



The United Kingdom
Committee for UNICEF

*Trustees' Report
and Consolidated
Financial Statements*

For the year ended
31 December 2015

UNICEF UK IN NUMBERS



£100.7 MILLION raised to build a safer world for every child



MORE THAN 5 BILLION people reached for the launch of 7: The David Beckham Unicef Fund.
In the first year, the 7 Fund raised over £2 MILLION



14 MILLION vaccines for Unicef to keep mums and children safe from tetanus through the 1 pack = 1 vaccine campaign



£7.4 MILLION for Unicef's work for Syrian children in danger



£7 MILLION for Unicef's work for children affected by the earthquake in Nepal



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

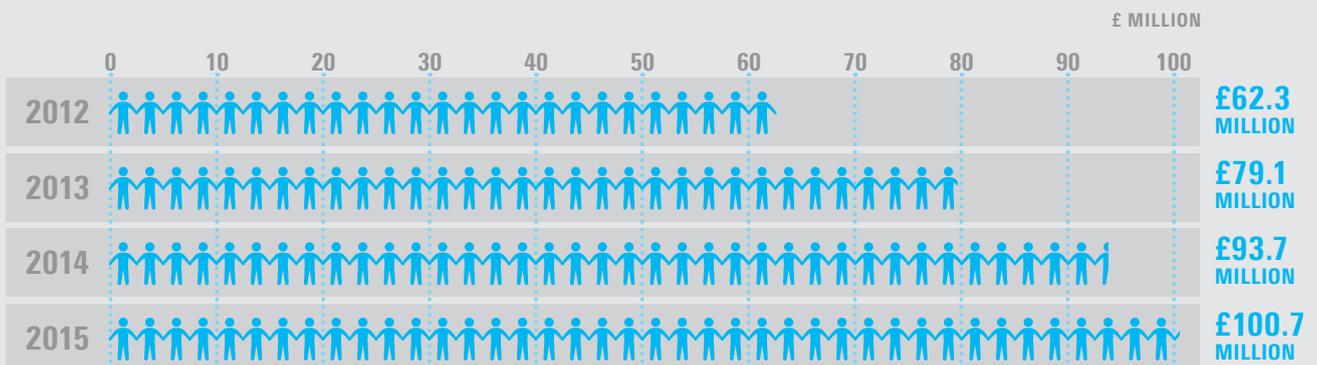


1.3 MILLION children in the UK go to schools that are putting rights at the heart of their culture



76,000 PEOPLE signed our petition to call on the Prime Minister to protect children caught in wars and disasters

UNICEF UK INCOME



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 2015

TRUSTEES' ANNUAL REPORT

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MESSAGE FROM THE CHAIR OF UNICEF UK

It has been a momentous year for Unicef UK's work to raise money and campaign for children in danger around the world. Our income passed £100 million for the first time – an increase of 7% on last year. Thanks to the wonderful generosity of our supporters, ambassadors and partners this landmark figure means that we can do more to protect children than ever before. Yet our fundraising and campaigns have never been so vital, as children around the world face unprecedented dangers from war and disaster, disease and hunger, abuse and exploitation.

In February, the launch of 7: The David Beckham UNICEF Fund with Goodwill Ambassador David Beckham reached over 5 billion people globally. The Fund raised more than £2 million for children in its first year, culminating in a globally televised Match for Children at Old Trafford, Manchester.

Our #ENDviolence campaign helped make sure that world leaders committed to a target to end all forms of violence against children in the Sustainable Development Goals (Global Goals). In September, David Beckham attended the UN General Assembly to help put children at the heart of the new Goals. Our advocacy work for children in the UK also brought success, when the Modern Slavery Bill included measures to protect the rights of trafficked children.

Children continue to bear the brunt of the devastating war in Syria, the greatest humanitarian emergency since World War 2. After five years of conflict, more than 8 million children are now in desperate need of humanitarian assistance. Our supporters responded with incredible generosity, giving £7.4 million to help Unicef deliver life-saving food, clean water, vaccines, education and protection for children in Syria and the surrounding region. Our Syria winter appeal was the most successful yet – raising £2.3 million to keep Syria's children safe and warm. Our annual Halloween Ball that opened the appeal raised a record £1.6 million. The UK government generously matched all UK public donations to the appeal.

Children and families fleeing Syria and other emergencies made perilous journeys in search of sanctuary in Europe. We called for urgent action as children's bodies washed up on the shores of the Mediterranean or were found in the backs of trucks. As the refugee and migrant crisis intensified in the summer, our Children's Emergency Fund supported the creation of child friendly spaces in the former Yugoslav Republic of Macedonia and in Serbia.

Our supporters also responded magnificently when two huge earthquakes struck Nepal, destroying entire communities and turning children's lives upside down. More than one million children were left in urgent need of humanitarian aid. We raised £7 million, helping Unicef support vaccination campaigns for 500,000 children under age 5, provide 22 shelters for around 10,000 new mums, and set up 1,400 temporary schools to help keep children safe and in education.

In the UK, our programmes for children and families continue to flourish. The Baby Friendly Initiative, founded in 1994, supports breastfeeding and parent-infant relationships by working with public services to improve standards of care. Today, 91% of maternity services in the UK are working towards Baby Friendly

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accreditation. In Scotland and Northern Ireland, over 90% of babies are born in hospitals with full Baby Friendly accreditation, while in England and Wales more than one in two are born in fully accredited hospitals.

Our Rights Respecting School Award is based on principles of equality, dignity, respect, non-discrimination and participation. More than 1.3 million children in the UK now attend schools that are becoming Rights Respecting – with schools reporting reductions in bullying and improvements in school relationships and child confidence and esteem.

Our profile in Scotland goes from strength to strength. The legacy of our partnership with the 2014 Glasgow Commonwealth Games continues to support children across all six regions of the Commonwealth with five international programmes and a programme in Scotland. Unicef in Scotland, supported by the Scottish government, launched KidPower, the world's first wearable-for-good fitness band that supports physical exercise for children while earning points to provide life-saving food for malnourished children around the world. More than 1,000 Scottish schoolchildren took part in the successful pilot.

Fittingly, our landmark year closed with the Mayor of London's New Year's Eve Fireworks and the Edinburgh Hogmanay celebrations, when landmarks such as Big Ben and Edinburgh Castle, turned blue to support our work for children in danger.

The dedication and talent of the staff at Unicef UK continues to amaze and impress me. It is a fitting tribute to their work that, in the same year we achieved so much for children, we also leapt to 12th in The Times Top 100 Best Not-for-Profit Organisations. I would like to express my formal thanks to Lord Ashdown who has served us tirelessly as our President over the past six years and has stood down after more than two terms. Paddy has been a wonderful champion of our work and we are extremely grateful for the wisdom and passion of his support. It gives me great pleasure to welcome our new President, Kirsty Young. Already Kirsty has visited Ethiopia to see Unicef's work providing water, vaccines and education for children who are living through the country's worst drought in 50 years. We are looking forward to working with her to raise the profile of our work in coming years.

Finally, I would like to pay tribute to our Executive Director David Bull who retires in 2016. For the past 17 years, David's energy and commitment for the world's most vulnerable children has been extraordinary. As a result of his leadership, Unicef UK has grown dramatically as a powerful and influential champion for children around the world and in the UK. David will be a hard act to follow, however I am confident that our new Executive Director Mike Penrose has the dedication and passion to lead the next chapter of success for children around the world, at a time when they face ever-greater danger.

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 Directors' Report) Regulations 2014.

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.

VISION AND MISSION

Our vision is a world fit for every child.

We are here for every child, particularly the most vulnerable. All over the world, including here in the UK, we realise children's rights and promote their voice. Through the power and passion of our supporters, we raise money and campaign to protect children in danger.

AIMS, OUTCOMES AND PRIORITIES IN 2015

2015 was the final year of our 2010–15 strategic framework.

AIMS AND OUTCOMES

1. Maximise income for children

In 2015 we raised £100.7 million for children in danger, a 7% increase on 2014.

Key outcomes

- We welcomed more than 100,000 new regular donors. Giving through direct debit now brings in more than £2.5 million per month
- Our corporate partnerships brought in more than £17.5 million to support our work for children, an increase of £3.4 million on 2014
- Income from major supporters, charitable trusts and foundations rose by more than £3.4 million, totalling £22.9 million

2. Maximise influence for children

We sought policy change to protect the rights of the most vulnerable children in the UK and abroad – focusing on ending all forms of violence against children worldwide, particularly child trafficking, as well as protecting children from violence in emergencies.

Key outcomes

■ Our #ENDviolence campaign helped make sure the UK government committed to including the target to end violence against children in the Sustainable Development Goals (Global Goals). And our campaign and advocacy paid off as world leaders agreed to a global target to end all forms of violence against children in the Global Goals. Children were at the heart of the final agreement that included many targets of specific importance for children. Ahead of the World Humanitarian Summit in May 2016, we urged the UK government to realise this commitment in its emergency response, prioritising the protection of children from violence in conflict and disasters.

■ The UK government's Modern Slavery Bill included measures to protect the rights of trafficked children. Unicef UK achieved important changes to the Bill in a number of key areas, including non-prosecution and guardianship.

PRIORITIES

1. Children in Danger campaign

The *Children in Danger* campaign integrates our communications, fundraising and advocacy work and is a driving force for the organisation over five years. In 2015, we delivered three key integrated moments, focusing on the dangers that children face from violence, disease and emergencies (see page 5).

2. #1 in Emergencies for children

We began to implement our strategy for becoming the market leader for children in emergencies – delivering on being faster, bolder and more successful for children (see page 8).

3. Supporter first

Our work for every child in danger relies on the commitment and contribution of all our supporters. We recognise the importance of our supporter relationships in fundraising or campaigning for Unicef's work for the world's children and strive to provide the very best supporter experiences. By exceeding supporter expectations we seek to enhance loyalty, satisfaction and trust in Unicef UK's mission.

We are supportive of the review into fundraising regulations and are ensuring that Unicef UK engages and supports the sector in this. In 2015 our Deputy Executive Director, Fundraising, joined the new Fundraising Preference Service working group, to help address public concerns, ensure good data stewardship and place the supporter at the centre of these discussions.

We are listening to supporter feedback and measuring supporter satisfaction. Two recent developments include a personalised text service for supporters to ask questions via SMS and a mobile survey to monitor supporter satisfaction.

ACTIVITIES AND ACHIEVEMENTS IN 2015

The year saw three cross-organisation projects of outstanding significance for our work to protect children in danger.

CHILDREN IN DANGER CAMPAIGN

In October 2014, we launched the *Children in Danger* campaign with the goal to make the biggest possible change for children. The campaign focuses on the five gravest dangers facing children: violence, disease, hunger, conflict and natural disasters.

#ENDViolence

At launch, we focused on children affected by violence. Our innovative launch film (#violencevaccine) has so far generated more than 870,000 views on YouTube. With the support of over 50,000 campaigners and 200 schools in the UK, our aim was to ensure that all political parties committed to #ENDViolence against children as part of the Sustainable Development Goals. Unicef UK Ambassador Michael Sheen went to Guatemala to see our child protection work and then appeared on *The Andrew Marr Show* where he asked the Foreign Secretary to commit to this target. Ahead of the 2015 general election, all three major political parties publicly committed to end violence against children as part of the Global Goals. In September, for the first time ever, world leaders including the UK Prime Minister committed to a global target to end all forms of violence against children everywhere. We believe our work in securing this commitment will go a long way to help protect children in danger.

#BeatDisease

In June, we shifted our attention to protect children from the danger of disease. More 5.9 million children die before their fifth birthday, most from easily preventable diseases. We delivered our #BeatDisease campaign through a series of partnerships. We worked with tennis star and Unicef UK Ambassador Andy Murray to create a video to raise awareness of children facing the threat of deadly disease, simply because they don't have the vaccines they need. The film, also featuring Liam Payne, Jack Whitehall, Clare Balding and Richard Ayoade, received more than 2 million views in just two days on YouTube. At the same time, we worked with the England Football Foundation (EFF) to secure more than £500,000-worth of gift-in-kind outdoor advertising featuring several members of the England football team and children. This linked with media interviews of England players saying what they wanted to be when they were age five. The campaign integrated with the launch of the summer campaign of our Change for Good partnership with easyJet, focusing on keeping children safe from polio.

World Upside Down

From October, our focus turned to the millions of children in danger from war or natural disasters. We integrated our advocacy, fundraising and brand awareness activity around the framework of 'when the world turns upside down.' Our *World Upside Down* film marked the start of this phase of the campaign. To date, it has been viewed 5 million times on Facebook. As part of the launch, actor and Unicef supporter Tom Hiddleston wrote an exclusive article for the *Independent* about his

visit to South Sudan and the effects of conflict on children. He tweeted a link to the article to his 2.4 million followers.

Ahead of the first ever World Humanitarian Summit in May 2016, we urged the UK to put children at the heart of its emergency response, prioritising protection from violence and education in emergencies. Our briefing paper, *Keeping children safe in emergencies*, outlined the scale of violence, exploitation and abuse facing children in emergencies, and set out clear recommendations for action. So far, more than 76,000 people have signed our petition calling on the Prime Minister to prioritise protecting children from violence in emergencies. As part of our call for the UK government to sign up to the Safe Schools Declaration to protect schools and universities from being attacked or taken over for military purposes, over 2,900 people wrote messages of solidarity to Khalid, a child affected by the conflict in Yemen. In November, 125 schools took part in our annual OutRight project, marking the anniversary of the UN Convention on the Rights of the Child. This year OutRight focused on the rights of children in emergencies, with over 3,000 children writing letters to the Prime Minister and completing World Upside Down action sheets.

Our winter fundraising appeal, match funded by the UK government, focused on children affected by the conflict in Syria and included our annual Halloween Ball (see page 10). Our focus on children in emergencies will continue to the World Humanitarian Summit in May 2016.

7: THE DAVID BECKHAM UNICEF FUND

February saw the launch of a unique and unprecedented new partnership with Unicef Goodwill Ambassador David Beckham. *7: The David Beckham UNICEF Fund* was launched in London, marking a decade of David's support as a Unicef Ambassador and renewing his personal commitment to Unicef's work. The aims are to reach a global audience with Unicef's work and advocacy messages, as well as to raise £7 million in three years. The launch reached over 5 billion people globally.

David then travelled to Cambodia as part of the *#ENDViolence* campaign (see page 35), releasing a film and attracting global media attention with his stories of children who have experienced violence and his call for an end to the violence.

In September, David attended the UN General Assembly and put the voices of children at the very heart of the UN and the new Sustainable Development Goals (Global Goals). David spoke alongside UN Secretary-General Ban Ki-Moon and unveiled an innovative installation – made by friends at Google and with data from U-report – that brought the real voices and opinions of hundreds of thousands of children to the heart of the UN.

In 2015, *7: The David Beckham UNICEF Fund* raised over £2 million through hosting private pledge events, convening new donors and the Old Trafford *Match for Children* (14 November 2015). The latter was broadcast in 133 countries and territories, reaching 465 million households and raising over £1 million for the Fund. *For the Love of the Game*, a BBC documentary about the power of grassroots

football, featured David visiting Unicef programmes on three different continents and was watched by more than 4 million people in the UK. In 2016, the documentary will be broadcast globally.

The Fund supports crucial Unicef programmes for children in seven countries or regions of the world and covers every aspect of Unicef's work. For more information and details about the Fund, please visit www.7.org

NEW YEAR'S EVE FIREWORKS

New Year's Eve 2015 marked the first year in a three-year partnership with the Mayor of London's New Year's Eve fireworks. And we also partnered for the first time with the Edinburgh Hogmanay celebrations.

To help attract support, we used a fundraising method new to Unicef UK. We built an audience online for a sustained period (26–31 December) to raise awareness of the campaign, then on 1 January 2016 we reconnected with the group via a donation ask. To help engage and sustain awareness, we created a detailed social media strategy, an app to sit alongside our lead creative, and a TV advert featuring Unicef supporters and Ambassadors including Cat Deeley, Patrick Kielty, Ade Adepitan, Olivia Colman, Gemma Chan, Jack Whitehall and Joe Hart. The ad, which asked people to 'put their money where their mouth is' by making a New Year's Resolution to help the children of Syria, was watched by 1.9 million people.

On New Year's Eve itself, we turned blue over 10 landmarks in London and Edinburgh, including the face of Big Ben – the first time the clock face has changed colour since the tower was built in 1859. Edinburgh Castle, the Coca-Cola London Eye, the National Theatre and BT Tower also turned blue for Unicef on the night.

1. EMERGENCIES

Established nearly 70 years ago as a children's emergency organisation, Unicef remains a leader in providing life-saving assistance and protection for children in danger from war or natural disasters around the globe. With a permanent presence in more than 190 countries, Unicef is poised to respond rapidly wherever and whenever an emergency happens.

During an emergency, Unicef delivers life-saving help for children in health and nutrition, water and sanitation, education, and child protection. During and after emergencies, 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.

Children and emergencies in 2015

Unicef UK committed £16.3 million to help the millions of children caught up in emergencies in 2015. We supported humanitarian relief work in 27 countries and regions.

In 2015, millions of children and families were forced to flee violence, persecution and hardship – leaving their homes and often risking their lives in search of safety and a better future. Nearly 250 million children live in countries affected by violent, often protracted crises. And in 2015, more than 16 million babies were born in conflict zones. Other hazards, frequently climate-related, have also endangered the well-being of hundreds of millions of children living in areas prone to floods, earthquakes, cyclones, tsunamis and other natural disasters.

“Every two seconds, a newborn takes its first breath in the midst of conflict, often in terrifying circumstances and without access to medical care. Too many children are now starting their lives in extreme circumstances – from conflict to natural disasters, poverty, disease or malnutrition. Can there be a worse start in life?”

Unicef Executive Director Tony Lake

Unicef UK contributed significantly in terms of awareness, advocacy, public engagement and fundraising for children in danger and to protect and promote the rights of children in emergencies everywhere – from Syria, where the numbers of those affected by the conflict trying to reach Europe increased dramatically; to West Africa, where Ebola was brought under closer control and our support was required to focus also on orphaned children; to Nepal where two earthquakes in succession destroyed swathes of communities, land, towns, and infrastructure, turning thousands of children's lives upside down.

Unicef's specialist staff also promoted children's rights and voices in international meetings affecting children in emergencies, including the UN Climate Change Conference in Paris and the Sustainable Development Goals (Global Goals) meeting in New York. The outcomes of these meetings, together with the experience of children across the globe in 2015, will shape our work for children and our work to promote their rights and well-being at the World Humanitarian Summit in 2016.

CHILDREN'S EMERGENCY FUND

Our Children's Emergency Fund is vital for 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 2015 we raised more than £1.8 million for the Children's Emergency Fund from generous individuals, companies and charitable foundations. The Children's Emergency Fund supported silent and underfunded emergencies in nine countries. For children affected by conflict, the Fund supported our vital work in Sudan, Djibouti, Yemen, Burundi and Myanmar. The Fund also helped preparedness and emergency response activities for Cyclone Pam in Vanuatu in March, and for Typhoon Koppu in the Philippines in November. As the European refugee and migrant crisis spiked in the summer, we directly funded the creation and expansion of child friendly spaces in the former Yugoslav Republic of Macedonia and in Serbia.

UK support for emergencies

In 2015, thanks to the generosity of our corporate partners and supporters, Unicef UK raised over £3 million for children affected by emergencies. This included appeals for children affected by the Nepal earthquakes, the crisis in Syria and other emergencies. Thanks to ARM Holdings, Burberry, Co-Operative, Clarks, DLA Piper, easyJet, EE, FTSE, H&M, IKEA, Kantar Group, Kingfisher, Standard Life and Unilever for their support.

In 2015 Burberry Group plc provided invaluable support of Unicef's work for children in emergencies. They donated £333,000 to support our response to the devastating earthquake in Nepal and the refugee and migrant crisis in Europe.

Thanks to the generosity of easyJet customers, and the hard work and enthusiasm of cabin crew, easyJet raised over £660,000 for the children of Nepal, and over £410,000 to support Unicef's work for children affected by the crisis in Syria and neighbouring countries. easyJet also made corporate donations of £10,000 to both emergency appeals.

EE has supported Unicef's emergency relief work for over 13 years, helping raise more than £5.6 million for children through emergency appeals. In 2015, they supported our appeal for the children of Nepal, raising more than £1 million.

Claire's have supported Unicef since July 2012, raising more than £1.2 million for child survival programmes, education programmes and emergencies. The partnership focuses on using little things – like a donation at the till point – to make a big difference for children. In 2015, Claire's customers and staff raised over £195,000 to support education, 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 2015, it supported seven emergencies in countries as diverse as

Malawi, Vanuatu, Bolivia, Yemen, Burundi, Myanmar and Syria. In total, Jersey Overseas Aid Commission made emergency grants of £400,000 to help some of the most vulnerable children in the world. This included: £220,000 to provide Syrian refugees with warm winter clothing and blankets, clean water and sanitation, and cash grants so that refugees could buy food and clothing; £30,000 towards food relief in Malawi; and £30,000 to the crisis in Yemen. We are extremely grateful for the support from Jersey Overseas Aid Commission, particularly for their backing of silent emergencies that receive less media attention.

SYRIA, CONFLICT

The crisis in Syria is the greatest humanitarian crisis since World War 2. After five years of conflict, millions of Syria's children have lost loved ones, homes and schools. Their lives have been turned upside down.

More than 8 million children are in urgent need of humanitarian assistance, with more than 4.3 million people forced to flee Syria and 6.5 million displaced within Syria. We are in danger of losing a whole generation of Syrian children to this conflict. The scale of this crisis is unprecedented, and so has been Unicef's response.

UK support for Syria's children

In 2015, Unicef UK raised £7.4 million for the children of Syria.

The Halloween Ball

On 29 October, Unicef UK held our third annual Halloween Ball to raise funds for Unicef's life-saving work for the children of Syria. Unicef Ambassador Michael Sheen spoke movingly of his visits to the region. Jessie Ware, Rita Ora and Mark Ronson performed live. Special guests included Jemima Goldsmith, Arki Busson, Steve Coogan, George Lamb and Hugh Grant. Guests bid on exclusive auction items, including tickets to the Vanity Fair Oscar Party and a walk-on part in the new Bridget Jones film. The evening raised more than £1.6 million, as the UK government matched donations pound for pound. The Ball marked the launch of our Syria winter appeal.

Syria winter appeal, safe and warm

As Unicef prepared for the greatest ever winter response for the children of Syria, our Christmas appeal asked our audiences to help keep Syria's children safe and warm. The appeal – executed through multiple channels including SMS, email, mail, telephone, outdoor adverts, Facebook, online display, YouTube, and TV and radio ads – was our most successful ever (excluding sudden-onset emergencies), with over £2.3 million raised to provide winter supplies and support for children affected by the Syria conflict. The TV and radio adverts, presented by Unicef UK Ambassadors Ewan McGregor, Michael Sheen and James Nesbitt, alone brought in more than £385,000 for the children of Syria.

Draw My Life

To draw attention to the effects of the conflict on children, we released an animated video on 15 March, the fourth anniversary of the conflict. The video used a popular internet meme and real-life testimony from children to draw the life of a fictional

child Amal, forced to flee her home in Syria and seek sanctuary at a refugee camp. The animation has had more than 33,000 views.

UK government aid match

We are grateful to the Department for International Development (DFID) for generously doubling all public donations made to Unicef UK's winter appeal for Syria. The match funding from DFID helped supply winter clothes and blankets for children, provide access to education, protect children through psychosocial support, and help children inside Syria have access to clean water and safe sanitation facilities.

#AndysAces

Spurred on by the child migrant and refugee crisis, tennis star and Unicef supporter Andy Murray pledged to donate £50 for every ace he served in matches between September and December 2015. Andy hit a total of 180 aces and his pledge – matched by some of his sponsors and part match funded by the UK government – delivered £83,000 to help Unicef's work for Syrian children.

Next Generation London

Next Generation is a global 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 Steering Committee of 14 people and a network of more than 2,000, they raised more than £230,000 for the children of Syria in 2015. In January, Next Generation London hosted their first gala event, *Cool Britannia*, with a live performance by Rudimental. The UK government match funded all money raised on the night. In December, an art auction in Paris raised £90,000 for Syria's children.

European Club Association

In September, in response to the unprecedented movement of people across Europe, the European Club Association launched the *90 Minutes for Hope* initiative. The initiative called on all football clubs participating in the group stages of the 2015–16 Champions League and Europa League to donate €1 of each ticket sold for their first European home match to support Unicef's work with Syrian refugees.

Unicef's work

Unicef was working for children in Syria before the conflict started, we have continued to be there for them throughout the past five years, and we will be there to help them rebuild their lives when the conflict is over.

Unicef is one of the few agencies working for children inside Syria and in surrounding countries, as well as for children seeking refuge in Europe.

With help from our UK supporters, Unicef is delivering life-saving food, clean water and vaccines, as well as providing education and protection services for children in Syria and the surrounding countries of Jordan, Lebanon, Iraq, Turkey and Egypt.

In 2015, Unicef helped provided clean water for more than 2.7 million people in refugee camps and host communities. While inside Syria, more than 7.9 million

people benefited from our work to maintain and repair water and sanitation systems.

Unicef also helped vaccinate 16 million children in the region and nearly 3 million children inside Syria itself. Unicef also screened more than 700,000 children for malnutrition in Syria. To help protect children from the cold, we provided more than 800,000 children with warm clothes and blankets.

Education is a life-saving source of safety and hope for Syria's children. It helps provide a safe place to learn and play, as well as a vital space where children can receive food, water, health care, and psychological and social support. In 2015, Unicef provided school supplies for 1 million children inside Syria and helped more than 630,000 children back to formal education in the wider region.

The continuing conflict and displacement leaves children especially vulnerable to psychological harm, exploitation and abuse. In 2015, Unicef provided psychological and social support for more than 800,000 children in Syria and the region and helped to educate more than 1 million children on the risk of explosive remnants of war.

NEPAL, EARTHQUAKES

On 25 April and 12 May, two major earthquakes left nearly 9,000 people dead and more than 22,300 injured, with aftershocks and landslides causing widespread panic and further traumatising the people of Nepal as well as presenting greater challenges to humanitarian aid operations. More than one million children needed urgent humanitarian aid. Nearly 890,000 houses were destroyed, 765 public health facilities damaged and 32,000 classrooms destroyed or damaged beyond use. Operations were further challenged by the onset of the monsoon season.

UK support for children

Unicef UK raised a total of £7 million for Nepal's children. We launched our Nepal emergency appeal on the day the earthquake struck. Our individual supporters responded with extraordinary generosity, giving more than £4.4 million. Unicef UK Ambassador Ewan McGregor's TV advert raised nearly £300,000 for the children of Nepal, while Unicef Ambassador David Beckham's Facebook post to his 50 million followers generated more than 109,000 likes.

Unicef's work

Unicef worked closely with the government of Nepal and humanitarian partners to help rebuild the lives of children across the earthquake-affected districts.

This included delivering water and sanitation, health, nutrition, education, child protection and social protection services to vulnerable children and their families. Unicef-supported vaccination campaigns reached 500,000 children under age 5, while 22 shelters supported nearly 10,000 pregnant women and new mums.

Child protection in the aftermath of the earthquakes was of utmost importance in our efforts to keep children safe. Child trafficking was a major issue in Nepal even before the earthquakes. Unicef helped set up 1,400 temporary learning centres,

where more than 500 children were intercepted from trafficking. After the earthquakes, there was also increased concern that families may be persuaded to send their children to orphanages in Kathmandu and Pokhara. To raise awareness on the negative consequences of orphanage 'volun-tourism', Unicef worked closely with the tourism and volunteering sectors: 40 national and international agencies that recruit volunteers for orphanages in Nepal were identified and encouraged to discontinue their orphanage volunteering programmes. Eight of them suspended their volunteering programmes in Nepal.

DLA Piper continued their vital support of our work in emergencies raising over £48,000 to aid our response for Nepalese children.

Unicef is deeply grateful to all our philanthropists who helped protect the children of Nepal. In particular, we would like to thank the Ithaca Trust and Joe Jarvis for his generous support both of our Nepal Earthquake Appeal and for his long-standing support of Unicef's emergency work for children over the past 10 years.

WEST AFRICA, EBOLA

The 2013–16 Ebola epidemic in West Africa is the largest and deadliest outbreak to date. The virus surfaced in Guinea in December 2013, spread to Liberia in March 2014, and Sierra Leone in May 2014. Fear, misconceptions and rumours fuelled its spread and complicated the humanitarian response. As of February 2016, there have been more than 28,500 suspected cases and 11,300 deaths.

The impact on children has been devastating. One in five Ebola patients were children and around 23,000 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.

Band Aid

In 2015, the Band Aid Trust generously provided £100,000 for Unicef's Ebola emergency response across West Africa through the provision of clean water and safe sanitation, essential health care, nutritional support, and psychosocial support to help children overcome trauma and loss.

Unicef's work

Unicef mounted one of the largest ever supply operations in response to the Ebola outbreak, and worked to respond to the outbreak and enhance health systems at local, national and multi-national levels. Unicef's 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 was key to stopping the outbreak.

Highlights of Unicef's actions in response to Ebola include:

- 4 million children supplied with hygiene kits
- 117,000 children provided with emotional and social support

- supported the nutrition of more than 7,000 Ebola patients
- reached 2.9 million households with Ebola prevention skills and messages
- distributed water and sanitation kits to more than 2.8 million households

At the end of 2015, all three countries were looking forward to an Ebola-free future. Yet several isolated recurrences of the virus underline the need for continued vigilance in our health response, as well as enhanced support for children who have lost parents to the disease, and to address stigmatisation of survivors.

IRAQ, CONFLICT & DISPLACEMENT

Violence in Iraq has put the future of more than a million children in danger. This violence included the killing and maiming of children, recruitment of child soldiers, sexual violence against children, attacks against schools or hospitals, denial of humanitarian access, and abduction.

In the face of such increased vulnerability, children and families also faced flooding and cholera outbreaks, making Unicef's emergency response all the more complex and urgent.

UK support for children

We are most grateful to the Relief for Distressed Children and Young People for their grant of over £4.9 million. Their support will provide an integrated package of Unicef services for 130,000 children, families and frontline workers displaced or affected by violence in the regions of Babylon, Baghdad, Karbala, Najaf, Sulaymaniya and Dohuk. Their support is helping Unicef provide nutrition and health supplies, education, water, sanitation and hygiene, and child protection services, as well as child friendly spaces to support the psychosocial wellbeing of children and young people.

Unicef's work

We worked closely with government and partners to deliver life-saving aid such as clean water, vaccinations, nutrition and other health supplies. We also carried out monitoring and reporting on grave violations of child rights and worked to reduce the impact of the protracted conflict on children by providing education and psychosocial support. Unicef's main focus was to provide emergency supplies to highly vulnerable displaced people and make sure that all children are vaccinated against polio to prevent new cases developing inside Iraq.

YEMEN, CONFLICT

As the conflict in Yemen escalated in March, the country faced a major humanitarian crisis affecting 20 out of the 22 governorates. According to the UN, more than 630 children were killed and 900 injured. Continued air strikes, shelling and ground fighting have resulted in the destruction and damage of civilian infrastructure and the collapse of public services. Imports and supplies of food, fuel and medicines are insufficient. Nearly 10 million children require humanitarian assistance.

UK support for children

Escalating numbers of severely malnourished children prompted us to launch a TV appeal. The 60-second ad, fronted by Unicef Ambassador and Olympian Sir Chris Hoy, ran for two months and was seen more than 40 million times by viewers across the UK. Online search activity, display adverts and a social media campaign supported the TV ad. The public responded in force as the appeal raised more than £240,000 for Yemen's children and more than 2,000 donors went on to make a monthly gift to Unicef's work for children around the world.

Comedian and Unicef supporter Eddie Izzard was born in Yemen and talked about his concern for children on a visit to a Yemeni refugee camp in Djibouti. He posted about his experience to his 3 million followers and raised awareness of the crisis with interviews on news channels and BBC's *The One Show*.

Unicef's work

Unicef's response included the delivery of almost 1,250 tonnes of life-saving supplies, and supply of clean water for more than 2.8 million people. In the last quarter of 2015, 4.6 million children were vaccinated against polio, and 2.8 million people reached with information on health and hygiene.

VANUATU, CYCLONE

On 6 March, the devastating Cyclone Pam smashed into the South Pacific island nation of Vanuatu and neighbouring Tuvalu, Solomon Islands and Kiribati causing widespread destruction. It was one of the worst natural disasters in the archipelago's history. Around 170,000 people, more than half the population were affected, including 80,000 children. The cyclone damaged up to 90% of houses and 50% of schools.

UK support for children

We launched a rapid fundraising response to help provide emergency food, water and other supplies to meet the most urgent needs of children. Over 200,000 Unicef supporters were contacted by email and SMS within days. Online channels, including search and social media, coinciding with media coverage, allowed Unicef to reach new audiences. Existing and new supporters donated more than £100,000 within one week of the cyclone.

Unicef's work

This support helped Unicef provide water and sanitation, nutrition, education and child protection as well as other crucial needed supplies.

Birth records were lost during the cyclone and the *Just Play* programme, part of our partnership with the 2014 Commonwealth Games, launched a campaign across 15 islands to encourage communities and children to register. More than 44,300 children were registered or reissued with birth certificates. *Just Play* also delivered play activities for more than 5,000 children.

MALAWI, FLOODS

Heavy rains throughout January led to severe flooding across Malawi, affecting almost 700,000 people. The floods left 200 people dead or missing and more than 330,000 displaced. Nearly 300,000 children were deprived of access to education, as 350 schools were destroyed, damaged or occupied by displaced people. The floods followed prolonged dry spells in 2014, seriously affecting crop production and leading to increased risk of malnutrition.

UK support for children

The Scottish government generously provided £120,000 for Unicef's relief efforts.

Unicef's work

This money helped Unicef reach more than 20,000 children under 5 with nutrition support, and provide almost 220,000 people with safe water. Unicef also vaccinated 435,000 children against measles, delivered clean water to more than 33,000 households, provided key health information to more than 110,000 women of childbearing age, reached 17,000 people with mobile clinic services, distributed 15,000 mosquito nets to high-risk areas, and provided survival kits for more than 2,200 families.

2. 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 of children in danger from diseases such as measles and polio. Unicef is also the world's leading provider of mosquito nets, helping to protect children and their families from malaria. Unicef also provides low-cost solutions like rehydration salts and zinc supplements that save lives and keep children safe from diarrhoea and malnutrition. Such simple solutions keep children safe.

In 2015, Unicef UK committed £10.5 million to prevent children dying from preventable diseases.

Pampers helps tackle tetanus

Every year, maternal and neonatal tetanus (MNT) kills around 49,000 newborn babies and a significant number of mothers.¹ 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. Yet, 100 million mums are still at risk, living in the hardest to reach communities around the world.

One pack, one vaccine

The *One pack, one vaccine* partnership between Procter and Gamble (P&G) and Unicef is now in its 11th 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 17 countries. Since the beginning of the partnership, a vaccine has reached a mother and her baby every second.

In 2015, the partnership generated funds that could buy more than 14 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 supporter Emma Bunton supported the partnership with media interviews and in a panel discussion at the Clinton Global Initiative with the Head of P&G and Unicef Executive Director Tony Lake.

easyJet helps to tackle polio

Our *Change for Good* alliance with leading airline easyJet has now raised over £6 million for children since the partnership began in 2012. Funds have supported Unicef's vaccination work to keep children safe from deadly diseases, as well as supporting children caught up in emergencies. In 2015 we renewed our partnership

¹ www.who.int/immunization/diseases/MNTE_initiative/en/

for a further three years with a continued focus on the global fight to eradicate polio.

Change for Good runs across easyJet's full pan-European network, reaching out to more than 69 million passengers on more than 810 routes across 32 countries. In 2015 easyJet introduced a new on-board collection in spring as well as continuing to collect over their peak summer and winter periods. Each passenger has the chance to support the global fight to eradicate polio simply by dropping their spare change into pouches held by easyJet cabin crew during flights. TV presenter, Paralympic wheelchair basketball medalist and Unicef supporter, Ade Adepitan, who contracted polio at the age of 15 months, supported the summer collection launch. Actor and Unicef UK Ambassador Ewan McGregor wrote an article on polio in easyJet's *Traveller* magazine.

Change for Good in 2015

This year, easyJet raised over £2.3 million to help keep children safe from polio, and support children caught in emergencies (see page 8). Most recently, funds have been allocated to purchase approximately 4 million doses of polio vaccines for a major polio campaign in Afghanistan.

In September, Nigeria was declared polio free, marking a major milestone in the global fight to end polio. The disease is now endemic in just two countries: Pakistan and Afghanistan.

England Footballers Foundation helping to beat malaria

Every minute of every day, a child dies of malaria. To help combat this, in October 2014 we launched a new partnership with the England Footballers Foundation (EFF). EFF are using 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. EFF provided fantastic support for our *Children in Danger* campaign in 2015, fronting a national campaign to #BeatDisease (see page 5). To raise awareness that every year millions of children under the age of 5 die from diseases like malaria that could be easily prevented, England defender Phil Jagielka visited a Rights Respecting School to meet five-year-olds who told him what they want to be when they grow up.

Brighter Futures in Mauritania

Unicef and Kantar's *Brighter Futures* partnership helps protect children in Bangladesh, Bolivia and Malawi from violence, exploitation and abuse (see page 5). Now, Kantar is also contributing to Unicef's goal of eliminating pneumonia and diarrhoea by 2025. Globally, pneumonia and diarrhoea are the two leading killers of children under 5. Together, they result in the loss of 2 million young lives each year.

Vaccines, Rangers FC

The Rangers Charity Foundation continues to support our vital vaccination work, contributing £100,000 in 2015. Since the start of the partnership in 2008, they have donated nearly £600,000.

3. 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 2015, Unicef UK committed £12.5 million to keep children safe from hunger and malnutrition.

KidPower

Unicef in Scotland, supported by the Scottish government, launched a pilot of KidPower, the world's first wearable for good fitness band that supports physical exercise for children while earning points to provide life-saving food for malnourished children around the world. More than 1,000 Scottish children are taking part.

The Power of Nutrition

In April, Unicef was delighted to launch its involvement with The Power of Nutrition, an innovative new foundation designed to tackle child malnutrition in Africa and Asia. Over the coming years, Unicef will be working with The Power of Nutrition on opportunities to expand simple, inexpensive and evidence-based interventions that improve child and maternal nutrition and save lives.

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 2015. More than 1,000 people took part in *Live Below The Line* for Unicef UK, raising more than £108,000. This was more than any other charity.

Children's Investment Fund Foundation (CIFF)

The Children's Investment Fund Foundation continues to be a key partner in tackling malnutrition for children across the world, by generously investing in Unicef's programmes in Nigeria, Bangladesh and Tanzania.

In Nigeria, this investment has enabled Unicef, in partnership with the Government of Nigeria, to supply essential therapeutic food, equipment and supplies for malnourished children. In Bangladesh, the Foundation is enabling Unicef to support the Government to improve national nutrition services through the use of data and quality training, while in Tanzania Unicef is able to support the Government's planning, resourcing and monitoring of services for women and children affected by severe malnutrition. We are incredibly grateful to the Children's Investment Fund Foundation for this significant and crucial support to protect children from the effects of malnutrition.

Malnutrition in 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 comprehensive assessment of the nutritional status of children in India. The assessment is being conducted in partnership with the government of India 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.

Child and maternal health in The Gambia

The Gambia is one of the poorest countries in the world, with 60% of people living in poverty. Micronutrient deficiencies in children are severe. 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 vitamin A supplements to 90,000 postpartum mothers and 370,000 children under the age of 5, polio vaccines to more than 400,000 children, and deworming tablets to 320,000 children. In addition, Unicef has been able to train more than 500 health staff and volunteers.

Soccer Aid and the UK government: South Sudan, Sierra Leone and Liberia

The UK government generously doubled all public donations made to *Soccer Aid* in 2014. In 2015 Unicef continued to use the match funding to reduce maternal and child mortality in South Sudan, Sierra Leone and Liberia. The Unicef programme provides access to maternal health services, supplies life-saving nutrition, and trains health professionals. More than 1 million women and children will benefit from the project.

In 2015, more than 17,000 children under the age of five were screened for malnutrition and over 300 health workers and almost 2,000 community health volunteers received child nutrition training. In addition, more than 11,500 mums were informed about child nutrition and over 3,150 women received antenatal services.

The Liberia Initiative

Liberia has one of the highest child mortality rates in the world. In a country where nearly 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.

The Unicef UK Liberia Initiative aims to significantly reduce the prevalence of chronic malnutrition by supporting activities to improve child survival and development as well as maternal nutrition. Unicef operates under a partnership agreement with the Government of Liberia and leads technical support in the nutrition sector to the government, with a particular focus on training and capacity development. With the support of our Vice Presidents and supporters including the Department for International Development, Jersey Overseas Aid Commission, The Ingram Trust, Michael Rosenberg, the ELEVA Foundation, Passenger, and Eric and Kirsty Bendahan, Unicef is in a position to make a lasting impact on the health of children and the development of Liberia.

To date, Unicef has trained more than 1,150 health workers and 1,900 community volunteers in 10 counties to treat acute malnutrition. This has greatly improved the care available for women and children. From January to September 2015, more than 7,700 severely malnourished children were admitted in the 111 nutrition treatment sites, with a cure rate of 97%.

The programme has also designed and implemented a nutrition education campaign that reached over 11,600 mothers and caregivers from four counties through 20 community awareness campaigns and 48 cooking demonstrations. Through these activities, 11,000 children from five counties were screened for malnutrition while 1,220 pregnant women were informed of the benefits of early initiation of breastfeeding and exclusive breastfeeding.

With the outbreak of Ebola in Liberia, Unicef has ensured that the nutrition and well-being of children in Liberia is not lost. While tackling Ebola, nutrition interventions were used to reach out to vulnerable children and those left orphaned by Ebola (see page 13).

Twinings, helping girls in 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. The partnership is worth £375,000 over three years.

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
- 30 kitchen gardens established across the 15 estates to promote food diversity
- 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.

Phase two (2014–17) continues the primary focus on the prevention and control of anaemia, and will also empower girls with key skills to protect themselves and their peers from all forms of harm, including child marriage. More than 7,000 girls now regularly attend skills sessions at local youth groups. The programme has so far helped:

- 147 girls re-enrol into school
- remove 60 girls from situations of violence, abuse, exploitation or neglect
- prevent 9 girls from entering early forced marriage
- protect 8 girls from child labour.

4. 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 to keep children safe by improving water supplies and sanitation facilities in schools and communities, and promoting safe hygiene practices in more than 100 countries around the world.

Check Out for Children

In 2015 we celebrated the 20th anniversary of Unicef UK's *Check Out for Children*[™] partnership with Starwood Hotels & Resorts. To mark the anniversary we held a photography exhibition at Starwood's Le Meridien Hotel in Piccadilly, London. The exhibition included photographs of Unicef Ambassadors over the past 20 years, and included never-before-seen snaps taken by Michael Sheen, Eddie Izzard and Sir Chris Hoy.

The partnership has so far raised more than \$35 million globally to help Unicef build better lives for more than 4.5 million children. The core of the programme is that guests at Starwood Hotels & 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 2015 more than \$2 million was raised through all the programmes, including *Check Out for Children*[™] and the employee campaign *Road to Awareness*[™]. This money will help Unicef provide clean drinking water and decent sanitation facilities for children and families across Africa and the Middle East.

Andrex and Angola

In 2014 we launched a new partnership with Kimberly Clark and the Andrex brand. In 2015, 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.

Marks & Spencer, sustainable change in Bangladesh

Marks & Spencer have been working in partnership with Unicef since 2011. With funding from Marks & Spencer, Unicef has been able to develop and deliver an integrated social services model creating significant change for children and their families by working within and beyond the factory gates to improve the lives of communities impacted by the garment industry in Bangladesh.

Since the beginning of the partnership, the Marks and Spencer project has reached over 60,000 people, including garment workers and their families living in low-income accommodations, helping to provide a comprehensive package including education, social safety net protection, health and nutrition, water and sanitation.

Highlights for the water and sanitation element of the package include:

- Nearly 18,000 people benefited from improved sanitation and 16,000 gained safe drinking water.
- More than 500 toilets and over 140 new water connections provided for the community. The project also supported the repair of existing sanitation systems.

■ More than 2,750 children benefited from improved water and sanitation facilities at school.

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.

With support from philanthropists like Brad and Katherine Wickens, Unicef aims to improve water, sanitation and hygiene facilities for 25,000 primary schoolchildren in Mbeya, Njombe and Iringa regions of south-western Tanzania. We are deeply grateful to the Wickens family for their ongoing investment in this programme.

FTSE: rainwater harvesting

Our partnership with FTSE raised £175,000 through a corporate donation. Two thirds of the funds supported a rainwater-harvesting programme in Mozambique that provides water tanks, hand pumps and solar water supply schemes. Since 2014, 11,000 children in 30 schools have benefited from the programme.

Water in schools: The Gambia

In The Gambia, over 70% of schools lack basic sanitation and hand washing facilities. The Jersey Overseas Aid Commission is supporting a Unicef programme in The Gambia to provide water and sanitation facilities in rural schools. The programme will reduce child mortality from diseases such as diarrhoea by providing sustainable water and sanitation hygiene facilities and training teachers on hygiene and sanitation. Construction of water and sanitation services has started at 15 rural schools, teachers are being trained to promote good sanitation and hygiene, and school committees of parents and other community members have been established to supervise the facilities and carry out routine maintenance.

Unilever

In 2015 we finalized a three-year extension (2015–17) of the partnership agreement with Domestos, Unilever's leading toilet cleaner and hygiene brand, and the Unilever Global Partnerships Team to help millions of people gain access to improved sanitation. With support from Domestos and the Unilever Global Partnerships Team, over 1.3 million children and adults have been reached with behaviour change sanitation programmes since 2012. Additionally, we also launched a one-year partnership with Unilever's OMO laundry brand to help children to receive a quality education. In 2015, this partnership supported 10 million children in Brazil, India and Viet Nam. Unilever also launched employee appeals to support our emergency response for children affected by the earthquakes in Nepal and the European Refugee Crisis.

Rainwater harvesting: Honduras

We are grateful to Big Lottery Fund for providing a grant of £500,000 for four years to provide safe water to isolated indigenous communities in Honduras. The programme is directly benefiting 17,000 indigenous people from 60 communities,

including 5,000 children. The programme aims to improve the health of indigenous schoolchildren and communities through environmentally sustainable rainwater supplies that incorporate basic sanitation solutions and develop local capacities for managing and maintaining water systems.

The start of the project, focused on developing work-plans and activities with implementing partners, took longer than anticipated. Communities were also affected by flooding and this caused delays in reaching some project locations, resulting in a number of isolated communities and schools initially not being reached. These delays led to underspend of £88,417 in year one of the project. These funds have been held by Unicef for year two activities, which have been expanded to enable the project to reach its planned targets.

5. 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.² 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 2015, Unicef UK committed £1.3 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.

During 2015, much of our advocacy and campaigning focused on ending all forms of violence against children, particularly child trafficking, as well as protecting children from violence in emergencies (see page 8).

Safeguarding children in sport

Unicef UK coordinated a coalition of more than 40 organisations (including the 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. We continue to work with these 40 organisations to refine the safeguards and develop guidance on implementation.

Work is also underway to protect and promote child rights connected with delivering major sporting events in Australia, New Zealand, South Africa and Canada.

Elton John AIDS Foundation, Malawi

Violence against children is a serious child issue in Malawi. One in five girls experience sexual abuse and two out of three boys suffer physical abuse. With support from the Elton John AIDS Foundation, Unicef is helping to expand the Malawi government's National Plan of Action for vulnerable children in seven

² *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)

districts, in order to prevent and respond to the violence, abuse, exploitation and neglect of children affected by HIV and AIDS in Malawi.

Big Lottery Fund, Ethiopia

We are grateful to the Big Lottery Fund for providing a grant of over £440,000 for three years to benefit 2,400 vulnerable families and 100 young people leaving institutional care from around 12 communities in the Amhara region of northern Ethiopia.

This Unicef programme will contribute to child-focused social welfare development in Ethiopia by integrating community-level child protection with economic strengthening, thus supporting extremely poor households and young people leaving institutional care. The programme will inform regional and national policy and programming across Ethiopia.

The initial start up phase of the project lasted longer than planned, and Unicef Ethiopia prioritised a drought emergency response from July 2015 that affected the Amhara region among others. This emergency response resulted in further delays in the implementation of this project and an underspend in year one of £92,563. Plans are in place to utilise those funds in year two, and the expectation is that the project will be back on track.

Girls affected by violence, Scotland and Malawi

Unicef in Scotland hosted an event with Glasgow City Council to help protect women and girls affected by violence in Scotland and Malawi, particularly female genital mutilation (FGM) and forced child marriage. The event generated strong awareness of the issues and resulted in a significant grant from the Scottish government to support girls affected by FGM in Scotland.

Ewan McGregor's street children appeal

Unicef UK Ambassador Ewan McGregor made a television ad appealing for help to protect children living and working on the streets around the world. The appeal raised over £330,000.

Manchester United in Viet Nam

Our 16-year *United for Unicef* partnership with Manchester United is the longest running collaboration between a Premiership football club and a global charity. The club's 2015 annual gala dinner raised £240,000, more than ever before. So far, *United for Unicef* has raised more than £4 million and helped more than 3.4 million children around the world.

The partnership currently supports a child protection programme in Viet Nam, providing children affected by violence, abuse or exploitation with life skills and empowerment through football. Child protection training has been provided for 90 social welfare managers as well as 40 government and 110 non-government officers. All of Viet Nam's eight provinces now have community child protection systems and two new social work centres have been established in Lao Cai and Ninh Thuan provinces. In June, the Manchester United Foundation Chief Executive and a community coach travelled to Ho Chi Minh City to run an intensive 5-day programme, the first to use football as part of child protection work in Viet Nam. An average of 50 children now attend the twice-monthly football club to practise

football and learn basic life skills. A further 30 disabled children and 15 orphans also participate in weekly football activities.

Commonwealth Youth Games

Unicef UK helped to deliver workshops for 128 child athletes on children's rights, safeguarding children in sport, and Commonwealth values at the 2015 Commonwealth Youth Games in Samoa.

Ethical Tea Partnership and the children of Assam

In October 2014, 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. As a result of the programme, Assam became the first Indian state to declare an annual Child Protection Day, to be celebrated every 4 March.

In 2015, the partnership supported nearly 14,000 adolescent girls from more than 100 tea estates.

DLA Piper and child justice

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.

Child justice in Bangladesh

By February 2015, the partnership had 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. Around 1,600 girls and boys have benefited from juvenile delinquency prevention and a further 140 have benefited from diversion away from formal court procedures. More than 220 key professionals in the justice system have received training on juvenile justice.

Pro bono

In addition, DLA Piper provided *pro bono* assistance to the value of £625,000 in support of Unicef's global child justice programme. This in-kind assistance is not reflected in the accounts of Unicef UK because the services were provided to Unicef globally rather than to the UK charity.

Birth registration

DLA Piper completed phase one of their research on birth registration in 11 countries. There is a need for a legal review of the use of birth certificates in each country. This will help to detail the central characteristics of a well-functioning birth registration system and will also support further analysis on the causal link between birth registration and other dangers children may face.

Brighter Futures in 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 largely supported by employee fundraising, and has so far raised over \$2 million to help Unicef support more than 80,000 children.

Bangladesh

In Bangladesh, almost 1 million children aged 10–14 are forced to work to support their families. In 2015, the partnership helped to provide 3,000 children with the support they need to allow them to go to school instead of work.

Bolivia

In Bolivia, almost 3.5 million children and young people are victims of violence, including physical violence and psychological abuse. In 2015, the partnership helped to protect children against exploitation by improving their legislative rights and creating special support units for victims.

Malawi

Malawi is one of the countries most affected by HIV and AIDS. Over 1 million children have been orphaned. In 2015, the partnership helped 3,500 orphans and other vulnerable children get access to psychosocial support at 50 community centres, known as Children's Corners.

Road safety for children and the FIA Foundation

At least 500 children are killed on the world's roads every day, with thousands more disabled or injured. The FIA Foundation and Unicef are working together to tackle the issue of road safety around the world, and to call for safe and healthy journeys to school for children worldwide. We are most grateful for the Foundation's generous support of programmes in China, South Africa and Viet Nam, which are working to protect children from the dangers of road traffic.

6. EDUCATION

Every child should have the opportunity to go to school; yet more than 55 million children³ 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 2015, Unicef UK committed £3.2 million for Unicef's programmes to help children gain access to education – many for the first time.

IKEA soft toys for education

In 2015, we celebrated 12 years of our global partnership with the IKEA Foundation. The annual *Soft Toys for Education* campaign runs from October to January 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 €88 million globally, including €11.1 million in 2015. The funds have ensured that 12 million children in 46 countries are now receiving a better education.

Zambian Girls 2030 and London Stock Exchange Group

London Stock Exchange Group Foundation, whose mission is to help young and disadvantaged people realise their potential through the development of life skills and business enterprise, donated £380,000 to support *Zambian Girls 2030: Realising My Potential*. Over the course of three years, focusing on empowering Zambian girls with career and skills mentoring and guidance, entrepreneurship and financial literacy education, this programme aims to:

- Enrol 11,200 girls in careers and skills clubs at school
- Support 800 of these girls to participate in careers and skills Camps; and
- Register 300 girls in a career internship programme.

ShoeShare at Clarks

Since 2008 Clarks has supported Unicef's work to help some of the world's most vulnerable children get an education through the *ShoeShare* recycling initiative that encourages customers to donate their unwanted or old shoes. *ShoeShare* drop-off points are in more than 500 Clarks' stores nationwide.

The partnership has so far raised more than £1 million for children. In 2015, ShoeShare raised £198,000 to support Unicef's education programmes.

Wella: skills and training in Brazil, Romania and Viet Nam

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 September 2015 we opened a new centre in Viet Nam.

³ UNESCO Institute for Statistics Data Centre, 2013.

Wella funds life-skills and vocational training for young people – with a focus on two-week intensive hairdressing training with top European stylists. So far, 30,000 young people have benefited from the programme and 64 top European hairdressers have delivered training.

Barriers to school in Benin

Before school fees were abolished in 2006, Benin had one of the world's lowest enrolment rates for primary and secondary school. Despite enrolment increasing, substantial barriers to children's education persist: many parents cannot afford the costs of school materials; violence against children at school is commonplace; and water and sanitation facilities are very poor.

The Jersey Overseas Aid Commission and the Guernsey Overseas Aid Commission is helping Unicef install water and sanitation services at 40 rural schools, train around 950 teachers to help prevent violence against children, and establish youth committees to empower children and increase their participation in school.

ITP and Schools for Africa in Malawi

ITP Trust has supported Unicef since 2011 and in 2014 renewed its commitment to the children of Malawi for a further 3 years with an overall donation of £309,000. ITP Trust supports the *Schools for Africa* programme in Malawi, contributing to Unicef's efforts to implement a child friendly schools approach at 100 focus schools in Mangochi district, southern Malawi.

7. CLIMATE CHANGE

"I'd like to discuss with you adding a third imperative to building a more sustainable future – addressing climate change. An imperative we must intertwine with our action on the SDGs [Sustainable Development Goals] and on humanitarian responses. Because without concrete and greatly enhanced action on climate change, last year's diplomatic triumphs [adoption of SDGs and COP21 agreement] risk becoming a practical tragedy for people around the world – and personal tragedies for the world's youngest citizens."

Tony Lake, Unicef Executive Director (February 2016)

Climate change represents an on-going emergency for children, presenting the world with an urgent global challenge. Rising malnutrition, diminishing water supplies, increasing disease and more frequent and severe storms and floods place more and more children in danger.

Children are disproportionately affected by climate change. Over half a billion children live in areas at extremely high risk of flooding, nearly 160 million live in areas at high or extremely high risk of drought and half of the world's children live in urban areas, where air pollution is at its worst. And the regions with the highest number of children, Africa and Asia, also bear the greatest brunt of the impacts of climate change.

Ahead of COP 21, the 2015 UN Climate Change Conference, we produced *Children and the Changing Climate*, a collection of case studies that revealed the shocking reality of the impacts of climate change on children, including first-hand testimony of their experiences. In his Foreword to the report, broadcaster and Unicef supporter Simon Reeve wrote: *"No reader could be left with any doubt that a legally binding commitment by the international community to ambitious action for our climate has never been more critical."*

The report built on significant advocacy activities throughout the year, as part of national and international level coalitions, to push for a legally binding commitment to ambitious action that would respect and protect the rights of the poorest and most marginalised children and communities.

The Paris Agreement, adopted in December 2015, contains the strongest language on human rights in any environmental treaty, including explicit reference to children's rights in the context of climate action.

Additionally, Unicef UK jointly commissioned a report on sustainable energy with Unicef Headquarters' Division of Data, Research and Policy, *Why sustainable energy matters to children: The critical importance of sustainable energy for children and future generations*. Unicef UK also contributed to a global Unicef publication on climate change: *Unless We Act Now: The impact of climate change on children*.

In 2015, Unicef adopted a global strategic framework on environmental sustainability for children that recognised environmental sustainability and climate resilience as a strategic priority for Unicef's work for every child.

8. PARTNERSHIPS

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.

Programmes are now happening in 31 countries. For instance, more than 107,500 children have been actively involved in weekly *Just Play* sessions across the Pacific region alone.

Barclays help build young futures

In 2015 we completed the second phase of our *Building Young Futures* partnership with Barclays. 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 not working: almost a quarter of the planet's youth. 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.

Phase two of our partnership directly targeted 74,000 young people age 15–25 in six countries: Brazil, Egypt, India, Pakistan, Uganda and Zambia. By September 2015, Building Young Futures had reached over 94,000 young people.

Girls Investment Fund Taskforce (The GIFT)

In November, Unicef UK proudly launched the Girls Investment Fund Taskforce (The GIFT) – a collective movement uniting philanthropic investors with Unicef in advancing the survival, protection and development of girls around the world.

Investing leads to increased prosperity and better health for girls, for families, for communities and for entire nations. It has an extraordinary effect on economic growth. The GIFT is a powerful new initiative that offers people the choice to invest in Unicef programmes that deliver the greatest impact for the most disadvantaged girls in our world. There are four areas for investment: ending child marriage, advancing girls' education, adolescent girls' health and ending violence against girls in conflict and disaster.

In 2015, the Taskforce grew to eight shareholder members. Led by a Board of GIFT investors, members of the GIFT enjoy being closely involved with Unicef's gender work through regular updates, invitations to exclusive events and the chance to play an active role in the process of deciding where their donations go.

We would like to thank the following supporters for being part of the GIFT: Michael and Linda Wheatley, Miss Noor Bin Ladin and Nikita Mehta.

Children's rights are everyone's business

In 2015, Unicef established a dedicated Children's Rights and Business Unit to work directly with businesses to integrate children's rights into business policy and practice.

The unit comprises business and human rights expertise and has four key focus areas:

- Business outreach and education
- Achieving change in business policy and strategy
- Achieving change in business practice
- Advocating with business and government.

Children's Rights and Business Principles – developed by Unicef, the UN Global Compact and Save the Children – are the first comprehensive set of principles to guide companies on the actions that can take to respect and support children's rights. Throughout 2015, the unit worked with 22 of the UK's leading companies to train them in the Principles and demonstrate how they can be successfully integrated into business practice. The training programme was the most extensive training programme focusing on children's rights and business conducted in the UK and the feedback from delegates was excellent. We are now working with these businesses to support the practical application of this training within their businesses.

The unit also supported the Starwood Foundation to undertake a human rights impact assessment (HRIA) of its hotel operations in Mexico, with a special focus on children's rights. This is the first time any HRIA has specifically considered the full spectrum of children's rights and is the first human rights impact assessment of the industry in Latin America.

The project consisted of extensive desk-based research of human rights and the tourism industry in Mexico, followed by a series of interviews with international experts in tourism and/or human rights. We also conducted more than 300 interviews with staff from across 10 hotels in Mexico City, Cancun and Puerto Vallarta. And we interviewed 60 stakeholders from government, NGOs, academia, industry associations and trade unions, as well as about 50 children, some of whose parents worked in the hotels and others who went to school in tourist areas.

The results from the assessment are being analysed and the Starwood Foundation will publish a report in 2016. The report will outline the main impacts of Mexico's luxury hotel industry on children and their families, as well as recommendations for industry and government on how to address these impacts.

ARM: technological innovation for children

In May, Unicef and ARM, the world's most influential IP design company, launched a groundbreaking partnership to unleash the power of technology to transform the lives of the world's most vulnerable children.

Without innovation in technology, the hardest to reach children will not receive the vital basic services they need to survive and flourish. Our partnership aims to create

sustainable change for children by providing them with access to information, opportunity and choice. There are three principal pillars to the partnership:

a/ Scale up impactful low-power technological solutions

U-report – a free-SMS based platform founded by Unicef Uganda to amplify youth voices and empower them to speak out about issues that affect them.

b/ Inspire the technology industry to innovate for children

The *Wearables for Good* challenge launched in May, with a global call asking designers, engineers, technologists and entrepreneurs to develop innovative, affordable wearable and sensor technology solutions to improve the lives of children. The challenge attracted entries from 250 people from across 46 countries.

c/ Stimulate investment in technology in developing countries

The partnership is conducting market analysis in priority areas to understand business opportunities in technology growth areas in developing countries. The research is due in late 2016.

9. UK ADVOCACY AND CAMPAIGNS FOR CHILDREN

#ENDviolence against children

Unicef UK called for a target to end the violence, exploitation and abuse of children to be included in the new Sustainable Development Goals (SDGs or Global Goals), and urged the UK government to champion this new global target. During the 2015 General Election, we promoted the #ENDviolence campaign with all major political parties and engaged the UK Government ahead of the adoption of the Global Goals.

Over 50,000 supporters signed up to the campaign, including more than 20,000 new supporters. More than 11,000 people contacted their MPs and Prospective Parliamentary Candidates, and more than 200 schools signed up to take part. All major political parties publicly supported the campaign in the run up to the UK General Election, with the UK government publicly committing to ensure that the target to end violence against children remained in the Global Goals.

Young survivors of violence from 18 different countries wrote a powerful letter to world leaders, calling for an end to violence and a safer world for all children. Unicef Goodwill Ambassador David Beckham championed the letter in a *Newsweek* article and his video received 1.2 million views.

For the first time ever, as part of the new Global Goals, world leaders committed to a global target to end all forms of violence against children everywhere – a major victory in keeping every child safe. Children are at the heart of the final agreement that includes many targets of specific importance for children. Global leaders have also committed to monitoring the framework using data segmented by both gender and age, enabling better tracking of outcomes for children around the world.

"Campaigners in the UK have played a critical role in raising awareness of the violence children face. They have helped build support and galvanise the international community to come together to keep children safe."

Susan Bissell, Unicef Chief of Child Protection

In seeking to make the vision of the Global Goals a reality, we championed the establishment of a new Global Partnership to End Violence against Children, with the aim of supporting actions that deliver on this commitment, galvanising political will, and making violence prevention a priority worldwide. We also provided expertise to the global secretariat and promoted a leading role for the UK within the Global Partnership, which is preparing for launch in 2016.

Children in Danger campaign

In October 2014, 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 (see also page 5).

Violence

At launch, we focused on children affected by violence, supporting our advocacy work to #ENDViolence against children. *Violence vaccine*, our campaign launch film to raise awareness of violence against children, has so far generated more than 870,000 views on YouTube and Facebook. Over the course of the campaign, we

generated a total of more than 2.5 million social media interactions. Actor and Unicef UK Ambassador Michael Sheen's visit to Guatemala to meet children affected by violence received widespread media coverage, including a diary piece in *The Daily Telegraph* and interviews on BBC1's *The Andrew Marr Show* and *This Morning* on ITV. Michael spoke at a parliamentary reception for over 40 MPs and had meetings with Deputy Prime Minister Nick Clegg, Labour Party leader Ed Miliband & Secretary of State for International Development Justine Greening. High-profile supporter Nicole Scherzinger also generated great support for our campaign to end violence against children, posting to her 5.3 million followers about her visit to Unicef's work in the Philippines.

Achievements of the other two phases of the campaign in 2015 – focusing on children's health and children in emergencies – can be found on page 5.

World Upside Down

Ahead of the first ever World Humanitarian Summit in May 2016, we urged the UK to put children at the heart of its emergency response, prioritising protection from violence when a child's world is turned upside down by conflict or natural disaster. Our briefing paper, *Keeping children safe in emergencies*, outlined our new agenda for action for the UK government and was distributed to key influencers in the UK. We held a parliamentary round-table meeting, chaired by broadcaster Jon Snow and attended by a DFID Minister, attendees from all major political parties including the Shadow Foreign Secretary, and representatives of NGOs.

So far, more than 76,000 people have signed our petition calling on the Prime Minister to prioritise protecting children from extreme violence, protecting the schools that keep children safe, and protecting children who are torn from their families by conflict and disasters. In delivering the petition to the UK government ahead of the World Humanitarian Summit in 2016, the public backing of campaigners will support our private lobbying of government to put children at the heart of the UK's emergency response.

Alongside our petition, through the global *Voices of Yemen* project, we learned of Khalid – a young boy affected by the conflict. His resilience and positivity inspired us to ask supporters in the UK to share their messages of solidarity. We received over 2,900 letters and worked with Unicef Yemen to translate some of these into Arabic to be sent to Khalid. The letters will also be delivered to the UK government as part of our wider advocacy campaign, marking a symbolic show of support for all children caught up in conflicts worldwide.

Identifying education in emergencies as a vital source of safety and hope for children, we embarked on a campaign for the UK government to sign up to the Safe Schools Declaration. This Declaration is a political commitment to protect schools and universities from being attacked or taken over for military purposes, sending a clear message to the world that attacks on children and their education will not be tolerated. We collaborated with UCAS in raising awareness of the issue among more than a million university students and applicants. In November, 125 UK schools took part in our annual OutRight project, marking the anniversary of the UN Convention on the Rights of the Child. OutRight focused on the rights of children in emergencies, and in particular children's universal right to safe education. Over 3,000 children wrote letters to the Prime Minister.

Child trafficking in the UK

In 2015, with support from our campaigners, we continued our policy and parliamentary advocacy to ensure the Modern Slavery Bill protected the rights of trafficked children. Unicef UK achieved important changes to the Bill in a number of priority areas including non-prosecution, guardianship and definitions of trafficking. Once the Bill was passed we focused on the implementation of new measures affecting children, building on strong relationships with senior figures in the Home Office and Department for Education. We sat on the government's advisory group for the child trafficking advocate trials and we are part of pilot activity to reform the National Referral Mechanism for identification of child trafficking victims. We continued leading a strong coalition of children's organisations, trafficking organisations, solicitors, barristers and campaigners.

We published a research report on durable solutions and long-term care and planning for trafficked children. This highlighted deficiencies at the local authority level and issues at a national level regarding immigration status and best interests' assessment for children. We will be taking forward advocacy work in relation to this area in 2016.

We launched a joint Unicef-UNHCR publication *Safe and Sound* that looks at the practical implementation of the best interests of the child in UK immigration policy and practice. We were invited to sit on the Home Office Syrian children Resettlement Programme Group that advises government how to organise the reception and care for these children once they are in the UK.

Schools Campaign Network

Over the course of 2015, we have grown the Schools Campaign Network from 33 to 75 schools. The Network joined up with our key campaigns throughout the year including the #EndViolence campaign and the OutRight 2015 campaign, focused on keeping schools safe in emergencies. Pupils wrote to the UK political party leaders in the run up to the General Election, met with their local MPs and wrote to the Prime Minister David Cameron, calling on him to keep schools safe in humanitarian emergencies. Rights Respecting Schools who are members of the Schools Campaign Network are also able to reference their campaigning activities with Unicef UK in their Rights Respecting Schools Award assessment.

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. The realisation of children's rights 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. In 2015, ahead of the UK being examined on its implementation of the Convention by the UN Committee, we worked with child rights organisations in England, Scotland and Wales. We supported the UK government to compile additional evidence for the UN Committee, ahead of further activity to influence the UN Committee's recommendations in order to promote children's rights.

10. UK PROGRAMMES FOR CHILDREN

BABY FRIENDLY

The UK Baby Friendly Initiative has made huge strides since our formation in 1994. Today, 90% of maternity services, 82% of health visiting services, and 72% of university midwifery programmes are working towards Baby Friendly accreditation. In Scotland, 95% of babies are born in hospitals with full Baby Friendly accreditation, while in England one in two are born in fully accredited hospitals.

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-supporting, without impacting on the money that Unicef UK delivers for Unicef’s programmes for children around the world.

During 2015, there were 169 new awards. We also delivered 51 courses and workshops for health professionals, which will lead to a higher standard of service to new mothers and babies.

Neonatal care

In May, we launched our new neonatal standards and resources at a sell-out neonatal conference in London. At the end of 2015, we received a grant for our neonatal work, and in 2016 we will be selecting six neonatal units to fast track to full accreditation, providing financial, educational and advisory support to nurture these pioneer units over the next three years. This will provide momentum for Baby Friendly standards across the neonatal community in the UK. Our work with neonatal units helps us reach the most vulnerable babies in the UK: those born sick, or prematurely. Improving neonatal care in line with the Baby Friendly standards has been linked to improved survival and outcomes for these most vulnerable children who are over represented in the most disadvantaged communities in the UK.

Department of Health

Baby Friendly continues to be the only NGO on the Department of Health’s Infant Feeding Group, and our standards are recognised at policy level across all four UK nations. In 2015, the following key policy documents recommended Baby Friendly: *Updated 2015: NICE Maternal and Child Nutrition guidance (PH11)*, *Rapid Review to Update Evidence for the Healthy Child Programme 0–5*, and *2015-16 National Health Visiting Core Service Specification NHS England*.

The *1001 Critical Days Manifesto* 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.

Videos and conference

Our new videos on *Hand expression*, *Skin to skin: meeting baby for the first time*, and *Breastfeeding and relationship building in the early days* are some of the most viewed pages on the Unicef UK website. They form part of an evolving series, designed to improve the care of babies immediately after birth and in the early days of breastfeeding as this has been shown to support their growth and development, protecting them from disease, and promoting long term healthy physical and mental development.

In November, our annual conference took place in Harrogate, North Yorkshire. The largest infant feeding conference in Europe, it provided a chance for more than 700 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.

Baby I Love You

Baby, I Love You is a beautiful baby book that we are gifting to every baby born in Scotland through our partnership with the Glasgow 2014 Commonwealth Games. 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 is ordered by every health board in Scotland.

RIGHTS RESPECTING SCHOOLS

More than 1.3 million children in the UK now attend schools that are becoming rights respecting.

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 values framework 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 our Rights Respecting Schools Award.

Evidence of benefits

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.

New registrations

In 2015, 950 schools newly registered to become Rights Respecting Schools bringing the total number to more than 4,000 – about one in eight of all schools in the UK. In Scotland, almost 50% of schools are registered for the Rights Respecting Schools Award. There are now 265 schools that have achieved our highest accreditation of Level 2 and 1,030 schools that have achieved Level 1. This year, we have worked with over 8,000 adults and 5,000 children to develop their understanding and knowledge of the Convention on the Rights of the Child.

The Right Click

Our partnership with BT Group plc continues to help fund the expansion of the Rights Respecting Schools Award. In 2015, this supported 50 schools to become rights respecting. In addition, Unicef UK and BT jointly developed *The Right Click: Internet Safety Matters*, where BT volunteers run online safety workshops for parents and children at rights respecting schools. In 2015, more than 2,500 children, 1,500 parents and 430 teachers attended these workshops. Our partnership with BT will continue for another year, supporting 80 schools to become rights respecting and delivering 600 workshops.

Child Rights Launchpad

We are extremely grateful for the support of the Scottish government, International Inspiration and the Hugh Fraser Foundation for *Child Rights Launchpad*. This online resource is designed to enthuse, empower and engage children and young people ages 3 to 18 across Scotland about their rights, by developing their knowledge and understanding of the UN Convention on the Rights of the Child in a practical and exciting way. Over 350,000 children across Scotland now know about *Launchpad*, putting us well on the way to our target of reaching every child in Scotland by the 2018 Commonwealth Games.

CHILD RIGHTS PARTNERS

Child Rights Partners launched as a three-year pilot in November 2013, bringing together Unicef UK and government to put children's rights at the heart of public services.

Five local authority partners

Working in partnership with five UK local authorities with some of the highest child poverty rates in Europe – Derry and Strabane, Glasgow, Leeds, Newcastle and Tower Hamlets – the programme is designed to embed a child rights-based approach in the planning and delivery of public services in the UK. Our aim is to profoundly change how children's services are planned and delivered, so that all children and young people experience services that are adaptable, connected and empowering. Together with our partners, we are focusing on services aimed at some of society's most vulnerable children, including young people affected by drug or alcohol problems and children in care or leaving care.

Each of our partners is focusing on a different area of public services: Newcastle and Leeds are looking at how to improve services for looked-after children using our child rights framework; Glasgow is using child rights principles to develop new ways of supporting young parents who have grown up in local authority care; while Tower Hamlets is embedding child rights principles in the way it commissions services for children and young people. In our efforts to influence local policy, we have also worked with two of our partner local authorities to embed children's rights into council-wide strategy: Tower Hamlets has used child rights principles in the development of its Children and Families Plan and children's rights are now explicitly stated as one of the Plan's priorities for the next three years, while Derry and Strabane is embedding child rights principles in its new community plan, ensuring children and young people have a direct input into the way the council supports its community over the next 15 years.

Child rights training

A key success of our partnership with Glasgow is the recognition that council-wide leadership is central to putting children's rights high on the agenda. As such, Glasgow City Council made child rights training mandatory for all its elected members from early 2015 – training that the Child Rights Partners team delivered in Glasgow throughout the year. Since the start of the programme in 2013, nearly 500 staff across the five local authorities have received training or other capacity-building activities on children's rights. To ensure our training and events are independently quality assured, we have registered with the Continuing Professional Development (CPD) Certification Service and our *Introduction to children's rights* training module is the first Child Rights Partners' training course to be fully accredited with the CPD Certification Service.

Working with the community and voluntary sector

We have also started working closely with organisations in the community and voluntary sector, supporting them in taking a rights-based approach in their work with and for children. This includes providing guidance to *Lifeline Renew*, Tower Hamlets' substance misuse service for young people. This service was the first to be commissioned by Tower Hamlets using our child rights-based approach. Practitioners said that a rights-based approach has made them stronger advocates for young people, enabling them to secure better outcomes for them on issues such as education, health, housing and benefits.

11. FUNDRAISING FOR CHILDREN

Our total income for 2015 was £100.7 million, which allowed us to make £69.3 million available for programmes for children. Unicef UK depends entirely on voluntary contributions to support Unicef programmes worldwide.

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 2015 income, the contribution of Unicef UK to Unicef's core programmes amounts to over £13.8 million.

Individual supporters

Unicef UK raised £40.6 million through marketing campaigns to our existing supporters and other members of the public.

Pledge supporters

We recruited more than 106,000 new pledge supporters. Support via pledge supporters now brings in more than £2.5 million per month (including Gift Aid) for our work for children.

Syria winter appeal, safe and warm

Our Christmas appeal was our most successful ever (excluding sudden-onset emergencies), with over £2.3 million raised to provide winter supplies and support for children affected by the Syria conflict. (see page 10)

Santa's Little Helpers

This year we launched our first digital acquisition product – Santa's Little Helpers. Parents and friends enrol their child as one of Santa's Little Helpers and, through a fun online game, the child is able to choose and send a life-saving gift to another child somewhere else in the world. The product was developed specifically with the aim of reaching a new audience and helping Unicef increase opportunities for fundraising at Christmas. The pilot generated a wealth of results and learning for product development for Christmas 2016.

Corporate supporters

In 2015, Unicef UK corporate partners donated more than £17.5 million in money, goods and services with valued support from Barclays, BT Group plc, Claire's, Clarks, DLA Piper, easyJet, EMC Europe, EE, England Footballers Foundation, Ethical Tea Partnership, FTSE, IKEA, ITP, Kantar, Kimberly Clark, Marks & Spencer, Manchester United, Proctor & Gamble, Rangers, Starwood Hotels & Resorts, Tesco, Twinings, Unilever, Vodafone and Wella.

Community fundraising

Through volunteering their time and skills on a wide range of innovative events, community fundraisers and event organisers raised over £1.8 million in 2015. Our loyal and dedicated Unicef Volunteer Groups and On Campus societies alone raised nearly £58,000. Organisations including Lions and Rotary International raised a further £60,000. Individuals continued to amaze with the creativity and success of their fundraising events. Our continued involvement in *Live Below the Line*, raised £108,000 to tackle child malnutrition.

Our relationships with schools across the UK brought in over £778,000. More than £130,000 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, raised more than £58,000 for children.

Clipper Race

We began a two-race partnership with the Clipper Race, a round-the-world yachting challenge that is open to amateur sailors and is one of the greatest endurance races on Earth. The partnership encourages crew, staff and supporters to help Unicef build a safer world for children. In 2015, the partnership raised £140,000 for children in danger. Unicef offices in South Africa and Australia have also held successful fundraising events as the race progresses.

Legacies

Legacies continued to provide a large proportion of the unrestricted funds for Unicef UK in 2015. Unicef UK is deeply grateful to the 225 supporters who left a legacy of life for the children of the world through gifts in their Wills. These generous legacies, which totalled £4 million in 2015, have ensured more of the world's children are fed, vaccinated, educated and protected, 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 3,156 supporters have informed Unicef UK of their plans to leave a gift to children in their Wills. We will be forever grateful for these genuine acts of kindness, in helping us to create a safer world for tomorrow's children.

Trusts, foundations and statutory partners

In 2015, Unicef UK received over £20 million from charitable trusts, foundations and statutory partners. We are extremely grateful for this invaluable and dedicated support that enabled us to undertake a range of important programmes for children – ranging from a major community-based nutrition programme in Nigeria, through to supporting the needs of children, families and frontline workers displaced or affected by violence in Iraq.

Philanthropy

In 2015, Unicef UK received more than £5 million from individual philanthropists and their families. We are sincerely grateful for the loyal support and generosity of these individuals towards our work for children.

We are deeply grateful to the following individuals who have shown incredible generosity in supporting *7: The David Beckham Unicef Fund*, helping us make this first year a far-reaching success for children across the globe: Eric and Kirsty

Bendahan, Nick and Holly Candy, Brad and Katherine Wickens, The Danson Foundation, Mrs Sally Roberts and Mr John Roberts, and Mr and Mrs Bolland.

Global Guardians

Unicef UK is enormously grateful to our Global Guardians, a special group of individual supporters who make regular gifts to our core programmes for children around 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 2015 Global Guardians gave more than £150,000 towards Unicef's work for children in emergencies and over £765,000 in unrestricted funding, enabling us to support children in some of the most challenging countries such as Benin, Angola and Burundi. 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.

Cards and gifts

Royalties from card and gift sales through our licensing partners raised £83,000. In addition, thanks to our generous supporters, a further £145,000 was raised through donations added to orders.

Inspired Gifts

Sales of our *Inspired Gifts* more than doubled in 2015, to £409,000, thanks to wider reaching marketing activities and improved targeting. Inspired Gifts are real, life-saving and life-changing supplies that Unicef delivers for children around the world.

Here are some examples of gifts purchased by our generous UK supporters:

- Hats and gloves for more than 7,300 Syrian children to keep them safe and warm
- 420,000 doses of vaccines to help protect children from measles in countries including Ethiopia, Madagascar, Niger and Afghanistan
- Education materials for 960 children for a whole year
- Midwifery equipment and medicine to help keep more than 900 mums and babies safe in countries including Afghanistan and Syria
- Health checks for more than 4,000 children inside Syria.
- More than 24,000 sachets of life-saving peanut paste provided to malnourished children in countries including Yemen, Sudan and Mali
- Over 210,000 pencils helping children to learn, write and draw in countries including Malawi, Eritrea and Gambia
- 137 school-in-a-box kits delivered to countries including Malawi and Senegal, helping around 5,500 vulnerable children continue their education
- More than 90,000 doses of polio vaccine to countries including Iraq, Democratic Republic of Congo and Burundi

LOOKING AHEAD: STRATEGIC PLAN 2016–20

In 2015 we developed our new five-year strategic plan for 2016–20. The years 2016–20 represents a truly momentous period for the world's children. These are the first five years of the new global Sustainable Development Goals. In the Goals, thanks in part to Unicef's influence, world leaders have recognised that healthy, safe, educated and empowered children and young people are key to achieving a peaceful, prosperous and sustainable world. Much has been achieved over the previous 15 years: for example, reductions in childhood mortality, chronic malnutrition levels, and improved access to education. However, more remains to be done for children in danger across the world:

Unicef globally promotes the rights of every child, everywhere, focusing on the most disadvantaged and excluded children and seeking to deliver on the Sustainable Development Goals.

Unicef UK supports Unicef's global remit, and with a particular focus to 2020 on six areas. These six areas are framed via our Children in Danger campaign that aims to make the greatest difference for children through integrating our fundraising and influencing work.



Our goals to protect every child in danger are:

1/ End violence against children and make sure that every child can grow up in a world without fear

2/ Ensure that children get the help they need to stay safe and strong when disaster or conflict strikes.

3/ End preventable disease in children and the unnecessary deaths it causes

4/ End hunger and ensure every child gets the nutrition they need to grow up healthy and strong.

Our goals to protect the future for every child are:

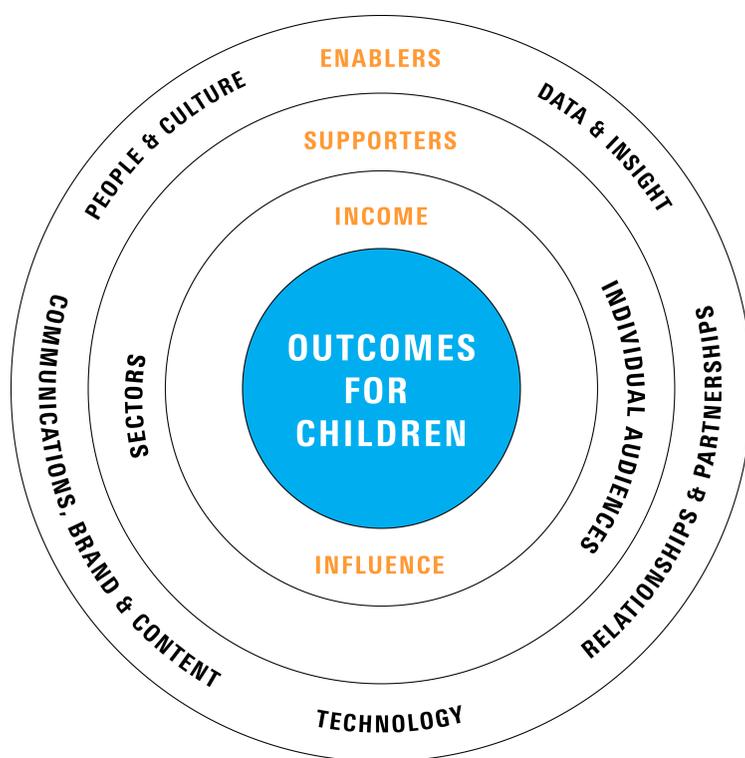
1/ Ensure inclusive and quality education for all children, supporting children in the UK to learn in an environment that promotes and respects their rights

2/ Ensure that **climate change** is framed as a danger for children, with Unicef UK promoting sustainable solutions that **increase children's resilience** to cope with the impacts of climate change and natural disasters

In the UK, we will achieve these outcomes through raising money and influencing; seeking to influence the UK government at all levels, children's public services and UK headquartered companies.

Our supporters will play a crucial role in delivering our vision. We have identified individual audience groups who we believe share our vision and will support us in delivering our income and influencing aims. We will be testing a more sector-based approach when working together with partners. For individuals and partners, we need to understand and engage with our supporters on their terms.

We have identified five organisational enablers that we believe are essential for effective delivery of our plans: People & Culture; Communications, Brand & Content; Technology; Relationships & Partnerships; Data & Insight.



Activating strategies

Our strategic plan has a number of cross-organisation initiatives (Activating strategies) that support delivery against both income and influence goals. These are all longer-term work programmes, and it is anticipated that they will evolve and change over the course of the five years of this strategic plan.

Transforming the supporter experience

We will seek to engage and empower more supporters in a deeper and more tailored manner. In 2016, we will invest in improved relationship management systems and the development of a seven day supporter care service.

Number one in emergencies

Unicef UK has an ambitious goal of becoming the number one in the UK at protecting children caught in conflict or natural disaster. To support this goal, we have an emergencies strategy that aims to secure income, create high awareness, and be an influential voice with the UK government.

Innovation

We will be innovative in our fundraising and influencing techniques and also support and leverage the activities of the Unicef Global Innovation Centre in driving exponential change for children.

Digital

Our ambition by 2020 is that Unicef UK is a digital organization, rather than having a separate digital strategy. Through the course of this plan, we will continue to embed digital capacity and capabilities across the organisation to enable an increase in the proportion of our fundraising income from digital sources.

7: The David Beckham UNICEF Fund

The aim of 7: The David Beckham Fund is to raise £7 million for 7 Fund programmes over three years, engage high level influencers to initiate positive change for children, and build awareness and engagement of Unicef's work.

Television

We are seeking to leverage our existing assets and expertise through the medium of television (for example, Soccer Aid 2016, New Year's Eve, our developing TV strategy) to deliver against income, influence and brand objectives.

Sport

We will leverage our existing sporting assets, networks and brand association to deliver income, safeguard children's rights and leverage sport as a medium to help deliver Unicef's objectives. For 2016, this include generating £500,000 of new income via new sports partnerships and finalising the International Safeguards for Children in Sport to support a safer environment for children taking part in sport.

Scotland

Recognizing the distinct profile of Unicef UK in Scotland and the opportunity of closer engagement with the Scottish government, civil society and supporter base, we will build on the successful 2015 pilot to deliver more impact for children in Scotland and internationally (for example, through the rollout of Kidpower).

FINANCIAL REVIEW

Income

In describing our activities and achievements above, we have reported that Unicef UK's total income for 2015 was £100.7 million. This represents an increase in income of £7 million compared to the £93.7 million raised in 2014.

Costs of generating funds

Charities have to spend money to raise money. Over the past five years⁴, Unicef UK has spent an average of 26 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 2015, £69.3 million was available for programmes to benefit children. Of this, £49.3 million was for specific overseas programmes or countries chosen by our donors, £13.8 million for Unicef core programmes and £6.2 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, 73 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. The FRSB also gives the public the comfort of a 'safety net' provided by its robust complaints system. Unicef UK is committed to ensuring that we continue to operate to the highest standards as and when fundraising guidance and regulations change.



Governance costs

On average over the last five years, Governance costs have amounted to 0.7 per cent of total income.

Under the Statement of Recommended Practice on Accounting and Reporting by Charities (Charities SORP FRS102), management and administration costs are allocated between the charity's functional activities and "governance costs". Governance costs provide the governance infrastructure for the charity to operate, generate the information for public accountability, and include the costs of strategic planning for the future development of the charity.

⁴ 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.

Unicef UK Enterprises Limited

The charity's wholly owned trading subsidiary carries out commercial trading activities for the charity. During the year, income of £0.6m (2014: £1.8m) was raised from event registration fees, corporate cause-related marketing arrangements, commissions and royalties. After allowing for associated expenditure and management charges, £0.5m (2014: £1.6m) was covenanted under Gift Aid to Unicef UK.

The activities of Unicef UK Enterprises Ltd vary from year to year because a large element of its income is derived from particular types of corporate partnerships that involve an element of licensing. The reduction in income and net donation to its parent charity is consistent with the expectations of the company and does not indicate any cause for concern.

Reserves

Total reserves at the year end amounted to £6.8 million. Unicef UK's policy on reserves is to:

- Maintain a general fund at a level that ensures Unicef UK is able to meet its financial commitments and obligations as they fall due, fund unexpected expenditure when unplanned events occur, and safeguard the charity from uncertainty over future income. In determining the value of reserves to be held, income has been categorised and assessed on the basis of its proportion of total income, the expected growth or decline in each income stream, the number of donors in each income stream as a measure of the degree of reliance, and the level of certainty of each income stream. Expenditure is categorised and assessed based on its proportion of total expenditure, its operational significance, the number of people affected if the expenditure was cut and the source of funding for that expenditure. The appropriate level of reserves are set at an amount sufficient to cover unfunded expenditure from unrestricted funds for a period of four months in the event of a significant fall in income. General funds at the balance sheet date amounted to £2.65 million, which is consistent with the reserves policy.
- 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 2015, the emergency reserve was drawn on multiple times during 2015 and replenished to £1 million at the balance sheet date.

At the end of the year, there was also £571,000 of restricted funds relating to income from Unicef HQ to contribute towards developing innovative fundraising techniques. Designated funds totalling £2.6m are held at the end of 2015 for a number of specific activities planned for 2016–2018 (see note 21 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 2015 are set out in note 14 to the financial statements. The net value of the charity's fixed assets has reduced from £1.2 million at the end of 2014 to £1.1 million at the end of 2015, as depreciation of existing assets exceeded the cost of new additions. 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 £17.1 million, compared to £11.6 million at the end of 2014. This increase was due primarily to a high proportion of income falling due within the last quarter of the financial year and the timing of public holidays in December that resulted in planned payments being made after the balance sheet date.

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 donated thousands of hours of their time during 2015.

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 2015 we continued to monitor emergent risks and strengthen our mitigations against the risk identified.

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 a risk of breaches of laws and regulations in such environments, for example in humanitarian emergencies and volatile conflict zones. The scale and breadth of Unicef's global work means that the risk of breaches is high, however the mitigating actions that have been put in place are relevant to the local context and therefore the likelihood of breaches occurring are reduced significantly.

- The evolving domestic and global environment in which Unicef UK operates presents risks to income generation for programmes for children, and make it more difficult to achieve the necessary changes to ensure that all children in the UK and overseas are realising their rights as set out in the UN Convention on the rights of the child. The likelihood of these risks occurring is very high, and indeed a number of events happened in 2015 of this type. However, the mitigating actions put in place have been effective in reducing the potential impact.
- The effective management of information, including supporters' data, is crucial in ensuring that Unicef UK is able to deliver a high quality experience to our supporters and other contacts, while also complying with the Data Protection Act, the Privacy and Electronic Communications Regulations and other related regulation. As the volume of information increases and technology continues to develop at a rapid rate, the risk of falling behind what our supporters expect of us could impact on their support for Unicef UK. Additionally, media reports of data breaches have become increasingly prominent and while Unicef UK has not suffered such a breach, the security of our data remains high on our risk register. These risks are being mitigated by having tried and tested protections in place, together with ongoing investment in technology and processes designed to ensure our use and protection of data is kept up to date.

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.

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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.

Professional advice is sought by the Board if it is necessary to do so to exercise good governance. The professional advice may be to give an independent perspective on a specific matter, or if the required skills or experience are of a specialist nature.

Common Approach

Our Common Approach consists of seven inter-connecting principles that explain how we work together at Unicef UK. These principles reflect our values, describe the culture we aspire to and are an important part of decisions about what we do.

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

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- 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 13 of the accounts.

Policy for employment of disabled persons

Unicef UK is committed to creating a working environment which supports and promotes equality and diversity. Our goal is to ensure that this commitment is lived out through our Common Approach and working practices. We provide equality of opportunity and will challenge discrimination on any grounds. This is true for disabled persons in our recruitment processes and in the ongoing support for staff should they become disabled while already employed. These commitments are set out in our recruitment and selection policy and equal opportunities and diversity policy.

Employee engagement

Unicef UK is committed to ensuring that the Common Approach principles are embedded in all relationships between colleagues in the organisation. We believe that open, honest and timely communication between staff and those in management positions is key to our success. A Staff Association, consisting of elected members of staff, is a formal channel for consultation and dialogue to promote better understanding at all levels of the organisation, and to safeguard the rights, interest and welfare of all Unicef UK staff. In addition, all members of staff are invited to regular 'staff briefings' which are designed to inform them of matters that concern them as employees and achieve a common awareness of the factors affecting Unicef UK's performance.

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 commercial 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 (the United Nations Children's Fund) is an international inter-governmental organisation established by the General Assembly of the United Nations as a subsidiary organ of the United Nations. This charity, Unicef UK, is connected to the global Unicef organisation through a 'co-operation agreement' between the two parties.

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For the year ended 31 December 2015

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 | (to July 2015) |
| Baroness Sal Brinton | |
| Margaret Cund | |
| Glyn Isherwood | |
| Baroness Anne Jenkin | |
| Baroness Doreen Massey | (to July 2015) |
| Professor Mary Renfrew | |
| Surinder Sharma | |
| Steven Day | |
| Baroness Bryony Worthington | (from July 2015) |

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 2015 was 105 (2014 – 103). 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:

Isobel Trout
Harry Phinda (to June 2015)
Thrinayani Ramakrishnan (from June 2015)

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;
- 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.

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For the year ended 31 December 2015

The report of the Trustees including the Strategic Report was approved by the Trustees on 4 May 2016 and signed on their behalf by

Ilse Howling
Chair of Unicef UK

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS AND TRUSTEES OF UNICEF UK

We have audited the financial statements of Unicef UK for the year ended 31 December 2015 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 2015

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 2015 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.

Noelia Serrano (Senior statutory auditor)

24 May 2016

for and on behalf of Sayer Vincent LLP, Statutory Auditors

Sayer Vincent LLP, Invicta House, 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 2015

| | | | | 2015 | | | 2014 |
|--|-------|-----------------------|---------------------|----------------|-----------------------|---------------------|----------------|
| | Notes | Unrestricted £'000 | Restricted £'000 | Total £'000 | Unrestricted £'000 | Restricted £'000 | Total £'000 |
| Income | | | | | | | |
| Donations and legacies | 2 | 39,864 | 54,267 | 94,131 | 40,147 | 49,899 | 90,046 |
| Charitable activities: | | | | | | | |
| UK Programmes | 3 | 2,043 | 1 | 2,044 | 1,817 | - | 1,817 |
| Other trading activities | 4 | 128 | 100 | 228 | 224 | 15 | 239 |
| Investments | 5 | 34 | - | 34 | 24 | - | 24 |
| Other income | 6 | - | 4,271 | 4,271 | - | 1,603 | 1,603 |
| Total income | | 42,069 | 58,639 | 100,708 | 42,212 | 51,517 | 93,729 |
| Expenditure | | | | | | | |
| Expenditure on: | | | | | | | |
| Raising funds | 7 | 21,634 | 4,807 | 26,441 | 23,179 | 3,153 | 26,332 |
| Charitable activities: | | | | | | | |
| Core UNICEF programmes | 8 | 13,817 | - | 13,817 | 12,939 | - | 12,939 |
| Specific UNICEF programmes | 8 | - | 49,326 | 49,326 | - | 46,271 | 46,271 |
| UK programmes & advocacy | 8 | 5,953 | 235 | 6,188 | 4,837 | 490 | 5,327 |
| | | 19,770 | 49,561 | 69,331 | 17,776 | 46,761 | 64,537 |
| Other expenditure | 9 | - | 3,754 | 3,754 | - | 1,878 | 1,878 |
| Total expenditure | | 41,404 | 58,122 | 99,526 | 40,955 | 51,792 | 92,747 |
| Net income / (expenditure) for the year | | 665 | 517 | 1,182 | 1,257 | - 275 | 982 |
| Transfers between funds | | - | - | - | - | - | - |
| Net movement in funds | | 665 | 517 | 1,182 | 1,257 | - 275 | 982 |
| Total funds brought forward | | 5,543 | 54 | 5,597 | 4,286 | 329 | 4,615 |
| Total funds carried forward | | 6,208 | 571 | 6,779 | 5,543 | 54 | 5,597 |

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 21 to the financial statements.

Balance sheets

As at 31 December 2015

| | Note | 2015 £'000 | Group 2014 £'000 | 2015 £'000 | Charity 2014 £'000 |
|--|------|---------------|------------------------|---------------|--------------------------|
| Fixed assets | | | | | |
| Tangible assets | 14 | 1,087 | 1,236 | 1,087 | 1,236 |
| Investments | 15 | - | - | 20 | 20 |
| | | 1,087 | 1,236 | 1,107 | 1,256 |
| Current assets | | | | | |
| Debtors | 17 | 6,805 | 8,126 | 7,252 | 9,086 |
| Cash at bank and in hand | | 17,093 | 11,567 | 16,482 | 10,475 |
| | | 23,898 | 19,693 | 23,734 | 19,561 |
| Liabilities | | | | | |
| Creditors: amounts falling due within one year | 18 | 8,980 | 5,253 | 8,836 | 5,141 |
| Amounts due to Unicef | | 9,226 | 10,079 | 9,226 | 10,079 |
| | | 18,206 | 15,332 | 18,062 | 15,220 |
| Net current assets | | 5,692 | 4,361 | 5,672 | 4,341 |
| Total net assets | 20 | 6,779 | 5,597 | 6,779 | 5,597 |
| Funds | | | | | |
| | 21 | | | | |
| Unrestricted funds | | | | | |
| General funds | | 2,650 | 2,250 | 2,650 | 2,250 |
| Designated funds | | 3,558 | 3,293 | 3,558 | 3,293 |
| Restricted funds | | 571 | 54 | 571 | 54 |
| Total funds | | 6,779 | 5,597 | 6,779 | 5,597 |

The notes on pages 62 to 77 form part of these financial statements.

These financial statements were approved by the Trustees on 4 May 2016 and were signed on their behalf by:

Ilse Howling
Chair of Unicef UK

Sir Anthony Redmond
Treasurer

The United Kingdom Committee for UNICEF

Consolidated statement of cash flows

For the year ended 31 December 2015

| | 2015 | 2014 |
|---|---------------|---------------|
| | £'000 | £'000 |
| Net income for the reporting period (as per the Statement of Financial Activities) | 1,182 | 982 |
| Interest from investments | (34) | (24) |
| Depreciation charges | 381 | 326 |
| Decrease / (increase) in debtors | 1,321 | 1,395 |
| (Decrease) / increase in creditors | 2,874 | 1,721 |
| Net cash provided by operating activities | 5,724 | 4,400 |
| Cash flows from investing activities | | |
| Interest from investments | 34 | 24 |
| Proceeds from disposal of fixed assets | 9 | 2 |
| Purchase of fixed assets | (241) | (341) |
| Net cash provided by investing activities | (198) | (315) |
| Change in cash and cash equivalents in the year | 5,526 | 4,085 |
| Cash and cash equivalents at the beginning of the year | 11,567 | 7,482 |
| Cash and cash equivalents at the end of the year | 17,093 | 11,567 |

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2015

1 Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (August 2014) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

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.

Transactions and balances between the charitable company and its subsidiary have been eliminated from the consolidated financial statements. Balances between the two companies are disclosed in the notes of the charitable company's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charitable company itself is not presented because the charitable company has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.

b) Reconciliation with previously Generally Accepted Accounting Practice (GAAP)

In preparing the accounts, the trustees have considered whether in applying the accounting policies required by FRS 102 and the Charities SORP (FRS 102) a restatement of comparative items was required. The transition date was 1 January 2014. The trustees consider that no restatements are required to prior year figures.

At the balance sheet date, in applying the requirement to recognise liabilities arising from employee benefits, a liability was recognised for short-term compensated absence arising from employee entitlement to paid annual leave. This was calculated as the holiday entitlement arising in the year which was due but not taken. No liability was recognised at the date of transition as this was calculated to be immaterial at that date.

c) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

d) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

e) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

f) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

g) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

h) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of international and UK programmes and advocacy work undertaken to further the purposes of the charity, and their associated support costs
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

j) Allocation of support and governance costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate (based on space, usage or time spent) of the amount attributable to each activity.

- Raising funds 72%
- UK programmes and advocacy 18%
- Governance costs 10%

k) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

l) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- Leasehold property 10 years
- Office equipment 5 years
- Computer hardware 3 years

m) Stocks

Stocks are stated at the lower of cost and net realisable value. In general, cost is determined on a first in first out basis and includes transport and handling costs. Net realisable value is the price at which stocks can be sold in the normal course of business after allowing for the costs of realisation. Provision is made where necessary for obsolete, slow moving and defective stocks. Donated items of stock, held for distribution or resale, are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

n) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

o) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

p) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

q) 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.

r) 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.

s) Volunteers

UNICEF benefits greatly from the involvement and enthusiastic support of its volunteers. These include our President, Vice-Presidents, Members, Ambassadors, regional fundraising groups and office-based volunteers. In accordance with FRS 102 and the Charities SORP (FRS 102), the economic contribution of general volunteers is not recognised in the accounts.

2 Income from donations and legacies

| | | | 2015 | | | 2014 |
|---|----------------------|--------------------|---------------|----------------------|--------------------|---------------|
| | Unrestricted £000 | Restricted £000 | Total £000 | Unrestricted £000 | Restricted £000 | Total £000 |
| Gifts (by source): | | | | | | |
| Direct marketing | 30,979 | 9,651 | 40,630 | 27,855 | 6,001 | 33,856 |
| Corporate partnerships | 2,418 | 15,151 | 17,569 | 2,498 | 11,653 | 14,151 |
| Major supporters, charitable trusts and foundations | 1,171 | 21,780 | 22,951 | 1,468 | 18,072 | 19,540 |
| Fundraising initiatives and regional fundraising | 1,354 | 1,266 | 2,620 | 1,063 | 717 | 1,780 |
| Special events | 1 | 2,748 | 2,749 | 2,518 | 7,180 | 9,698 |
| Inspired Gifts | 9 | 400 | 409 | 6 | 188 | 194 |
| Sports partnerships | - | 49 | 49 | - | 259 | 259 |
| Other | 8 | 10 | 18 | 11 | 8 | 19 |
| Legacies | 3,924 | 113 | 4,037 | 4,728 | 363 | 5,091 |
| Government grants: | | | | | | |
| The Department for International Development (DFID) | - | 1,816 | 1,816 | - | 4,430 | 4,430 |
| The States of Guernsey & Jersey and the Isle of Man | - | 951 | 951 | - | 611 | 611 |
| The Scottish Government | - | 123 | 123 | - | 114 | 114 |
| Donated services | - | 209 | 209 | - | 303 | 303 |
| Total income from donations and legacies | 39,864 | 54,267 | 94,131 | 40,147 | 49,899 | 90,046 |

3 Income from charitable activities

| | | | 2015 | | | 2014 |
|---|----------------------|--------------------|---------------|----------------------|--------------------|---------------|
| | Unrestricted £000 | Restricted £000 | Total £000 | Unrestricted £000 | Restricted £000 | Total £000 |
| UK Programmes: | | | | | | |
| Fees for Baby Friendly materials and services | 1,490 | - | 1,490 | 1,365 | - | 1,365 |
| Fees for Rights Respecting Schools materials and services | 553 | - | 553 | 452 | - | 452 |
| Fees for other materials and services | - | 1 | 1 | - | - | - |
| Total income from charitable activities | 2,043 | 1 | 2,044 | 1,817 | - | 1,817 |

4 Income from other trading activities

| | | | 2015 | | | 2014 |
|---|----------------------|--------------------|---------------|----------------------|--------------------|---------------|
| | Unrestricted £000 | Restricted £000 | Total £000 | Unrestricted £000 | Restricted £000 | Total £000 |
| UNICEF cards and gifts | | | | | | |
| Sales of cards and gifts | 83 | - | 83 | 154 | - | 154 |
| Donations alongside orders | 45 | 100 | 145 | 70 | 15 | 85 |
| Total income from other trading activities | 128 | 100 | 228 | 224 | 15 | 239 |

5 Income from investments

| | | | 2015 | | | 2014 |
|--------------------------------------|----------------------|--------------------|---------------|----------------------|--------------------|---------------|
| | Unrestricted £000 | Restricted £000 | Total £000 | Unrestricted £000 | Restricted £000 | Total £000 |
| Interest on bank deposits | 34 | - | 34 | 24 | - | 24 |
| Total income from investments | 34 | - | 34 | 24 | - | 24 |

6 Other income

| | | | 2015 | | | 2014 |
|--------------------------------|----------------------|--------------------|---------------|----------------------|--------------------|---------------|
| | Unrestricted £000 | Restricted £000 | Total £000 | Unrestricted £000 | Restricted £000 | Total £000 |
| Foreign exchange gains | - | - | - | - | - | - |
| Unicef fundraising development | - | 4,271 | 4,271 | - | 1,603 | 1,603 |
| Total other income | - | 4,271 | 4,271 | - | 1,603 | 1,603 |

7 Expenditure on raising funds

| | Staff costs £000 | Direct costs £000 | Support costs £000 | Governance costs £000 | 2015 Total £000 | 2014 Total £000 |
|--|---------------------|----------------------|--------------------------|-----------------------------|-----------------------|-----------------------|
| Direct marketing | 1,848 | 11,278 | 1,713 | 317 | 15,156 | 15,701 |
| Corporate partnerships | 2,264 | 450 | 972 | 79 | 3,765 | 3,178 |
| Major supporters, charitable trusts and foundations | 972 | 137 | 652 | 38 | 1,799 | 1,672 |
| Fundraising initiatives and regional fundraising | 727 | 507 | 805 | 44 | 2,083 | 1,989 |
| Special events | 976 | 1,187 | 560 | 58 | 2,781 | 3,085 |
| Inspired Gifts | 50 | 136 | 16 | 4 | 206 | 77 |
| Legacies | 201 | 210 | 127 | 11 | 549 | 471 |
| UNICEF cards and gifts | 52 | 8 | 40 | 2 | 102 | 159 |
| Total expenditure on raising funds | 7,090 | 13,913 | 4,885 | 553 | 26,441 | 26,332 |

Of the total expenditure on raising funds, £4,807,470 was restricted (2014: £3,153,368).

8 Expenditure on charitable activities

| | Staff costs £000 | Direct costs £000 | Support costs £000 | Governance costs £000 | 2015 Total £000 | 2014 Total £000 |
|---|---------------------|----------------------|--------------------------|-----------------------------|-----------------------|-----------------------|
| Core Unicef programmes | - | 13,817 | - | - | 13,817 | 12,939 |
| Specific Unicef programmes: | | | | | | |
| Humanitarian emergencies | - | 16,274 | - | - | 16,274 | 17,025 |
| Health | - | 10,453 | - | - | 10,453 | 5,459 |
| HIV & AIDS | - | 721 | - | - | 721 | 619 |
| Water, sanitation and hygiene | - | 4,646 | - | - | 4,646 | 2,706 |
| Nutrition | - | 12,520 | - | - | 12,520 | 14,685 |
| Education | - | 3,174 | - | - | 3,174 | 3,658 |
| Child protection | - | 1,339 | - | - | 1,339 | 2,027 |
| Social inclusion | - | 199 | - | - | 199 | - |
| Gender equality | - | - | - | - | - | 92 |
| | - | 49,326 | - | - | 49,326 | 46,271 |
| UK programmes & advocacy: | | | | | | |
| Development education and youth work | 1,094 | 556 | 416 | 44 | 2,110 | 1,443 |
| Baby Friendly Initiative | 571 | 560 | 303 | 31 | 1,465 | 1,583 |
| Management of information resources | 78 | 7 | 7 | 2 | 94 | 92 |
| Communication of Unicef's programmes | 260 | 329 | 18 | 13 | 620 | 547 |
| Management of high profile supporters | 97 | 19 | 11 | 3 | 130 | 115 |
| Campaign and parliamentary work | 945 | 291 | 496 | 37 | 1,769 | 1,547 |
| | 3,045 | 1,762 | 1,251 | 130 | 6,188 | 5,327 |
| Total expenditure on charitable activities | 3,045 | 64,905 | 1,251 | 130 | 69,331 | 64,537 |

Of the total expenditure on charitable activities, £234,600 was restricted (2014: £489,503).

For specific UNICEF programmes, 2014 figures have been reallocated based on new categories used by UNICEF International.

9 Other expenditure

| | Staff costs | Direct costs | Support costs | Governance costs | 2015 Total | 2014 Total |
|--------------------------------|-------------|--------------|---------------|------------------|--------------|--------------|
| | £000 | £000 | £000 | £000 | £000 | £000 |
| UNICEF fundraising development | 307 | 3,447 | - | - | 3,754 | 1,878 |
| Total other expenditure | 307 | 3,447 | - | - | 3,754 | 1,878 |

Of the total other expenditure, £3,754,186 was restricted (2014: £1,877,867).

10 Analysis of support and governance costs

| | Basis of allocation | Core team costs | Governance costs | 2015 Total | 2014 Total |
|---|------------------------|-----------------|------------------|--------------|--------------|
| | | £000 | £000 | £000 | £000 |
| Finance | Income and expenditure | 1,357 | 151 | 1,508 | 1,280 |
| Information technology | Headcount | 785 | 87 | 872 | 767 |
| People and development | Headcount | 886 | 98 | 984 | 913 |
| Facilities management | Headcount | 1,858 | 206 | 2,064 | 1,846 |
| Supporter care | Staff time | 287 | 32 | 319 | 316 |
| Directorate | Staff time | 964 | 107 | 1,071 | 920 |
| Total support and governance costs | | 6,137 | 681 | 6,818 | 6,042 |

11 Net incoming resources for the year

This is stated after charging / crediting:

| | 2015 | 2014 |
|--|-------|-------|
| | £ | £ |
| Depreciation | 381 | 326 |
| Loss or profit on disposal of fixed assets | 2 | - |
| Operating lease rentals: | | |
| Property | 1,028 | 1,092 |
| Auditors' remuneration: | | |
| Audit | 32 | 29 |
| Other services | - | - |
| Foreign exchange losses | 13 | 117 |

12 UNICEF fundraising development programme

Expenditure on trading activities and fundraising is undertaken with the following financial support provided by UNICEF

| | 2015 | 2014 |
|------------------------------------|--------------|--------------|
| | £'000 | £'000 |
| Fundraising development programme | | |
| Legacy development | 949 | 153 |
| Major donor development | 140 | - |
| Trusts and foundations development | 132 | - |
| Other donor recruitment | 3,050 | 1,510 |
| Total funding given in year | 4,271 | 1,663 |
| Funding to return to UNICEF | - | (60) |
| Total funding for year | 4,271 | 1,603 |

Movements on UNICEF fundraising development programme funds:

| | Fundraising development programme | Total 2015 | Total 2014 |
|-----------------------------|--|-----------------------|-----------------------|
| | £'000 | £'000 | £'000 |
| At the start of the year | 54 | 54 | 329 |
| Funding received | 4,271 | 4,271 | 1,663 |
| Funding available | 4,325 | 4,325 | 1,992 |
| Funding utilised | (3,754) | (3,754) | (1,878) |
| Funding to return to UNICEF | - | - | (60) |
| At the end of the year | 571 | 571 | 54 |

13 Staff costs

The average number of employees during the year was as follows:

| | 2015 | 2014 |
|----------------------------|------------|------------|
| | Number | Number |
| Fundraising | 135 | 111 |
| UK Programmes and advocacy | 144 | 126 |
| Support teams | 54 | 45 |
| Total | 333 | 283 |

This note discloses the average headcount of staff throughout the year in line with the updated Charities SORP. In previous years it disclosed full-time equivalents.

Staff costs were as follows:

| | 2015 | 2014 |
|----------------------------------|---------------|---------------|
| | £'000 | £'000 |
| Salaries and wages | 10,876 | 9,562 |
| Redundancy and termination costs | 34 | 32 |
| Social security costs | 1,157 | 1,033 |
| Pension contributions | 558 | 515 |
| Total salary costs | 12,625 | 11,141 |
| Other staff costs | 924 | 689 |
| Total staff costs | 13,549 | 11,830 |

Other staff benefits includes an accrual for untaken annual leave outstanding at the end of the year.

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

| | 2015 | 2014 |
|---------------------|--------|--------|
| | Number | Number |
| £120,001 - £130,000 | 1 | 0 |
| £110,001 - £120,000 | 0 | 1 |
| £100,001 - £110,000 | 0 | 0 |
| £90,001 - £100,000 | 2 | 0 |
| £80,001 - £90,000 | 0 | 2 |
| £70,001 - £80,000 | 5 | 4 |
| £60,001 - £70,000 | 5 | 6 |

There were 13 employees in the year (2014: 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 £73,461.

Executive Remuneration

The executive team's actual remuneration in 2015 was as follows:

| Name | Position | Gross Pay | Employer's Pension Contribution | 2015 | 2014 |
|----------------------------|---|-----------|---------------------------------------|---------|---------|
| | | | | £ | £ |
| David Bull | Executive Director | 124,499 | 10,458 | 134,957 | 126,754 |
| ¹ Anita Tiessen | Deputy Executive Director Communications & Programmes | 24,922 | 1,716 | 26,638 | 86,917 |
| Catherine Cottrell | Deputy Executive Director Fundraising | 93,329 | 7,965 | 101,293 | 91,217 |
| Mark Devlin | Chief Operating Officer | 99,275 | 1,985 | 101,261 | 30,025 |
| ² Lily Caprani | Deputy Executive Director Communications & Programmes | 49,773 | 600 | 50,373 | - |
| ³ Jon Sparkes | Chief Operating Officer | - | - | - | 75,401 |

¹ Left UNICEF UK on 10/04/2015

² Joined UNICEF UK on 11/06/2015. The above amounts represent actual remuneration paid during 2015.

³ Left UNICEF UK on 17/09/2014

Remuneration Ratio

The remuneration of the highest-paid employee in UNICEF UK was 2.4 (2014: 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 £558,000 (2014: £515,000).

There were £nil outstanding contributions at the end of the financial year (2014: £nil).

Trustees

The charity trustees were not paid and did not receive any other benefits from employment with the charity in the year (2014: £nil). No charity trustee received payment for professional or other services supplied to the charity (2014: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £15,334 (2014: £7,647) incurred by 12 (2014: 8) members relating to attendance at meetings of the trustees.

14 Tangible fixed assets

The group & charity

| | Short leasehold property £000 | Fixtures and fittings £000 | Computer equipment £000 | Total £000 |
|-------------------------------|--|----------------------------------|-------------------------------|-----------------------|
| Cost | | | | |
| At the start of the year | 2,294 | 394 | 1,240 | 3,928 |
| Additions in year | - | 179 | 62 | 241 |
| Disposals in year | - | - | (20) | (20) |
| At the end of the year | <u>2,294</u> | <u>573</u> | <u>1,282</u> | <u>4,149</u> |
| Depreciation | | | | |
| At the start of the year | 1,371 | 358 | 963 | 2,692 |
| Charge for the year | 224 | 20 | 137 | 381 |
| Eliminated on disposal | - | - | (11) | (11) |
| At the end of the year | <u>1,595</u> | <u>378</u> | <u>1,089</u> | <u>3,062</u> |
| Net book value | | | | |
| At the end of the year | <u>699</u> | <u>195</u> | <u>193</u> | <u>1,087</u> |
| At the start of the year | 923 | 36 | 277 | 1,236 |

All of the above assets are used for charitable purposes.

15 Subsidiary undertaking

The charitable company owns the whole of the issued ordinary share capital of Unicef UK Enterprises Limited, a company registered in England (company number 02736690).

| | 2015 | 2014 |
|---|--------------|--------------|
| | £'000 | £'000 |
| 20,000 £1 ordinary shares UNICEF UK Enterprises Limited at cost | 20 | 20 |

The subsidiary 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 gift aided to the charitable company. A summary of the results of the subsidiary is shown below:

| | 2015 | 2014 |
|---|--------------|----------------|
| | £'000 | £'000 |
| Turnover | 577 | 1,765 |
| Cost of sales | - | - |
| Gross profit | 577 | 1,765 |
| Administrative expenses | (120) | (122) |
| Other operating income | - | - |
| Operating profit / (loss) | 457 | 1,643 |
| Profit / (loss) on ordinary activities | 457 | 1,643 |
| Deed of covenant to parent undertaking | (457) | (1,643) |
| Profit / (loss) for the financial year | - | - |
| The aggregate of the assets, liabilities and funds was: | | |
| Assets | 736 | 648 |
| Liabilities | (716) | (628) |
| Funds | 20 | 20 |

16 Parent charity

The United Kingdom Committee for UNICEF is the parent charity to one wholly owned trading subsidiary, UNICEF UK Enterprises Limited (see note 15). The gross and net income of the parent charity alone are as follows:

| | 2015 | 2014 |
|---|----------------|--------------|
| | £'000 | £'000 |
| Gross income | 100,131 | 91,965 |
| Net income / (expenditure) for the year | 1,182 | 982 |

17 Debtors

| | The group | | The charity | |
|---|--------------|--------------|--------------|--------------|
| | 2015 | 2014 | 2015 | 2014 |
| | £'000 | £'000 | £'000 | £'000 |
| Trade debtors | 348 | 889 | 282 | 445 |
| Other debtors | 819 | 506 | 799 | 486 |
| Prepayments | 607 | 489 | 585 | 469 |
| Accrued income | 5,031 | 6,242 | 5,014 | 6,208 |
| Amounts due from subsidiary undertaking | - | - | 572 | 1,478 |
| Total debtors | 6,805 | 8,126 | 7,252 | 9,086 |

18 Creditors: amounts falling due within one year

| | The group | | The charity | |
|------------------------------|--------------|--------------|--------------|--------------|
| | 2015 | 2014 | 2015 | 2014 |
| | £'000 | £'000 | £'000 | £'000 |
| Trade creditors | 2,523 | 1,390 | 2,523 | 1,390 |
| Taxation and social security | 351 | 427 | 351 | 425 |
| Other creditors | 2,757 | 13 | 2,757 | 15 |
| Accruals | 840 | 521 | 840 | 521 |
| Deferred income | 2,509 | 2,902 | 2,365 | 2,790 |
| Total creditors | 8,980 | 5,253 | 8,836 | 5,141 |

19 Deferred income

Deferred income comprises amounts received from corporate partners in advance of contracted activity, and fees for Baby Friendly and Rights Respecting Schools services that have been invoiced for but not yet provided to the customer.

| | The group | | The charity | |
|---------------------------------------|--------------|--------------|--------------|--------------|
| | 2015 | 2014 | 2015 | 2014 |
| | £'000 | £'000 | £'000 | £'000 |
| Balance at the beginning of the year | 2,902 | 1,304 | 2,790 | 1,304 |
| Amount released to income in the year | (2,028) | (422) | (1,916) | (422) |
| Amount deferred in the year | 1,635 | 2,020 | 1,491 | 1,908 |
| Balance at the end of the year | 2,509 | 2,902 | 2,365 | 2,790 |

20 Analysis of group net assets between funds

| | General unrestricted £'000 | Designated funds £'000 | Restricted funds £'000 | Total funds £'000 |
|--|----------------------------------|------------------------------|------------------------------|----------------------|
| Tangible fixed assets | 1,087 | - | - | 1,087 |
| Net current assets | 1,563 | 3,558 | 571 | 5,692 |
| Net assets at the end of the year | 2,650 | 3,558 | 571 | 6,779 |

21 Movements in funds

| | At the start of the year £'000 | Incoming resources & gains £'000 | Outgoing resources & losses £'000 | Transfers between funds £'000 | At the end of the year £'000 |
|--------------------------------|--------------------------------------|---|--|--|------------------------------------|
| Unrestricted funds: | | | | | |
| General funds | 2,250 | 42,069 | (40,769) | (900) | 2,650 |
| Designated funds: | | | | | |
| Major IT projects | 2,000 | - | (35) | - | 1,965 |
| Innovation projects | 258 | - | (100) | - | 158 |
| UK programmes action research | 35 | - | - | - | 35 |
| Emergencies reserve | 1,000 | - | (500) | 500 | 1,000 |
| Property reserve | - | - | - | 400 | 400 |
| Total designated funds | 3,293 | - | (635) | 900 | 3,558 |
| Total unrestricted funds | 5,543 | 42,069 | (41,404) | - | 6,208 |
| Restricted funds: | | | | | |
| Specific UNICEF programmes | - | 54,368 | (54,368) | - | - |
| UNICEF fundraising development | 54 | 4,271 | (3,754) | - | 571 |
| Total restricted funds | 54 | 58,639 | (58,122) | - | 571 |
| Total funds | 5,597 | 100,708 | (99,526) | - | 6,779 |

Purposes of funds

The general unrestricted fund of £2,650,000 covers fixed assets and working capital needs.

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

Funds have been set aside for specific innovation projects which commenced in 2015 and continue into 2016.

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

The 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.

The property reserve is held to cover future office space requirements for UNICEF UK staff.

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.

22 Related party transactions

The Trustees, President, Vice Presidents and key managerial staff made payments totalling £63,419 to UNICEF UK during 2015 (2014: £81,981). Of the total, £53,500 was restricted to use in UNICEF UK's ongoing programmes for children in the Democratic Republic of Congo, Liberia, Syria and for the 7: David Beckham Fund. None of these donations had any conditions attached which required the charity to alter the nature of its activities.

Included in the amounts stated as income in the accounts may be payments from persons or organisations who are related to Trustees, other board members and key managerial staff. The nature of certain fundraising activities may mean that donor details are not recorded and therefore it may not always be possible to identify these payments which are within the normal course of the charity's business.

There are no other related party transactions to disclose for 2015 (2014: none).

23 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 Limited gift aids available profits to the parent charity. There is no charge to corporation tax in 2015 (2014: nil).

24 Operating lease commitments

The group's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

| | 2015 | 2014 |
|--------------------|---------------------|---------------------|
| | £000 | £000 |
| Less than one year | - | - |
| One to five years | 3,059 | 4,172 |
| Over five years | - | - |
| | <u>3,059</u> | <u>4,172</u> |

Reference and administrative details

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 Kirsty Young

Vice Presidents
Marc Bolland
Tim Clark
Lord Hastings of Scarisbrick CBE
Mark Makepeace
Lord Jack McConnell of Glenscorrodale PC

Trustees

| | |
|-----------------------------|------------|
| Ilse Howling | Chair |
| Robert Scott | Vice-Chair |
| Professor Martin Woodhead | Vice-Chair |
| Sir Anthony Redmond | Treasurer |
| Baroness Sal Brinton | |
| Margaret Cund | |
| Steven Day | |
| Glyn Isherwood | |
| Baroness Anne Jenkin | |
| Professor Mary Renfrew | |
| Surinder Sharma | |
| Baroness Bryony Worthington | |

(the names of all Trustees who served during the year are shown on page 54)

Youth Advisors to the Trustees
Thrinayani Ramakrishnan
Isobel Trout

Executive Team

| | |
|--------------------|---|
| David Bull CBE | Executive Director |
| Lily Caprani | Deputy Executive Director, Communications & Programme |
| Catherine Cottrell | Deputy Executive Director, Fundraising |
| Mark Devlin | Chief Operating Officer |

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

Iman, age 18 months, stands outside the tent where she lives with her family in Saadnayel Camp, where Syrian refugees are taking shelter in the Bekaa Valley, Lebanon.

Children continue to bear the brunt of the devastating war in Syria, the greatest humanitarian emergency since World War 2. After five years of conflict, more than 8 million children are now in desperate need of humanitarian assistance. In 2015 our UK supporters responded with incredible generosity, giving £7.4 million to help Unicef deliver life-saving food, clean water, vaccines, education and protection for children in Syria and the surrounding region.

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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