of the most powerful and destructive storms ever recorded, hit the Philippines affecting 14 million people, including 5.9 million children. More than 4 million people were displaced from their homes and thousands were killed, injured or reported missing. The typhoon seriously damaged or disrupted food and water supplies, health care and schooling, placing children at risk of malnutrition and disease.

With the help of our Unicef UK supporters who gave more than £6.2 million, Unicef mounted a rapid and massive response, working with the Philippines government to provide water, life-saving food, vaccines, education and child protection. Unicef quickly set up emergency field offices in the two typhoon-affected centres of Tacloban and Roxas.

Tremendous progress was made because of the speed and scale of the humanitarian response. Unicef helped provide more than 1.35 million people with clean water, vaccinate 1.78 million children against measles, supply over 600,000 children with school materials, and support nearly 60,000 children with psychological and social care. In February, Unicef Ambassador David Beckham visited the Philippines to see first hand and make a Unicef film about the impact of the typhoon and our emergency work for children.

In July, the Philippines government declared an end to the humanitarian phase of the response. Unicef moved firmly into recovery mode, building back better to improve the preparedness and resilience of children and communities. To date, more than 1,700 classrooms have been repaired, 1,600 children treated for

malnutrition and more than 75,000 caregivers given expert advice on infant and young child feeding.

Unicef Ambassadors and supporters including David Beckham, Andy Murray, Simon Reeve, Robbie Williams, Sir Roger Moore, Lewis Hamilton, Ewan McGregor, Tom Hiddleston, Cat Deeley, Charley Boorman and Tom Daley encouraged their fans to support Unicef's humanitarian relief efforts. We also secured a photo shoot with England football players Wayne Rooney, Tom Cleverley and Jack Wilshire, who tweeted the images and requested fans donate to Unicef.

This work has been made possible thanks to the incredible help of our corporate partners EE, easyJet, Starwood Hotels & Resorts, Unilever, IKEA, Marks & Spencer, H&M, Manchester United, CBRE, Burberry, FTSE, LSEG, VISA, Kingfisher Plc, Rangers FC, Bloomberg, DLA and Pearsons. Virgin Atlantic, BA and Emirates all kindly donated freight space to help Unicef deliver emergency supplies for children affected by the typhoon.

#### **Central African Republic, conflict**

In 2014, Unicef warned that the conflict in the Central African Republic was becoming a forgotten crisis. One year after an upsurge in violence, two and half million children were still caught in the conflict and needed urgent humanitarian aid. More than 800,000 people were forced to flee their homes: of these, half sought refuge in neighbouring countries.

Children bore the brunt of the violence – many were killed, seriously injured or became separated from their families in the attacks. Moreover, an estimated 10,000 children were recruited into armed groups. The conflict left children in urgent need of life-saving food, clean water and protection, yet two out of every five were not receiving any aid due to critical lack of funds and insecurity.

Despite the tremendous challenges, Unicef teams were working round the clock as the lead organisation in helping people get access to basic services. Unicef treated nearly 30,000 children for severe malnutrition, provided 700,000 people with clean water, vaccinated 268,000 children against measles, and provided temporary learning spaces for 100,000 children. In addition, the Unicef child protection team helped to release 3,000 children from armed groups.

Unicef UK supporters donated £317,000 for children in the Central African Republic.

#### **Your support for children**

Our total income for 2014 was £93.7 million, which allowed us to make £64.4 million available for programmes for children. Unicef UK depends entirely on voluntary contributions to support Unicef programmes worldwide. We receive no money from the United Nations budget.

#### *Core programmes*

Unrestricted funds (money not earmarked for specific programmes or priority areas) are especially valuable to Unicef as they allow us to direct money to areas where children's need is greatest, even if funding has so far been inadequate or non-existent. There are three main criteria for allocating unrestricted funds to individual

countries: the mortality rate of children under the age of 5, the gross national product per capita, and the absolute size of the child population. Based on these criteria, the global Unicef Executive Board decides on funding proposals for individual country programmes. If approved, a country programme is usually five years in length and Unicef plans carefully with individual governments to ensure the best results for children. From our 2014 income, the contribution of Unicef UK to Unicef's core programmes amounts to over £12.9 million.

Unicef UK is enormously grateful to our Global Guardians, a special group of individual supporters who make regular gifts, mainly to our core programmes for children across the world. Global Guardians give us the flexibility to respond wherever the need is most urgent, whether this is essential funding for a long-term programme or a humanitarian emergency for children. In 2014 Global Guardians gave more than £65,000 towards Unicef's work for children in emergencies and over £590,000 in unrestricted funding, enabling us to support children in some of the most challenging countries such as Ethiopia, Niger and the Central African Republic. Global Guardians enjoy a close involvement with Unicef's work through regular updates and invitations to exclusive events.

Unicef is also deeply grateful to philanthropists such as Michael and Jenny Farmer, Peter and Jan Winslow, Brad and Katherine Wickens and Sharegift, who like Global Guardians, choose to enable us to support children in the greatest need, irrespective of country or thematic area.

#### *Corporate support*

In 2014, Unicef UK corporate partners donated more than £14.5 million in money, goods and services with valued support from Barclays, BT Group plc, Claire's, Clarks, Co-Op Pharmacy, DLA Piper, easyJet, EMC Europe, EE, Ethical Tea Partnership, FTSE, IKEA, ITP, Kantar, Kimberly Clark, Marks & Spencer, Manchester United, Marshalls, Proctor & Gamble, Rangers, Starwood, Tesco, Twinings, Unilever Vodafone and Wella.

#### *Legacies*

Unicef UK is deeply grateful to the 235 supporters who left a legacy of life for the children of the world through gifts in their Wills. Their generous legacies, which totalled more than £5 million, helped thousands of children live safer, healthier lives and moved the world a step closer to ending all preventable deaths of children. We extend our sympathy and heartfelt thanks to their loved ones. As of today, over 2,477 supporters have informed Unicef UK of their plans to leave a gift to children in their Wills. We applaud their foresight and leadership in making future generations of children a priority.

#### *Major supporters, trusts and grant-making bodies*

In 2014, Unicef UK received £19.5 million from major donors, charitable trusts, foundations and grant-making bodies. We are sincerely grateful for the loyal support and generosity of these individuals and organisations towards our work for children.

### *Community fundraising*

Through volunteering their time and skills on a wide range of innovative events, community fundraisers and event organisers raised over £1.7 million in 2014. Our loyal and dedicated Unicef Volunteer Groups and On Campus societies alone raised nearly £150,000. Organisations including Lions, UNA, Inner Wheel, Soroptomist International and Rotary International raised a further £54,000. Individuals continued to amaze with the creativity and success of their fundraising events. 2014 also saw Unicef's continued involvement in *Live Below the Line* to tackle child malnutrition.

Our relationships with schools across the UK brought in over £360,000. More than £145,000 of that came through our annual *Day for Change* appeal that focused on the theme of education for all. *Jar of Grace*, our annual appeal with UK churches, focused on vaccination. It raised more than £56,000 for children.

### *Individual support*

Unicef UK raised £33.9 million through marketing campaigns to our existing supporters and other members of the public. For the first time, we recruited more than 111,000 new pledge supporters (regular givers) in a year. Support via pledge supporters now brings in more than £2.1 million per month (including Gift Aid) for our work for children.

### *Cards and gifts*

Royalties and donations, generated through our licensed partners delivered £85,000 for children after costs. Both consumer and corporate partners experienced difficulty recruiting new buyers in another challenging year for trading.

Sales of our *Inspired Gifts* increased by 14% in 2014 to £194,000. Inspired Gifts are real, life-saving and life-changing items that Unicef supplies for children around the world. Here are some examples of gifts purchased by our generous UK supporters:

- More than 109,000 doses of polio vaccine
- 566 sets of winter clothing for Syrian children
- Education materials for 770 children for a whole year
- Vaccines to protect more than 20,000 children from measles, which kills more than 160,000 children globally each year
- Over 51,000 sachets of oral rehydration salts, helping save the lives of children suffering from dehydration caused by diarrhoea
- Emergency water kits distributed to families in Cameroon, Chad, Ghana and Iraq whose lives were disrupted by conflict and natural disaster
- More than 25,000 sachets of life-saving peanut paste provided to malnourished children in countries including Burundi, Colombia, Liberia and Zimbabwe
- Midwifery equipment and medicine to help keep more than 425 mums and babies safe in countries including Afghanistan, Nigeria, South Sudan and Syria
- 85 school-in-a-box kits delivered to countries including DR Congo, Liberia and Mali, helping at least 3,400 vulnerable children continue their education
- 310 families provided with Ebola emergency kits, helping protect them from this deadly disease.

The United Kingdom Committee for Unicef  
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Unicef UK also worked with licensing partners to sell special merchandise to support the 2014 Soccer Aid and Glasgow 2014 Commonwealth Games activities, generating over £48,000 net income through royalties and donations. Sir Chris Hoy, Andy Murray and Tom Daley helped to raise money for the children of the Commonwealth by promoting the Unicef merchandise.

## Looking ahead: Operational Plan 2014–15

*"The world can and must do more to make 2015 a much better year for every child. For every child who grows up strong, safe, healthy and educated is a child who can go on to contribute to her own, her family's, her community's, her nation's and, indeed, to our common future,"*

Anthony Lake, UNICEF Executive Director

2015 marks the last year of our current 2011–2015 Strategic Plan. The format and direction of this plan acts as a bridge towards our 2016–2020 strategic plan. We are setting out an ambitious plan for 2015. However, we believe this is achievable, based on Unicef UK's past performance and increasingly strong competitive position. The growth plans are also underpinned by increased investment from both Unicef UK and Unicef.

### **Aim 1: maximise income for children**

Through continued implementation of our Fundraising Strategy, we will grow income for children, seeking to balance the need to maximise returns to Unicef in 2015 with investment to secure long-term growth. We will prioritise investment and activity towards the most valuable fundraising activities, focusing on:

- Our individual supporters – a focus on attracting and retaining regular donors, whilst also seeking to improve the experience for supporters; maximising opportunities for engagement with Unicef's mission in different ways
- Building long-term, high-value partnerships with UK headquartered companies, working with them to raise money and also change business practices to protect children's rights within their supply chains
- With significant investment support from Unicef, we will accelerate growth in philanthropic partnerships from both individuals and foundations; focusing on stewarding high value, multi-year relationships and supporting peer to peer approaches
- Continued investment in legacies to support longer term growth
- Maximising high profile opportunities, including sporting events, existing and new special events, starting the development of Soccer Aid 2016 and developing the pipeline of new, high profile opportunities

### **Aim 2: maximise influence for children**

Detailed advocacy activity in 2015 will depend on party manifestos and the outcome of the election. We are aiming to achieve positive policy change to protect the rights of the most vulnerable children living in the UK and in developing countries – with a priority focus on the areas of prevention of violence against children and child trafficking. Key outcomes:

- The UK government champions the adoption of a new target on ending violence against children in the post 2015 framework
- The UK government leads a group of trailblazer countries in taking action to end violence against children and scales up action within its international activities to tackle violence against children
- UK legislation and policy protects the rights of child victims of trafficking

As a secondary advocacy focus, we will also continue our work in support and defence of the UK government's continued commitment to provide 0.7% of gross

national income (GNI) in aid; selectively support efforts across the devolved nations to incorporate the Convention on the Rights of the Child into UK law; and, working with others, we will advocate for ambitious UK climate action in the context of the United Nations Framework Convention on Climate Change (UNFCCC) process.

We will build our capacity to deliver change for children (and contribute to income) through influencing UK based companies and institutions to put child rights into practice. This will be delivered through our pilot CSR unit and through delivering of existing UK programmes and continued innovation around the future focus and business model for our programmatic work in the UK.

### **Priorities: Children in Danger**

Looking forward to 2015, we will use our new Children in Danger campaign as a vehicle to achieve a significant and sustained increase in income for children, focus our influencing work to achieve change for children, and powerfully communicate what we stand for. The campaign will be the platform to integrate our communications, fundraising and advocacy work and will be the central, driving force for the whole organisation over the next five years. In 2015 we will have three key integrated moments for the campaign, focusing on the dangers that children face from violence, disease, war and natural disasters.

### **#1 in Emergencies**

In 2015, as part of our Children in Danger campaign, we will finish developing and start to implement a strategy for becoming the clear market leader in emergencies – being faster, bolder and more successful for children caught in emergencies.

### **Priorities: Supporter first**

We will focus on key supporter groups and sectors, leveraging our networks to maximise impact. This includes:

- Delivering high quality supporter engagement across all direct engagement activities.
- Focusing our fundraising and communication towards our three target audiences, working in an increasingly audience, rather than channel, centric manner.
- Operationalise our sports strategy, building on the success of Soccer Aid, Commonwealth Games and key sporting partnerships in 2014
- Defining other key sector targets for our partnerships work, learning from our work around sport
- Working innovatively with Ambassadors, High Profile Supporters and Vice Presidents to maximise (both publicly and privately) fundraising, brand, communications and advocacy opportunities for Unicef UK and internationally.

### **The enablers of sustained growth**

To maintain our growth in terms of both income and influence we will:

- Value our people – putting in place strategies to continue to attract and retain the most talented people in the sector who live our organisational values (Common Approach)
- Build our brand, further integrating our external communications and accelerating our digital transformation in a way that strengthens our voice to

reach both existing and new supporters; encouraging them to amplify our messages and mission.

- Improve our technology and data platforms and culture, seeking to balance short-term returns with long-term investment. We aim to start implementation of a CRM (Customer Relationship Management) project in 2015.
- Improve our use of insight and further develop our innovation framework to drive forward strategic innovations and empower day to day incremental innovation
- In 2015 we successfully applied for a total of £3.5 million from Unicef's Private Sector Fundraising and Partnership (PFP) Division to invest in our philanthropy team, pledge and legacies. This investment is unprecedented in terms of its size for Unicef UK and demonstrates a significant commitment from Unicef to the potential for growth within the UK and in supporting acceleration in both growth and an improved contribution rate.

## Financial review

### *Income*

In describing our activities and achievements above, we have reported that Unicef UK's total income for 2014 was £93.7million. This represents an increase in income of £14.6m compared to the £79.1m raised in 2013.

### *Costs of generating funds*

Charities have to spend money to raise money. Over the past five years<sup>4</sup>, Unicef UK has spent an average of 24 pence to raise the next pound. This covers the costs of raising funds through mail campaigns, supporting our existing donors and recruiting new donors. This also covers the costs associated with the Unicef greeting cards and gifts business.

### *Charitable expenditure*

Of the total income raised in 2014, £64.4 million was available for programmes to benefit children. Of this, £46.3 million was for specific programmes or countries chosen by our donors, £12.9 million for Unicef core programmes and £5.2 million for Unicef UK's advocacy and programmes in the UK, such as our Baby Friendly Initiative and Rights Respecting Schools Initiative.

On average, over the last five years, 74 per cent of Unicef UK's gross income was available for programmes, after fundraising, sales and administration costs.

### *Fundraising Standards Board (FRSB)*

Unicef UK is a member of the Fundraising Standards Board (FRSB), the body for self-regulation of fundraising in the UK. As a member of the FRSB, Unicef UK adheres to the highest standards of good practice with our fundraising. We are also committed to giving the public the comfort of a 'safety net' provided by the FRSB's robust complaints system.



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<sup>4</sup> A five-year rolling average more clearly shows the charity's core underlying costs as it minimises the impact of one-off or exceptional events such as humanitarian emergencies.

*Management and administration and governance costs*

On average over the last five years, management and administration costs have amounted to 2 per cent of total income. These management and administration costs include governance costs, as explained below.

Under the Statement of Recommended Practice on Accounting and Reporting by Charities issued in 2005 (SORP 2005), management and administration support costs are allocated between the charity's functional activities and "governance costs". Governance costs provide the governance infrastructure for the charity to operate and generate the information for public accountability, and include the costs of strategic planning for the future development of the charity. Governance costs amounted to less than 1 per cent of total income in 2014.

*Unicef UK Enterprises Limited*

The charity's wholly owned trading subsidiary carries out commercial trading activities for the charity. During the year, income of £1.8m (2013: £0.9m) was raised from event registration fees, corporate cause-related marketing arrangements, commissions and royalties. After allowing for associated expenditure and management charges, £1.6m (2013: £0.8m) was covenanted under Gift Aid to Unicef UK.

*Reserves*

Total reserves at the year end amounted to £5.6 million. Unicef UK's policy on reserves is to:

Maintain a general fund to finance working capital needs and cover the resources invested in fixed assets. Unicef UK has no need for large reserves to provide for future programmes, as Unicef headquarters (Unicef HQ) safeguards these. In addition, the charity's diversified sources of income mean that there is a low risk that there would be a dramatic sudden reduction in donations from all sources, and therefore it is unnecessary to hold large reserves to deal with such an eventuality. General funds at the year-end amounted to £2.25 million.

Retain a designated fund emergency reserve to allow for an immediate response to the humanitarian needs of children during an emergency, even if we have not yet received income from the relevant appeals. Due to the record number of high level emergencies active concurrently during 2014, a decision was made to increase the emergency reserve from £100,000 to £1,000,000.

At the end of the year, there was also £54,000 of restricted funds relating to income from Unicef HQ to contribute towards developing innovative fundraising techniques. Designated funds totalling £3.3m are held at the end of 2014 for a number of specific activities planned for 2014–15 (see note 18 of the financial statements).

*Ethical investment policy*

Other than holding money on deposit at the bank for short fixed periods, Unicef UK has chosen to hold no stocks or shares and does not invest in properties. We sell immediately any shares or similar investments donated to Unicef UK, so that those funds are available for our work for children. Except for amounts held in our reserves as described above, Unicef UK transfers all available funds to Unicef HQ.

Consequently, Unicef UK's investment policy means that no investments are kept that could be considered unethical.

For the group personal pension schemes that Unicef UK has negotiated for our employees, we ensure that employees have the option to choose to invest their pension funds entirely in ethical investments.

#### *Changes in assets*

The changes in fixed assets during 2014 are set out in note 13 to the financial statements. The net value of the charity's fixed assets has remained static at £1.2 million at the end of 2013 and 2014, as additions have broadly matched the depreciation of existing assets. No assets are held by the charity's trading subsidiary company.

The cash at bank held by the group at the year-end amounted to £11.6 million, compared to £7.5 million at the end of 2013.

#### *Volunteers*

Our volunteers contribute in many important ways to Unicef UK's success and achievements. Volunteers including our Trustees, regional Unicef groups, advisors, high profile supporters and interns donated thousands of hours of their time during 2014.

## **Principal risks and uncertainties**

#### *Risk management*

A Risk Management Group, comprising the Treasurer and senior members of staff from across Unicef UK, meets quarterly to identify and assess the major risks, and recommend and monitor implementation of appropriate actions to manage those risks. The group reports to the Audit Committee twice yearly and also the Board of Trustees twice a year. Risk management is an integral part of our planning process at a strategic, departmental and project level. During 2014 we continued to improve our risk management processes, with a focus on further embedding risk awareness throughout Unicef UK.

The three principal risks and uncertainties on the organisation's risk register, taking into account the controls and safeguards we already have in place, are as follows:

- Unicef UK works internationally through Unicef country offices to deliver programmes to benefit children, often in difficult environments. Despite the safeguards that are put in place, there is an increased risk of breaches of laws and regulations in such environments, for example in humanitarian emergencies and volatile conflict zones.
- The changing domestic and global environment in which Unicef UK operates presents additional risks as well as opportunities.
- Technology and information systems can be targeted by external parties leading to real or perceived unauthorised access to stored data or disruption to systems.

The risks were satisfactorily managed and there were no operational problems encountered during the year.

## **GOVERNANCE**

Unicef UK is a charitable company limited by guarantee and governed by a Board of Trustees that consists of no less than seven and no more than 16 elected Board Members, who are concurrently Directors under Company Law. The Board selects from amongst themselves the following officers: a Chair, two Vice-Chairs and a Treasurer. It has the power to co-opt up to six further Trustees for a maximum of one year. The maximum term of service for an elected Trustee is six consecutive years; officers of the charity can serve for nine consecutive years. Thereafter, a year must elapse before re-election or re-appointment to the Board. An annual general meeting of members of the charity elects the Board and confirms the membership of any Trustees co-opted during the year. Two young people are appointed as Youth Advisers to the Board, each serving a two-year term.

The Board of Trustees meets five times a year to ensure that Unicef UK has a clear vision, mission and strategic direction and is focused on achieving them. This involves monitoring and acting to ensure that performance and impact is achieved, as well as being the guardians of our fundamental values and ethos. For example, the Board reviews and approves the medium-term strategic plans and biennial plans of the charity, receives and examines reports on the charity's financial affairs, monitors programmatic and fundraising activities, and considers policies and procedures in areas such as risk management and legal and regulatory compliance.

A Board Sub-Committee of six members meets five times a year with delegated authority to consider strategic and operational matters, including governance and finance, and make recommendations to the Board.

An Audit Committee meets at least twice a year to consider internal and external audit related matters and oversee the effectiveness of Unicef UK's risk management processes.

The Executive Team has been delegated responsibility for the day-to-day management of Unicef UK, and comprises the Executive Director supported by a Chief Operating Officer and two Deputy Executive Directors. The Deputy Executive Directors each have specific responsibility for Communications and Programmes, and Fundraising.

Trustees regularly review the membership of the Board, the Board Sub-Committee and the Audit Committee to ensure that the necessary skills and perspectives needed for effective governance are in place, taking account of the desirability for political and gender balance and aiming to embrace the diversity of the UK population.

Unicef UK allocates an annual budget for training and support to Trustees and they receive regular briefings on their legal responsibilities and duties. All new Trustees undergo an induction programme that includes meetings with each of the Executive Team, a briefing on their role and responsibilities, and a comprehensive

set of documents that includes detailed information about Unicef as well as general guidance from the Charity Commission. The Trustees' induction programme has been revised with input from existing trustees and our legal advisors to maximise the benefit the Board of Trustees bring to Unicef UK.

#### *Remuneration Statement*

Remuneration arrangements and processes for all employed staff in Unicef UK are set out in the Pay and Benefits Policy. This policy has been written and agreed with our Common Approach principles at heart. This policy was issued in February 2014. Policies are reviewed regularly or at the point of changes to legislation. It does not apply to agency workers, interns/volunteers or those employed under a contract for services. The policy outlines how we review pay and benefits at Unicef UK to provide a fair deal for staff contribution, whilst balancing the responsibility to deliver the best possible results for children.

We use the Top Charities Salary Survey to benchmark salaries against similar roles in comparable organisations in the voluntary sector. Salary surveys provide a wide range of data and the following principles are applied to obtain the most relevant match:

- Responsibility level
- Role function
- Annual income turnover and headcount.
- Location

Pay and benefits for the Executive Director and Deputy Executive Directors are determined by the Remuneration Committee, which is made up of the Chair of Trustees, the Treasurer and two other Trustees. When deciding pay and benefits for the Executive team, the Remuneration Committee considers executive pay salary survey data, increases provided across Unicef UK, and affordability. Individual executive team member salaries and staff costs are set out in note 10 of the accounts.

#### *Public benefit*

The Trustees confirm that they have complied with the duty in Section 4 of the Charities Act 2006 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'. That guidance addresses the need for all charities' aims to be, demonstrably, for the public benefit.

#### *Related parties and connected organisations*

Unicef UK has a wholly owned trading subsidiary, Unicef UK Enterprises Limited, which carries out non primary-purpose trading activities for the charity. The results of Unicef UK Enterprises Limited are added to those of Unicef UK to produce the consolidated financial statements.

Unicef UK is connected to the global Unicef organisation through a 'co-operation agreement' between the two parties.

### *Trustees*

The Trustees are also Directors for the purposes of company law. The Trustees who served during the year and up to the date of this report were as follows:

Ilse Howling	Chair
Robert Scott	Vice-Chair
Professor Martin Woodhead	Vice-Chair
Sir Anthony Redmond	Treasurer
Graham Badman CBE	
The Baroness Brinton	
Margaret Cund	
Professor Jagdish Gundara	(to June 2014)
Glyn Isherwood	
The Baroness Jenkin of Kennington	
The Baroness Massey of Darwen	
Professor Mary Renfrew	
Surinder Sharma	
Caroline Thomson	(to February 2014)
Steven Day	(from June 2014)

The Trustees are members of the charity. Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees from Trustees and other members at 31 December 2014 was 103 (2013 – 113). The Trustees have no beneficial interest in the charity or the group.

### *Youth Advisers to the Board*

The Youth Advisers are not Directors for the purposes of company law. The Advisers who served during the year and up to the date of this report were as follows:

Lauren Eaves (to June 2014)  
Isobel Trout (from October 2014)  
Harry Phinda

## **STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES**

The Trustees (who are also Directors of Unicef UK for the purposes of company law) are responsible for preparing the Trustees' annual report, including the strategic report, and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;

The United Kingdom Committee for Unicef  
Trustees' Annual Report and Consolidated Financial Statements  
For the year ended 31 December 2014

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- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and;
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information;

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of the financial statements may differ from legislation in other jurisdictions.

#### *Auditors*

Sayer Vincent LLP was re-appointed as the group's and charity's auditors during the year and expressed their willingness to continue in that capacity.

The report of the Trustees including the Strategic Report was approved by the Trustees on 29 April 2015 and signed on their behalf by

**Ilse Howling**  
Chair of Unicef UK

## **INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF UNICEF UK**

We have audited the financial statements of Unicef UK for the year ended 31 December 2014 which comprise the Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Group cashflow statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members and Trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable parent company's members and Trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members and Trustees as a body, for our audit work, for this report, or for the opinions we have formed.

### *Respective responsibilities of trustees and auditors*

As explained more fully in the Statement of Trustees' responsibilities set out in the report of the Trustees, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

### *Scope of the audit of the financial statements*

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the group's and the parent charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the report of the trustees including the Strategic Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Independent auditors' report to the members and Trustees of  
The United Kingdom Committee for Unicef  
For the year ended 31 December 2014

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*Opinion on the financial statements*

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 December 2014 and of the group's incoming resources and application of resources, including the group's income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

*Opinion on other matters prescribed by the Companies Act 2006*

In our opinion the information given in the report of the Trustees, including the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements.

*Matters on which we are required to report by exception*

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- the parent charitable company has not kept proper and adequate accounting records or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records or returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Catherine L. Sayer (Senior statutory auditor)

1 June 2015

for and on behalf of Sayer Vincent LLP, Statutory Auditors

Sayer Vincent LLP, 108–114 Golden Lane, London EC1Y 0TL

*Sayer Vincent LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.*

# The United Kingdom Committee for UNICEF

## Consolidated statement of financial activities

(incorporating an income and expenditure account)

For the year ended 31 December 2014

	Notes	Unrestricted £'000	Restricted £'000	2014 Total £'000	2013 Total £'000
<b>Incoming resources</b>					
<b>Incoming resources from generated funds:</b>					
Voluntary income	2	40,136	44,744	<b>84,880</b>	73,521
Government grants	3	-	5,155	<b>5,155</b>	3,080
UNICEF fundraising development	11	-	1,603	<b>1,603</b>	575
UNICEF cards and gift sales	4	225	15	<b>240</b>	302
Investment income		24	-	<b>24</b>	13
		<b>40,385</b>	<b>51,517</b>	<b>91,902</b>	<b>77,491</b>
<b>Incoming resources from charitable activities:</b>					
Advocacy programmes		1,820	-	<b>1,820</b>	1,629
<b>Other incoming resources</b>					
		7	-	<b>7</b>	-
<b>Total incoming resources</b>					
		<b>42,212</b>	<b>51,517</b>	<b>93,729</b>	<b>79,120</b>
<b>Resources expended</b>					
<b>Costs of generating funds:</b>					
Costs of generating voluntary income	5	22,557	3,138	<b>25,695</b>	22,228
UNICEF fundraising development	11	-	1,878	<b>1,878</b>	439
UNICEF cards and gifts costs	4	140	15	<b>155</b>	108
		<b>22,697</b>	<b>5,031</b>	<b>27,728</b>	<b>22,775</b>
<b>Charitable activities:</b>					
Core UNICEF programmes	6	12,939	-	<b>12,939</b>	12,516
Specific UNICEF programmes	6,8	-	46,271	<b>46,271</b>	37,934
Advocacy programmes	6,7	4,714	490	<b>5,204</b>	4,390
		<b>17,653</b>	<b>46,761</b>	<b>64,414</b>	<b>54,840</b>
Governance costs	9	605	-	<b>605</b>	565
Other resources expended		-	-	<b>-</b>	136
<b>Total resources expended</b>					
		<b>40,955</b>	<b>51,792</b>	<b>92,747</b>	<b>78,316</b>
<b>Net movement in funds</b>					
		<b>1,257</b>	<b>(275)</b>	<b>982</b>	<b>804</b>
<b>Funds at the start of the year</b>					
		<b>4,286</b>	<b>329</b>	<b>4,615</b>	<b>3,811</b>
<b>Funds at the end of the year</b>					
		<b>5,543</b>	<b>54</b>	<b>5,597</b>	<b>4,615</b>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 18 to the financial statements.

Balance sheets

As at 31 December 2014

	Note	Group		Committee	
		2014 £'000	2013 £'000	2014 £'000	2013 £'000
<b>Fixed assets</b>					
Tangible fixed assets	13	1,236	1,224	1,236	1,224
Investments	14	-	-	20	20
		<b>1,236</b>	1,224	<b>1,256</b>	1,244
<b>Current assets</b>					
Debtors	15	8,126	9,520	9,086	9,759
Cash at bank and in hand		11,567	7,482	10,475	7,223
		<b>19,693</b>	17,002	<b>19,561</b>	16,982
<b>Creditors: amounts due within one year</b>					
Creditors and accrued charges	16	5,253	4,971	5,141	4,971
Amounts due to UNICEF		10,079	8,640	10,079	8,640
		<b>15,332</b>	13,611	<b>15,220</b>	13,611
<b>Net current assets</b>		<b>4,361</b>	3,391	<b>4,341</b>	3,371
<b>Net assets</b>	17	<b>5,597</b>	4,615	<b>5,597</b>	4,615
<b>Funds</b>					
	18				
<b>Unrestricted funds</b>					
General funds		2,250	2,002	2,250	2,002
Designated funds:					
Major IT projects		2,000	1,881	2,000	1,881
Sports Partnership Programme		-	10	-	10
Innovation projects		258	258	258	258
UK programmes action research		35	35	35	35
Emergencies reserve		1,000	100	1,000	100
<b>Restricted funds</b>		<b>54</b>	329	<b>54</b>	329
<b>Total funds</b>		<b>5,597</b>	4,615	<b>5,597</b>	4,615

The notes on pages 48 to 59 form part of these financial statements.

These financial statements were approved by the Trustees on 29 April 2015 and signed on their behalf by:

Ilse Howling  
Chair of UNICEF UK

Sir Anthony Redmond  
Treasurer

# The United Kingdom Committee for UNICEF

## Consolidated cash flow statement

For the year ended 31 December 2014

	<b>2014</b>	<b>2013</b>
	<b>£'000</b>	<b>£'000</b>
<b>Net incoming / (outgoing) resources for the year</b>	<b>982</b>	<b>804</b>
Interest received	(24)	(13)
Depreciation of tangible fixed assets	326	324
Decrease / (increase) in debtors	1,395	(5,259)
(Decrease) / increase in creditors	1,721	7,572
<b>Net cash inflow / (outflow) from operating activities</b>	<b>4,400</b>	<b>3,428</b>
<b>Returns on investments and servicing of finance</b>		
Interest received	24	13
<b>Capital expenditure</b>		
Loss on disposal of fixed assets	2	-
Payments to acquire tangible fixed assets	(341)	(71)
<b>Increase / (decrease) in cash</b>	<b>4,085</b>	<b>3,370</b>
<b>Reconciliation of net cash flow to movement in net cash</b>	<b>2014</b>	<b>2013</b>
	<b>£'000</b>	<b>£'000</b>
Increase / (decrease) in cash	4,085	3,370
Net cash at 1 January	7,482	4,112
<b>Net cash at 31 December</b>	<b>11,567</b>	<b>7,482</b>

# The United Kingdom Committee for UNICEF

## Notes to the financial statements

For the year ended 31 December 2014

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### 1 Accounting policies

#### a) Basis of preparation

The financial statements are prepared under the historical cost convention and in accordance with the Statement of Recommended Practice, Accounting and Reporting by Charities (SORP) issued in March 2005, applicable accounting standards and the Companies Act 2006. No separate Statement of Financial Activities is presented for the charity itself as permitted by section 408 of the Companies Act 2006 and paragraph 397 of the SORP.

The total incoming resources for the charity only are £91,965,237 (2013 = £78,968,000) and the net result for the charity is a surplus of £982,000 (2013 = surplus of £804,000).

The principal accounting policies adopted in the preparation of the financial statements are as follows:

#### b) Basis of consolidation

The financial statements of UNICEF UK's trading subsidiary company, UNICEF UK Enterprises Limited ("UEL"), are consolidated with the accounts of UNICEF UK on a line-by-line basis.

#### c) Incoming resources and resources expended

All income and expenditure is shown in the Statement of Financial Activities (SOFA).

#### Incoming resources

All incoming resources are included in the Statement of Financial Activities when receivable. Gifts donated for resale are included as income when they are sold. Legacy income is recognised when it becomes reasonably certain that the legacy will be received and the value of the incoming resources can be measured with sufficient reliability. Grants are recognised in full in the SOFA in the year in which they are receivable. The value of services provided by volunteers has not been included.

Unrestricted funds are donations and other incoming resources receivable or generated for the objects of the charity without further specified purpose and are available as general funds. Designated funds are unrestricted funds earmarked by the trustees for particular purposes. Restricted funds are to be used for specific purposes as laid down by the donor.

#### Costs of Generating Funds

Resources expended are accounted for on an accruals basis. They include attributable VAT, which cannot be recovered. Costs of generating funds comprise those operational costs directly attributable to fundraising and sales of UNICEF cards and gifts. These include direct costs, which are allocated on an actual basis to the relevant expense heading, salaries and other overhead expenses. Added to this is an allocation (based on space, usage or time spent) of the salaries and overhead costs of support:

Fundraising	71%
Cards and Gifts	1%
Advocacy Programmes	18%
Specific UNICEF Programmes	0%
Governance	10%

## Charitable Expenditure

Charitable expenditure is the cost of activities carried out by UNICEF UK in the furtherance of its objectives and includes the funds sent to programmes to benefit children.

Core UNICEF programmes are financed by unearmarked (unrestricted) donations which are used for UNICEF general programmes such as child survival and development, education, child protection, HIV & AIDS and children, and policy advocacy.

Specific UNICEF programmes are specific project or country programmes chosen by UNICEF UK or its donors.

Advocacy programmes include UNICEF UK's advocacy and education work in the UK, including that of the Baby Friendly Initiative, Rights Respecting Schools and Child Rights Partners.

Governance costs are incurred in the general running of the charity to provide the governance structure which allows the charity to operate and generate the information required for public accountability. These costs include the strategic planning process, production of the statutory accounts, external audit, costs relating to trustee meetings and legal advice on statutory compliance and constitutional matters. Also included is an allocation of indirect costs involved with supporting the governance activities.

### d) Tangible fixed assets

Fixed assets are shown at cost less depreciation. Individual fixed assets costing £1,000 or more are capitalised at cost.

Depreciation is calculated so as to write off the cost of fixed assets on a straight line basis over their estimated useful lives as follows:

Leasehold property	10.0%
Office equipment	20.0%
Computer hardware	33.3%

### e) Grants

Included in the UNICEF UK accounts are contributions from DFID, the Scottish Government, Jersey, Guernsey and the Isle of Man.

### f) Pensions

The charity operated two defined contribution pension schemes during the year. The assets of the schemes are held separately from the charity in independently administered funds. The charge in the Statement of Financial Activities is the amount of contributions payable to the pension scheme in respect of the accounting period.

### g) Operating leases

Rentals payable under operating leases, where substantially all the risks and rewards of ownership remain with the lessor, are charged to the Statement of Financial Activities on a straight line basis over the term of the lease.

### h) Foreign currency

Transactions in foreign currencies are translated at rates prevailing at the date of the transaction. Balances denominated in foreign currencies are translated at the rate of exchange prevailing at the balance sheet date. All exchange differences in the year are taken to the Statement of Financial Activities.

### i) Donated services and Gifts in Kind

Donated services and facilities are included as incoming resources (with an equivalent amount in resources expended) only where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received.

Gifts in kind are accounted for at a reasonable estimate of their value to the charity and are included in the statement of financial activities as incoming resources when receivable.

# The United Kingdom Committee for UNICEF

## Notes to the financial statements

For the year ended 31 December 2014

### 2 Voluntary income

	Unrestricted	Restricted	2014 Total	2013 Total
	£'000	£'000	£'000	£'000
Direct marketing	27,855	6,001	33,856	33,010
Corporate partnerships	2,498	11,653	14,151	16,465
Major supporters, charitable trusts and foundations	1,468	18,072	19,540	16,203
Legacies	4,728	363	5,091	4,426
Fundraising initiatives and regional fundraising	1,063	717	1,780	1,682
Special events	2,518	7,180	9,698	673
"Inspired Gifts" donations	6	188	194	169
Sports Programmes	-	259	259	819
Donated goods and services	-	303	303	57
Other fundraising	-	8	8	17
<b>Total</b>	<b>40,136</b>	<b>44,744</b>	<b>84,880</b>	<b>73,521</b>

### 3 Government grants

	2014 £'000	2013 £'000
The Department for International Development (DFID)	4,430	2,023
The States of Guernsey & Jersey and the Isle of Man	611	1,057
The Scottish Government	114	-
<b>Total</b>	<b>5,155</b>	<b>3,080</b>

All government grants are treated as restricted funds.

### 4 UNICEF cards and gifts

	2014 £'000	2013 £'000
Sales of UNICEF cards and gifts	155	205
Donations with orders	85	97
<b>Total</b>	<b>240</b>	<b>302</b>
Less: Costs of selling UNICEF cards and gifts		
Staff costs	86	72
Direct costs	33	1
Support costs	36	35
<b>Total</b>	<b>155</b>	<b>108</b>
<b>Profit from sales of UNICEF cards and gifts</b>	<b>85</b>	<b>194</b>

# The United Kingdom Committee for UNICEF

## Notes to the financial statements

For the year ended 31 December 2014

### 5 Costs of generating voluntary income

	Staff costs £'000	Direct costs £'000	Support costs (Note 9) £'000	2014 Total £'000	2013 Total £'000
Direct marketing	1,669	12,334	1,528	15,531	14,568
Corporate partnerships	1,933	296	854	3,083	2,767
Major supporters, charitable trusts and foundations	898	134	576	1,608	1,689
Legacies	148	199	111	458	414
Fundraising initiatives and regional fundraising	776	422	712	1,910	1,932
Special events	943	1,585	501	3,029	767
"Inspired Gifts" fundraising	8	55	13	76	91
<b>Total</b>	<b>6,375</b>	<b>15,025</b>	<b>4,295</b>	<b>25,695</b>	<b>22,228</b>

### 6 Charitable activities

	Staff costs £'000	Direct costs £'000	Support costs (Note 9) £'000	2014 Total £'000	2013 Total £'000
Core UNICEF programmes	-	12,939	-	12,939	12,516
Specific UNICEF programmes (note 8)	-	46,271	-	46,271	37,934
Advocacy programmes (note 7)	2,680	1,415	1,109	5,204	4,390
<b>Total</b>	<b>2,680</b>	<b>60,625</b>	<b>1,109</b>	<b>64,414</b>	<b>54,840</b>

The direct costs of core programmes and specific programmes are transfers to UNICEF. Specific programme transfers are detailed in note 8.

### 7 Advocacy programmes expenditure

	Staff costs £'000	Direct costs £'000	Support costs (Note 9) £'000	2014 Total £'000	2013 Total £'000
Development education and youth work	785	271	349	1,405	1,123
Baby Friendly Initiative	694	568	289	1,551	1,349
Management of information resources	80	6	6	92	93
Communication of UNICEF's programmes	207	322	16	545	341
Management of high profile supporters	91	13	10	114	120
Campaign and parliamentary work	823	235	439	1,497	1,364
<b>Total</b>	<b>2,680</b>	<b>1,415</b>	<b>1,109</b>	<b>5,204</b>	<b>4,390</b>

# The United Kingdom Committee for UNICEF

## Notes to the financial statements

For the year ended 31 December 2014

8 Specific UNICEF programmes	2014	2013
	Total	Total
	£'000	£'000
Children in emergencies	17,025	13,515
Young child survival and development	22,849	17,299
Basic education and gender equality	3,751	5,297
HIV and children	619	128
Child protection	2,027	1,683
Policy, partnership and participation for children	-	12
<b>Total</b>	<b>46,271</b>	<b>37,934</b>

## 9 Support costs

	Fundraising and sales costs			2014	2013
	£'000	Advocacy programmes	Governance	Total	Total
		£'000	£'000	£'000	£'000
Finance	917	235	128	1,280	966
Information technology	550	140	77	767	557
People and development	655	168	91	914	874
Office management	1,321	339	185	1,845	1,662
Support services	227	58	32	317	568
Directorate	660	169	92	921	1,024
<b>Total</b>	<b>4,330</b>	<b>1,109</b>	<b>605</b>	<b>6,044</b>	<b>5,651</b>

	Staff costs		2014	2013
	£'000	Other costs	Total	Total
		£'000	£'000	£'000
Finance	482	798	1,280	966
Information technology	167	600	767	557
People and development	830	84	914	874
Office management	209	1,636	1,845	1,662
Support services	271	46	317	568
Directorate	722	199	921	1,024
<b>Total</b>	<b>2,681</b>	<b>3,363</b>	<b>6,044</b>	<b>5,651</b>

# The United Kingdom Committee for UNICEF

## Notes to the financial statements

For the year ended 31 December 2014

### 10 Staff costs

The average weekly number of employees (full-time equivalent) during the year was as follows:

	2014 Number	2013 Number
Fundraising	142	126
Advocacy and programmes	95	85
Governance	4	5
<b>Total</b>	<b>241</b>	<b>216</b>

Staff costs were as follows:

	2014 £'000	2013 £'000
Salaries and wages	9,593	8,166
Social security costs	1,033	898
Pension contributions	515	400
<b>Total salary costs</b>	<b>11,141</b>	<b>9,464</b>
Other staff costs	689	908
<b>Total staff costs</b>	<b>11,830</b>	<b>10,372</b>

Employees with emoluments (emoluments include salaries and taxable benefits, but not employer pension costs) over £60,000 were as follows:

	2014 Number	2013 Number
£110,001 - £120,000	1	1
£90,001 - £100,000	0	1
£80,001 - £90,000	2	2
£70,001 - £80,000	4	4
£60,001 - £70,000	6	7

There were 13 employees in the year (2013: 13 employees) with emoluments over £60,000 who accrued retirement benefits under the charity's defined contribution schemes. The combined contributions for the year from UNICEF UK for those employees totalled £73,541 (2013: £66,572).

### Executive Remuneration

The executive team's actual remuneration in 2014 was as follows:

Name	Position	Gross Pay	Employer's Pension	Total
David Bull	Executive Director	116,932	9,822	126,754
Anita Tiessen	Deputy Executive Director Communications & Programmes	80,182	6,735	86,917
Catherine Cottrell	Deputy Executive Director Fundraising	88,373	2,844	91,217
<sup>1</sup> Jon Sparkes	Chief Operating Officer	69,781	5,620	75,401
<sup>2</sup> Mark Devlin	Chief Operating Officer	29,867	158	30,025

<sup>1</sup> Left UNICEF UK on 17/09/2014

<sup>2</sup> Joined UNICEF UK on 08/09/2014.

# The United Kingdom Committee for UNICEF

## Notes to the financial statements

For the year ended 31 December 2014

### Remuneration Ratio

The remuneration of the highest-paid employee in UNICEF UK was 2.4 times the median remuneration of the workforce.

### Pension and retirement benefits

The charity operated two defined contribution pension schemes during the year with Phoenix Life and Friends Life. The pension cost charge for the year represents contributions payable to the schemes and amounted to £515,000 (2013: £400,000).

There were £nil outstanding contributions at the end of the financial year (2013: £nil).

## 11 UNICEF fundraising development programme

Expenditure on trading activities and fundraising is undertaken with the following financial support provided by UNICEF Headquarters for fundraising market development and fundraising research & development activities.

	2014 £'000	2013 £'000
Fundraising development programme		
Legacy development	153	-
Donor recruitment	1,510	575
Total	<u>1,663</u>	<u>575</u>
Funding to return to UNICEF	(60)	-
Total funding for year	<u>1,603</u>	<u>575</u>

Movements on UNICEF fundraising development programme funds:

	Fundraising development programme £'000	Total 2014 £'000	Total 2013 £'000
At the start of the year	329	329	194
Funding received	1,663	1,663	575
Funding available	1,992	1,992	769
Funding utilised	(1,878)	(1,878)	(440)
Funding to return to UNICEF	(60)	(60)	-
At the end of the year	<u>54</u>	<u>54</u>	<u>329</u>

# The United Kingdom Committee for UNICEF

## Notes to the financial statements

For the year ended 31 December 2014

### 12 Net incoming resources for the year

This is stated after charging:	<b>2014</b>	<b>2013</b>
	<b>£'000</b>	<b>£'000</b>
Depreciation	<b>326</b>	324
Trustees' expenses	<b>8</b>	7
Trustees' remuneration	<b>Nil</b>	Nil
Auditors' remuneration:		
Audit	<b>29</b>	28
Other services	-	-
Operating lease rentals:		
Facilities	<b>1,056</b>	927
Finance	<b>36</b>	96
Property	<b>1,092</b>	1,023
Loss on foreign exchange	<b>117</b>	-

Trustees' expenses represent travel and subsistence for 8 (2013: 7) trustees relating to attendance at Board meetings.

### 13 Tangible fixed assets

	Short leasehold property	Office equipment	Computer hardware	Group Totals
	£'000	£'000	£'000	£'000
<b>Cost</b>				
At the start of the year	2,298	470	933	<b>3,701</b>
Additions in the year	-	34	307	<b>341</b>
Disposals in the year	(4)	(110)	-	<b>(114)</b>
At the end of the year	2,294	394	1,240	<b>3,928</b>
<b>Depreciation</b>				
At the start of the year	1,149	458	870	<b>2,477</b>
Charge for the year	224	9	93	<b>326</b>
Disposals in the year	(2)	(110)	-	<b>(112)</b>
At the end of the year	1,371	358	963	<b>2,692</b>
<b>Net book value</b>				
At 31 December 2014	<b>923</b>	<b>36</b>	<b>277</b>	<b>1,236</b>
At 1 January 2014	1,149	12	63	<b>1,224</b>

# The United Kingdom Committee for UNICEF

## Notes to the financial statements

For the year ended 31 December 2014

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### 14 Fixed asset investment

The charitable company (UNICEF UK) owns the whole of the issued ordinary share capital of the subsidiary (UNICEF UK Enterprises Limited), a company registered in England and Wales:

	<b>2014</b>	<b>2013</b>
	<b>£'000</b>	<b>£'000</b>
20,000 £1 ordinary shares UNICEF UK Enterprises Limited at cost	<b>20</b>	20

UNICEF UK Enterprises Limited is used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are donated by Gift Aid to UNICEF UK. A summary of the results of the subsidiary is shown below:

Summary profit and loss account (UNICEF UK Enterprises Ltd)

	<b>2014</b>	<b>2013</b>
	<b>£'000</b>	<b>£'000</b>
Turnover	<b>1,765</b>	923
Cost of sales	-	-
Gross profit	<b>1,765</b>	923
Administrative expenses	<b>(122)</b>	(151)
Interest receivable	-	-
Operating profit	<b>1,643</b>	772
Amount donated by Gift Aid to the charity	<b>(1,643)</b>	(772)
Retained in the subsidiary	<b>-</b>	-

The assets and liabilities of the subsidiary were:

Current assets	<b>1,610</b>	648
Creditors: amounts falling due within one year	<b>(1,590)</b>	(628)
Total net assets	<b>20</b>	20
Aggregate share capital and reserves	<b>20</b>	20

# The United Kingdom Committee for UNICEF

## Notes to the financial statements

For the year ended 31 December 2014

### 15 Debtors

	Group		Committee	
	2014	2013	2014	2013
	£'000	£'000	£'000	£'000
Trade debtors	889	613	445	244
Accrued income	6,731	7,464	6,677	7,464
Other debtors	506	1,443	486	1,423
Amounts due from subsidiary undertaking	-	-	1,478	628
<b>Total</b>	<b>8,126</b>	<b>9,520</b>	<b>9,086</b>	<b>9,759</b>

### 16 Creditors and accrued charges

	Group		Committee	
	2014	2013	2014	2013
	£'000	£'000	£'000	£'000
Trade creditors	1,390	1,653	1,390	1,653
Tax and social security	425	350	425	350
Accruals	521	1,443	521	1,443
Deferred income	2,902	1,304	2,790	1,304
Other creditors	15	221	15	221
<b>Total</b>	<b>5,253</b>	<b>4,971</b>	<b>5,141</b>	<b>4,971</b>

### 17 Analysis of group net assets between funds

	General funds	Designated funds	Restricted funds	Total funds
	£'000	£'000	£'000	£'000
Tangible fixed assets	1,236	-	-	1,236
Net current assets/(liabilities)	1,014	3,293	54	4,361
<b>Net assets at the end of the year</b>	<b>2,250</b>	<b>3,293</b>	<b>54</b>	<b>5,597</b>

# The United Kingdom Committee for UNICEF

## Notes to the financial statements

For the year ended 31 December 2014

### 18 Movements in funds

	At the start of the year £'000	Total income £'000	Total expenditure £'000	At the end of the year £'000
Unrestricted funds:				
General funds	2,002	40,471	(40,223)	2,250
Designated funds:				
Major IT projects	1,881	426	(307)	2,000
Sports Partnership Programme	10	-	(10)	-
Innovation projects	258	315	(315)	258
UK programmes action research	35	-	-	35
Emergencies reserve	100	1,000	(100)	1,000
Total designated funds	2,284	1,741	(732)	3,293
Total unrestricted funds	4,286	42,212	(40,955)	5,543
Restricted funds:				
Specific UNICEF programmes	-	49,914	(49,914)	-
UNICEF fundraising development	329	1,603	(1,878)	54
Total restricted funds	329	51,517	(51,792)	54
<b>Total funds</b>	<b>4,615</b>	<b>93,729</b>	<b>(92,747)</b>	<b>5,597</b>

# The United Kingdom Committee for UNICEF

## Notes to the financial statements

For the year ended 31 December 2014

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### Purposes of funds

The general unrestricted fund of £2,250,000 covers fixed assets and working capital needs.

The major IT projects fund is designated for projects planned to commence in 2015/16.

The sports partnership programme designated fund is to fund a strategy to leverage UNICEF UK's sporting 'assets' to generate increased fundraising and awareness for UNICEF UK's work for children.

Funds have been set aside for specific innovation projects which commenced in 2014 and continue into 2015.

The UK programmes action research fund is designated to improving strategy across UNICEF UK's domestic programmes

The designated 'emergencies reserve' is held to enable rapid transfers to be made to UNICEF HQ for immediate needs before appeals are made to donors and funds received in response to humanitarian emergencies.

Restricted funds are used for specific purposes as stipulated by the donor.

UNICEF fundraising development programme funds are provided by UNICEF headquarters for market development, research & development and fundraising development initiatives.

### 19 Commitments under operating leases

The committee had annual commitments under non-cancellable operating leases as set out below:

	<b>2014</b>	<b>2013</b>
	<b>£'000</b>	<b>£'000</b>
Expiring in less than 1 year	-	24
Expiring in 2 to 5 years	<b>1,028</b>	1,011
Expiring in greater than 5 years	-	-
Total	<b>1,028</b>	<b>1,035</b>

The difference between the annual lease commitments and the charge for the year in the Statement of Financial Activities (note 12) is attributable to the initial rent free period on the London premises being spread over the term of the lease on a straight line basis in accordance with the accounting policies set out in note 1(g).

### 20 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary, UNICEF UK Enterprises Ltd, covenants all its profits to the charity. There is no charge to corporation tax in 2014.

# Reference and administrative details



UNITED KINGDOM

The reference and administrative information set out here forms part of the Trustees' Report.

## Status

The United Kingdom Committee for UNICEF (also known as UNICEF UK) is a charitable company limited by guarantee, incorporated on 5 November 1998 and registered as a charity on 26 November 1998. This is the successor body to the former unincorporated committee founded in 1956.

## Governing document

The organisation was founded under a memorandum of association that established the objects and powers of the organisation and is governed under its articles of association.

**Charity number (England & Wales):** 1072612

**Charity number (Scotland):** SC043677

**Company number:** 3663181

**Registered office and operational address:** 30a Great Sutton Street, London EC1V 0DU

**President** Lord Ashdown GCMG KBE PC

**Vice Presidents** Marc Bolland  
Tim Clark  
Lord Hastings of Scarisbrick CBE  
Mark Makepeace  
Cathy Turner

**Trustees** Ilse Howling Chair  
Robert Scott Vice-Chair  
Professor Martin Woodhead Vice-Chair  
Sir Anthony Redmond Treasurer  
Graham Badman CBE  
The Baroness Brinton  
Margaret Cund  
Steven Day  
Glyn Isherwood  
The Baroness Jenkin of Kennington  
The Baroness Massey of Darwen  
Professor Mary Renfrew  
Surinder Sharma

(the names of all Trustees who served during the year are shown on page 41)

**Youth Advisors to the Trustees** Harry Phinda  
Isobel Trout

**Executive Team** David Bull Executive Director  
Catherine Cottrell Deputy Executive Director, Fundraising  
Mark Devlin Chief Operating Officer  
Anita Tiessen Deputy Executive Director, Communications & Programme

**Principal bankers** HSBC Bank plc, 133 Regent Street, London W1A 4BQ

**Principal solicitors** Russell-Cooke, 2 Putney Hill, London SW15 6AB

**Auditors** Sayer Vincent, Chartered Accountants and statutory auditors  
Invicta House, 108-114 Golden Lane, London EC1Y 0TL

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

*Men carry a baby to safety after a bomb hits their neighbourhood in Damascus, Syria.*

The Syria conflict is the greatest humanitarian emergency since World War 2. More than 7 million Syrian children are now in need of humanitarian aid.

In 2014 Unicef UK supporters made an exceptional response to this unprecedented emergency, raising more than £9.7 million to help keep children safe.

Special events such as our annual Halloween Ball and SyriART, our first art auction, supported Unicef's life-saving work for Syria's children.

These funds helped Unicef vaccinate nearly 26 million children and provide clean water for more than 18 million people.

**Please help Unicef keep more children safe from danger.**

Registered Office:  
30a Great Sutton Street  
London  
EC1V 0DU  
United Kingdom

Registered Company  
Number 3663181

Registered Charity  
Number 1072612 (England and Wales)  
SC043677 (Scotland)

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