

Denying child rights  
is wrong. Put it right.



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The United Kingdom Committee for UNICEF  
*Trustees' Report and Consolidated  
Financial Statements*

31 December 2009

**The United Kingdom Committee for UNICEF**

**Trustees' Report and Financial Statements**

**For the year ended 31 December 2009**

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Company number 3663181  
Charity number 1072612

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## **The United Kingdom Committee for UNICEF**

### **Report of the Trustees**

**For the year ended 31 December 2009**

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## **Report of the Trustees**

The Trustees present their annual report and the audited financial statements for the year ended 31 December 2009.

### **Objectives of UNICEF UK**

UNICEF UK is one of 36 UNICEF national organisations based in industrialised countries. UNICEF (the United Nations Children's Fund) is the world's leading organisation working for children and their rights. UNICEF works with families, local communities, partners and governments in more than 190 countries to help every child realise their full potential.

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

#### **UNICEF UK's vision, mission and values**

Our **vision** is a world fit for children.

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

Our **values** are:

- To be **child focused**, putting the best interests of children at the heart of everything we do, involving children and including them in decisions that affect them
- To be **rights based**, reflecting the spirit of the UN Convention on the Rights of the Child in everything we do
- To be **effective**, acting professionally and delivering on our promises, using money effectively to meet and exceed people's expectations, achieving tangible improvements for children and providing timely and useful feedback
- To be **cooperative**, listening and understanding other viewpoints and working with other organisations to build a world fit for children
- To be **challenging**, both of ourselves to be more effective, creative and innovative, and challenging others to think and act differently towards children
- To act with **integrity**, being open and honest in the way we work with each other and those outside UNICEF UK, being candid in our reports on the state of the world's children and refusing to compromise our beliefs in the pursuit of a world fit for children.

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UNICEF UK's main objectives for 2009 were to:

- Make £31.1 million available to spend on programmes for children worldwide.  
**Outcome:** £50.0 million made available for programmes for children.
- Generate £2.5 million for the *Unite for Children, Unite against AIDS* campaign. Launch the next phase of the *Unite* campaign, focusing on the prevention of HIV among young people age 15–24 and involving UNICEF UK youth supporters in the development and delivery of campaign activity.  
**Outcome:** £3.2 million achieved in 2009. *Live free from HIV* launched in May.
- Expand our delivery of *International Inspiration*, part of the international social legacy of the London 2012 Olympic and Paralympic Games, by supporting sport-related programmes in 10 new countries and identifying a further 5 countries for 2010, helping to enrich the lives of 12 million children and young people in 20 countries through physical education, sport and play.  
**Outcome:** Programmes began in six new countries: Bangladesh, Jordan, Mozambique, South Africa, Trinidad and Tobago, and Malaysia. *International Inspiration* programmes continued in Azerbaijan, Brazil, India, Mozambique, Palau, and Zambia. The five countries that reached agreement to start work in 2010 were Ghana, Nigeria, Turkey, Pakistan, and Indonesia.
- Refocus our work on realising children's rights at home and abroad, in particular by developing and launching a new child rights based initiative that will include a volunteer-led fundraising campaign as well as a repositioning of our UK programme work to promote children's rights at the highest feasible institutional level.  
**Outcome:** Cross-organisational, child-rights focused approach developed for all aspects of our work, leading to the launch of the *Put it Right* initiative in early 2010. We also launched a pilot of our new *Child Friendly Communities* programme, which will encourage local authorities to adopt a child-rights based approach to their programming.
- Continue to highlight the impact of climate change on children, calling for a just settlement at December's UN Climate Change Conference in Copenhagen, and raising new funds to help children adapt to their changing climates.  
**Outcome:** UNICEF took part in the Copenhagen Climate Change Summit, highlighting the need to put child rights at its core. Alongside the summit, UNICEF organised a Children's Climate Change Forum, providing children from 46 developed and developing nations with the opportunity to have their voice heard by key decision makers. During 2009, UNICEF UK developed *Carbon Positive*, an alternative to carbon offsetting, which raises funds to help children adapt to their changing climate. *Carbon Positive* will launch in early 2010.

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## Activities and achievements in 2009

We have structured the reports of UNICEF UK's achievements in 2009 according to UNICEF's five key global priorities for children.

### a. Young child survival and development

Every child has the right to survive and to be as healthy as possible. Yet every hour of every day, more than 1,000 children under the age of five die<sup>1</sup>. Simple, low-cost, solutions can prevent most of these deaths. Every year, UNICEF saves the lives of many children by vaccinating against illnesses such as measles, providing proper food and clean water, enabling mothers to receive proper health care during pregnancy, and supplying families with mosquito nets treated with insect repellent. Simple solutions save lives. In support of Millennium Development Goal 4, by 2015 UNICEF aims to reduce the mortality rate of children under the age of five by two-thirds.

UNICEF UK committed £8.4 million to support our vital work in child survival and development in the developing world – preventing the needless deaths of babies and infants below the age of five.

#### *End Water Poverty*

Every day more than 4,000 children die of diseases caused by poor sanitation and dirty water. In fact, nearly one in five deaths of children under the age of five is due to diarrhoea. Throughout 2009, UNICEF UK campaigners continued to urge the UK Government to support the global initiative *Sanitation and Water for All*. In June, UNICEF UK and the *End Water Poverty* coalition delivered a petition to Downing Street signed by over 80,000 supporters. The petition urged Prime Minister Gordon Brown to champion water and sanitation internationally, particularly at the G8 Summit in L'Aquila, Italy.

There was disappointment when the G8 merely announced it would "make progress" on a partnership to deliver water and sanitation in Africa. However, there was better news as the UK Government provided strong support for the *Sanitation and Water for All* initiative. This included funding support for the first high-level meeting on the initiative. The meeting, hosted by UNICEF, will take place in April 2010. This meeting is crucial to mobilise the political will needed to end the global water and sanitation crisis.

#### *Diarrhoea, Togo*

One in ten children in Togo dies before their fifth birthday. Diarrhoea is one of the major causes of death. Thanks to funding from Jersey and Guernsey Overseas Aid Commissions, 200,000 children under the age of five in the Kara region of Togo

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<sup>1</sup> *Inter-agency Group on Child Mortality, 2008.*

[In 2008, 8.8 million children died before their fifth birthday.]



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received oral rehydration and zinc therapy to treat diarrhoea (at a cost of around 27p per child). Oral rehydration salts are widely acknowledged as the cheapest and most effective way to treat dehydration caused by diarrhoea. Dehydrated children take this life-saving solution of sugar and salts mixed with clean water. Around 400,000 children and adults received leaflets on cheap and effective ways to prevent and treat diarrhoea and 350 health care workers had training on diarrhoea control and simple prevention, diagnosis and treatment techniques.

#### *Tetanus*

Every year, maternal and neonatal tetanus (MNT) kills around 128,000 newborn babies and up to 30,000 mothers worldwide.<sup>2</sup> Caused by tetanus spores present in unsanitary conditions during childbirth, the disease spreads rapidly throughout the body. UNICEF is part of a global drive to eliminate deaths from MNT.

For the fourth consecutive year, UNICEF UK's partnership with Procter and Gamble has supported MNT immunisation. In the last three months of 2009, the 'one pack one vaccine' campaign in conjunction with the Pampers and Fairy brands, donated the cost of one tetanus vaccine to UNICEF UK for every pack sold. UK retailers such as Tesco, Boots and Morrisons also supported the campaign. The money from this initiative will provide almost 34 million vaccines (an 80 per cent increase on 2008), helping to save the lives of many thousands of mothers and babies.

#### *Swimming saves lives, Bangladesh*

Each year, around 17,000 children die from drowning in Bangladesh. Per head of population, more children drown here than in any other country. In 2009, in partnership with the Bangladesh Swimming Federation and local NGOs, UNICEF UK, through *International Inspiration* (see page 2), supported the training of more than 450 community swimming instructors to provide survival swimming skills for 27,000 children age 4–10 in six target districts.

#### *Nutrition, Ethiopia*

Ethiopia has one of the highest rates of child mortality in the world: one in eight Ethiopian children dies before their fifth birthday<sup>3</sup>. To help prevent these tragic early deaths, UNICEF UK is helping to develop the country's health system. We are establishing health posts in villages to monitor nutrition levels and make sure children at risk receive treatment as early as possible to prevent the immediate and long-term consequences of malnutrition.

Tragically, Ethiopia continues to suffer from severe shortages of food and water as well as rising food prices. A further donation from the Volant Charitable Trust helped UNICEF and its partners to identify and treat more than 200,000 children under the age of five suffering from acute malnutrition.

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<sup>2</sup> *The global burden of disease: 2004 update*, World Health Organization, Geneva, 2009, p. 14

<sup>3</sup> *The State of the World's Children 2009: Maternal and newborn health*, UNICEF, New York, 2008, p.117. Under 5 mortality rate = 119 per 1,000 live births.

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The funding from the Volant Trust also helped support the building of Korem Hospital, initially funded by the Band Aid Trust. Korem was the epicentre of the devastating famine in 1984–85. This hospital will provide a full range of health services for the 250,000 people in and around Korem, as well as act as a referral and in-service training centre for nearby districts, benefiting a further 1 million people. The hospital should have a dramatic long-term impact on child mortality rates in the region.

#### *Early childhood development, Malawi*

Money raised by Kantar (previously TNS) employees provided £97,000 to support community-based childcare centres in Malawi, which cater to the needs of pre-school age orphans and vulnerable children affected by HIV and AIDS. The centres provide a place to play, early years' education and nutritious meals for 300,000 children under the age of five.

#### *Baby health and nutrition in the UK*

Breastfeeding protects mothers and babies against a wide range of illnesses. Even in wealthy countries, babies who are not breastfed are much more likely to suffer serious illnesses such as gastroenteritis, respiratory infections, allergies and diabetes. They are also more likely to die from sudden infant death syndrome or to suffer from childhood leukaemia. In addition, breastfeeding mothers gain protection from breast and ovarian cancer.<sup>4</sup> Research shows that if all babies were breastfed, the NHS would save more than £50 million each year in England and Wales because of the reduced costs in treating gastroenteritis alone.<sup>5</sup>

Recognising that the support mothers receive in maternity hospitals is crucial to successful breastfeeding, the World Health Organization and UNICEF have a joint, worldwide programme – the Baby Friendly Initiative. The initiative encourages hospitals to ensure that mothers receive proper advice and support in feeding their babies, and then assesses and accredits the health facilities that provide a high standard of care. UNICEF UK runs the Baby Friendly Initiative in the UK and has accreditation programmes for maternity hospitals, community health services and universities that educate midwives and health visitors.

UK hospitals that receive UNICEF UK's prestigious Baby Friendly accreditation increase their breastfeeding rates by an average of 10 per cent<sup>6</sup>. During 2009, 101 hospitals, health centres and universities received a Baby Friendly award (59 accreditations and 42 Certificates of Commitment). The new accreditations mean

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<sup>4</sup> *Breastfeeding and Maternal Health Outcomes in Developed Countries*, Ip S., et al., AHRQ Publication No. 07-E007, Rockville, MD: Agency for Healthcare Research and Quality.

<sup>5</sup> As quoted in *A weak formula for legislation: how loopholes in the law are putting babies at risk*, UNICEF UK, 2007.

<sup>6</sup> *Are breastfeeding rates higher among mothers delivering in Baby Friendly accredited maternity units in the UK?*, Bartington, S., Griffiths, L., Tate, A., Dezateux, C. and the Millennium Cohort Study Child Health Group, *International Journal of Epidemiology*, 2006, doi:10.1093/ije/dyl155.

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that, including maternity and community settings, approximately 75,000 children were born in areas where care practices around breastfeeding had improved during 2009. We also trained more than 2,300 health professionals in the UK, which will lead to a higher standard of service to new mothers and babies.

Recognising the effectiveness of Baby Friendly practices in improving care for breastfeeding mothers and babies, the Department of Health has provided £7 million over two years to support the health service to implement the Baby Friendly Initiative. UNICEF UK also received a grant of £62,000 to develop a new system of care pathways around maternal care as part of the redevelopment of the Baby Friendly website. The care pathways will give mothers accurate information on breastfeeding and the level of care they should expect whilst pregnant. The Scottish and Welsh Governments have also provided UNICEF UK with grants to employ professional officers to support the implementation of the Baby Friendly Initiative.

More universities engaged with our Baby Friendly accreditation programme. This programme, aimed at pre-registration courses in midwifery and health visiting, sets best practice standards for educating these health professionals so that they can work in Baby Friendly Hospitals and health centres. Courses that meet the standards receive the Baby Friendly award. Four courses received full accreditation, three Stage 1 accreditation and seven Certificates of Commitment. The year also saw the first health-visiting course awarded a Certificate of Commitment. The programme will ensure that more mothers and babies receive better support for breastfeeding.

#### b. Basic education and gender equality

Every child has the right to go to school, yet more than 100 million children<sup>7</sup>, the majority of whom are girls, lack the benefits of primary education. Education enhances lives. It ends generational cycles of poverty and disease and provides the means for sustainable development. Education is a basic human right, vital to personal and social development and well-being. UNICEF works to ensure quality basic education for all children with an emphasis on gender equality and eliminating disparities of all kinds. In support of Millennium Development Goal 2, by 2015 UNICEF aims to ensure that all boys and girls complete a full course of primary education.

In 2009, UNICEF UK committed £3.5 million for our international programmes to help children gain access to education – many for the first time. We also spent around £980,000 promoting child rights in UK schools under our *Rights Respecting School* initiative.

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<sup>7</sup> UNICEF global databases, 2008, and UNESCO Institute for Statistics Data Centre, 2008.



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#### *Building Young Futures*

The £5 million, three-year *Building Young Futures* partnership with Barclays supports education, employment and entrepreneurship projects in 13 countries across Africa, Asia, Latin America and Europe.

In 2009, the partnership supported an outreach education programme that provided leadership skills to more than 19,000 young women in rural areas of India. In Mexico, nearly 6,900 students from indigenous backgrounds attended workshops to support them in returning to primary education.

*Building Young Futures* also helped more than 400 children in Kenya to get an education. Around half the children attend nursery, primary and secondary schools, while 200 go to a vocational centre that includes courses in carpentry, motor vehicle mechanics, electrical and electronic engineering.

In Pakistan, the partnership has supported the creation of 16 informal education centres in the cities of Lahore and Faisalabad. More than 1,700 children in bonded labour have enrolled at these centres.

#### *Girls' education, Benin*

Girls constitute the vast majority of the nearly 1 million children age 10–17 estimated to be out of school in Benin. With a £54,000 grant from the Waterloo Foundation, UNICEF UK has been able to promote the right of girls to receive basic education in regions and urban centres with the lowest levels of enrolment. Getting girls into school and ensuring that they stay and learn has a 'multiplier effect'. Educated women are more likely to survive in childbirth; 50 per cent more likely to have children that survive until the age of five and beyond; more likely to send their children to school; and are better able to protect their children and themselves from disease, trafficking and sexual exploitation.

#### *Basic education, India*

The Rangers Charity Foundation is supporting UNICEF India to strengthen children's rights to a healthy and secure childhood with better access to quality education, teaching, hygiene and sanitation facilities. The Foundation's £300,000 pledge over three years will directly improve the lives of almost 12,000 children in Rajasthan state and indirectly touch the lives of many hundreds of thousands more. Money raised by the partnership will improve the learning environment and teaching facilities in more than 60 schools in Rajasthan. In addition it will, in partnership with the Government of India, indirectly support girls' education in more than 4,500 schools and improve the quality of education in a further 11,000 schools.

#### *Emergency education, Zambia*

Thanks to a donation of more than £390,000 from UNICEF UK's corporate partner Orange, we supported an education programme to minimise disruption caused by natural disasters at 100 schools in flood-prone areas of Zambia. We supplied basic education materials and sports kits for 56,000 primary schoolchildren. We also organised workshops on disaster preparedness and response for education officials and provided specialist HIV, life skills and child protection training for 200 teachers.

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#### *Sport empowers girls, Jordan*

*International Inspiration* supported the creation of sports partnerships in five marginalised communities in Jordan to empower girls through sport and train them on how to become leaders of their peers. As a result, more than 250 girls have qualified as peer educators and have learned how to use sport to promote inclusion and to advocate for girls' right to play.

In November, *International Inspiration* Ambassador and British Paralympian Dame Tanni Grey-Thompson visited Jordan, helping to break down social barriers for girls and disabled children and empowering them through sport.

#### *PE and sport in child friendly schools, Mozambique*

UNICEF UK, through *International Inspiration*, has embedded quality and inclusive physical education, sport and play into the Child Friendly School network in seven districts of Mozambique. As a result, hundreds of teachers received training to deliver quality physical education and sport, reaching many thousands of children in the years to come.

#### *IT skills, Morocco*

As part of their *YouthConnect* programme, Dell has been collaborating internationally with UNICEF UK and the US Fund for UNICEF to provide IT access for 6,000 young people at 10 youth centres in Casablanca and surrounding areas. Five hundred of these young people will receive training to develop their IT skills, helping to increase their employability. The programme focuses on young people from the poorest and most vulnerable areas.

#### *Child rights and education in the UK*

UNICEF champions child-centred education based on the UN Convention on the Rights of the Child.

In 2009, UNICEF UK continued to expand the *Rights Respecting School Award (RRSA)* scheme for UK schools. The Award recognises a school's achievement in embedding the Convention in its ethos and curriculum. The expansion of the *RRSA* scheme has been backed by a grant of £500,000 over three years (April 2007–March 2010) by the Department for Children, Schools and Families (DCSF) and by a grant of £125,000 over three years (Sept 2009–August 2011) from City Bridge Trust.

Thanks to this support, the number of registrations of Rights Respecting Schools increased from 700 to 1,200 during 2009, and the number of secondary schools registered for the Award doubled. The scheme now reaches 380,000 children in nursery, infant, junior and secondary schools. We have established strategic partnerships with 15 Local Authorities in England, Scotland and Northern Ireland.

An interim report of a three-year external evaluation of *RRSA* by the University of Sussex found a positive impact of *RRSA* on child well being, reporting that *RRSA* schools had improved teacher-pupil-parent relationships, improved respect for diversity, greater sensitivity to the need for global justice, and that children's behaviour was more self-regulating.

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#### c. HIV and children

Every child has the right to be as healthy as possible. Yet in 2008, nearly 390,000 babies were born with HIV, 280,000 children died of AIDS, 2 million children were living with HIV, and more than 17 million children had lost one or both parents to AIDS.<sup>8</sup> UNICEF's global campaign *Unite for Children, Unite against AIDS* has four key aims: to prevent mother-to-child transmission of HIV; to provide children with life-saving anti-retroviral medicine; to prevent new infections among young people; and to protect, care for and support orphans and other children made vulnerable by HIV and AIDS. These key aims support Millennium Development Goal 6: to halt and begin to reverse the spread of HIV by 2015.

Our global *Unite for Children, Unite against AIDS* campaign is a key priority, supported by many events, corporate partners, high-profile supporters, trusts and grant-making bodies, and members of the public. Since the campaign launch in 2005, UNICEF UK has generated £15.4 million (including £3.2 million in 2009).

The campaign has four priorities:

- Prevent mother-to-child transmission of HIV (PMTCT)  
By the end of 2010, offer appropriate services to 80 per cent of women in need
- Provide anti-retroviral medicine for children with HIV  
By the end of 2010, provide either anti-retroviral treatment or cotrimoxazole, or both, to 80 per cent of children in need
- Prevent infection in young people  
By the end of 2010, reduce the percentage of young people living with HIV by 25 per cent globally
- Protect, care for and support orphans and other children made vulnerable by HIV and AIDS  
By the end of 2010, reach 80 per cent of children most in need

#### *Live free from HIV*

In May, UNICEF UK launched *Live Free from HIV*, concentrating on the prevention of HIV among young people. This group account for nearly half of all new infections worldwide.<sup>9</sup> We produced a new report *Preventing HIV with young people: the key to tackling the epidemic* that called for a combination of measures, educational, practical, social and cultural, based on open communication, youth participation and good leadership to bring the progress we need if the next generation is to live free from HIV.

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<sup>8</sup> Joint United Nations Programme on HIV/AIDS, *2008 Report on the global AIDS epidemic*, UNAIDS, Geneva, August 2008, p. 218.

<sup>9</sup> Joint United Nations Programme on HIV/AIDS, *2008 Report on the global AIDS epidemic*, UNAIDS, Geneva, August 2008, p. 36.

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#### *Young people's attitudes to sexual health in the UK*

UNICEF UK also commissioned research on the attitude of young people to sexual health, and, in coalition with the Terrence Higgins Trust (THT), released our report *Sexual Health, Rights, and Staying Safe* based on this research. The research findings led to our campaign call to improve young people's access to sexual health services. Young volunteers for UNICEF UK and THT received training as media spokespeople for the project, helping them engage meaningfully with the recommendations and outcomes of the report. Our Youth Champions and Youth Campaign Action Network (UCAN) also created and developed four 'How 2' videos to engage and inform young people on issues like HIV, sexual health and campaigning. They gained high-profile media coverage on BBC 1, BBC Radio 5 Live, 6 Music, and on the BBC website.

#### *World AIDS Day*

On World AIDS Day (1 December 2009), UNICEF UK launched *Kenyan Voices* – our second collaboration with internationally renowned photojournalist Gideon Mendel. Gideon and UNICEF UK worked with young HIV-positive people in Kenya to produce a series of images and videos illustrating their lives for a high profile piece in the *Guardian* newspaper and website. UNICEF Goodwill Ambassador David Beckham also drew global media awareness of our campaign progress on the prevention of mother-to-child transmission of HIV with his visit to a Mothers2Mothers centre in Cape Town, South Africa.

Our Youth Campaign Action Network (UCAN) marked World AIDS Day with events that increased young people's awareness and raised money for the *Unite* campaign. UCAN brings together 14 committed young people in order to develop a strategy to get more young people in the UK involved with the campaign.

#### *"Push for the pool"*

UNICEF UK continued working with the Stop AIDS coalition on a "push for the pool" campaign on patent pools. The campaign aims to make it easier to produce child-friendly treatments for HIV by making it possible for generic pharmaceutical companies to access medicines that are currently under patent.

We helped present a Stop AIDS Coalition petition, signed by around 40,000 people, to the Department for International Development (DFID). In December, UNITAID's board approved the patent pool. ViiV Healthcare (a global specialist HIV company established by GlaxoSmithKline and Pfizer) announced that they would meet and work with UNITAID to support the patent pool. UNICEF UK will continue to campaign to ensure that companies place their patents in the pool.

#### *Prevention of mother-to-child transmission*

Since the launch of UNICEF's campaign, the percentage of expectant mothers with HIV receiving treatment in low- and middle-income countries has increased from 10 per cent in 2004 to 45 per cent in 2008. Building on this success, UNICEF UK, as part of the Stop AIDS coalition, held a successful joint meeting with DFID on how UK stakeholders can expand services further still. We also co-hosted an event with the Foreign and Commonwealth Office on homophobia, HIV prevention and marginalised groups.

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#### *United for UNICEF*

The year 2009 was the 10th anniversary of our *United for UNICEF* partnership, which has positively affected the lives of over 2.2 million children in countries across the globe, including Sierra Leone, South Africa, China, India, Thailand, Laos, Viet Nam, Afghanistan, Iraq and Mozambique. The anniversary was marked by a celebration dinner at Old Trafford in December, which raised more than £74,000 for an HIV prevention programme in China.

UNICEF UK Ambassador and Manchester United player Ryan Giggs visited Sierra Leone in part to see the results of a UNICEF UK and Manchester United supported AIDS-awareness advertising campaign in Sierra Leone. The campaign ran nationwide on TV, radio and billboards, promoting HIV prevention to 3 million young people. In the UK, Giggs's visit featured on the cover of *The Times* magazine and on ITV News, raising vital awareness of our campaign in the UK. In July, Manchester United players Dimitar Berbatov and Michael Carrick visited a UNICEF UK-funded programme whilst on the Manchester United tour in China. The media coverage in the *Daily Telegraph* and *Guardian* and widespread reporting in Malaysia and China demonstrated the communications value of the *United for UNICEF* brand.

#### *Global Enduro*

Global Enduro raised nearly £200,000 for HIV programmes in South Africa and southern India. Participants in their fundraising challenges tackled unique motoring adventures in Africa and India to raise money for children.

In South Africa, the money supported an expansion in the treatment and early infant diagnosis of HIV as well as the prevention of mother-to-child transmission. The funds will help provide medicine, training for health care professionals and activities to reach people with HIV, particularly pregnant women. In the first six months of 2009, the programme was active in four of the 12 target districts in KwaZulu Natal, reaching a population of some 400,000 people, of whom more than 60,000 are in need of HIV treatment and 10,000 are pregnant women who urgently need to know their HIV status. The programme also provides medicine to 2,500 children born with HIV.

#### ***Unite* campaign programmes**

##### *HIV prevention, Nigeria*

Le Méridien hotels (part of Starwood Hotels and Resorts) raised £277,000 to support an HIV prevention programme in Nigeria. The programme enables the production of a youth radio programme focused on communicating HIV prevention messages, the production of a guide for peer educators engaged in outreach activities with young people out of school, and the publication of a youth newsletter.

In addition, the *Building Young Futures* partnership with Barclays has identified more than 500 street children to receive HIV prevention education in the Nigerian cities of Lagos, Kano, Abuja, Sokoto and Benin City. In 2009, the programme has helped 60 street children to start small-scale income-generating ventures.

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#### *Sport and HIV prevention, South Africa and Kenya*

The Vodafone Foundation donated £500,000 to support sport for development programmes in South Africa and Kenya. The programmes use sport as a way of engaging young people both in schools and other settings, in order to communicate HIV prevention and health care messages. In Kenya, 5,800 young people tested for HIV and now know their status. Four children from the project in South Africa represented their country at the 2009 J8 Summit in L'Aquila, Italy (see page 18).

#### *Sport for HIV awareness, Zambia*

As part of *International Inspiration* (see page 24), UNICEF UK is supporting regular community sport activities and annual school sport events around the theme of HIV awareness and prevention in four provinces of Zambia. In 2009, more than 100 peer educators received training to use sport to promote youth empowerment and healthy lifestyles, increasing the knowledge of over 6,000 children and young people on HIV and AIDS. These trained peer educators will continue to help many thousands of young people in the years to come.

#### *Mobile phones and HIV prevention*

In November, we contributed £120,000 to support an innovative pilot project to improve maternal and child health through mobile phone technology in areas of Malawi and Zambia with high HIV-prevalence rates. Mobile phones can be a cost-effective way of reaching people in poorer countries where there is a lack of existing fixed phone lines, especially in remote rural areas.

This initiative aims to strengthen HIV diagnosis, referral and treatment. It enables improved delivery of interventions for target groups of pregnant women and mothers with HIV, as well as children with HIV and children exposed to HIV. The initiative intends to strengthen existing health systems, particularly focusing on improving communication between patients and community health workers, and between community health workers and national health systems.

The project will provide services such as mobile communication of results between laboratories and clinics, allowing for accurate and rapid decisions regarding treatment and care. Calendar reminders of critical dates will enable community health workers to improve service delivery to mothers and children. Patients can be tracked and gaps in treatment identified via automated text alerts. Earlier instances of initiatives using such technology have demonstrated sustainability through reduced cost of service delivery.

#### *Street children and HIV prevention, Haiti*

Thanks to a Mercury Phoenix Trust grant, UNICEF Haiti was able to work with Aide Medicale Internationale to reach 1,600 street children at risk of or affected by HIV and AIDS. Haiti has the highest HIV prevalence rate of all Latin American and Caribbean countries.

At a mobile clinic, the children received the support of doctors, nurses and a psychologist. Peer leaders in Port au Prince informed children about available protection and assistance services, cooperating with health workers to help street children adhere to HIV treatment regimes. The grant also contributed towards UNICEF UK's support for the Games of Friendship organised by the Haitian Olympic



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Committee in Belladere. More than 600 children and young people took part in the Games, including sports activities such as volleyball, football and basketball. More than 6,000 children received HIV prevention messages distributed at the Games.

#### *Girl Guides changing the world*

UNICEF UK was one of around 20 partners in Girlguiding UK's *Changing the World* initiative. *Changing the World* aimed to give Girlguiding UK's members inspiration and support to take action on issues they care about. UNICEF UK's *Just Say Yes* resource packs for Brownies, Guides and Rangers gave girls the information and support to learn more about HIV and challenge stigma and discrimination. As a result, more than 1,500 girls and young women chose to campaign and fundraise around HIV.

#### d. Child protection

Every child has the right to a childhood, protected from violence, abuse and exploitation. Yet there are tens of millions of children living on the streets, more than 150 million child labourers, more than 250,000 child soldiers, and about 1.2 million children trafficked each year<sup>10</sup>. These statistics disguise the impact on individual children, denied an education and vulnerable to violence, abuse and exploitation. UNICEF works to promote and protect the rights of all children, providing support to help children leave the streets or dangerous work and gain an education. UNICEF demobilises child soldiers, reintegrating them into family and community life by providing counselling, education and training. UNICEF also reunites trafficked children with their families and campaign for governments to pass and enforce strong laws against child trafficking.

In 2009, UNICEF UK committed £0.8 million to child protection. This included 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 into labour or enlisted as child soldiers. These funds have enabled us to support a variety of projects including:

#### *Street children, Egypt, Kenya and Nigeria*

Starwood Hotels and Resorts employee activities raised more than £130,000 for a UNICEF programme supporting street children in Egypt. The programme provides social, medical and psychological support for 2,000 street children in the Greater Cairo area.

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<sup>10</sup> Child labour and child trafficking: *A Future without Child Labour*, International Labour Organization, Geneva, 2002, p. 32. Child soldiers: 'Era of Application: Instituting a compliance and enforcement regime for CAAC', Tunnu, Olara A., Statement before the Security Council, New York, 23 February 2005, p. 3. 'Children on the streets': *The State of the World's Children 2006: Excluded and Invisible*, UNICEF, New York, 2006.

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The *Building Young Futures* partnership with Barclays has enabled the registration of nearly 800 children at the Mombasa Tononoka Child Protection Centre. The centre has helped reunite more than 80 children with their families. More than 450 children regularly attend the centre where they can wash, receive regular meals and get counselling. The programme also builds awareness of and sensitivity to the plight of street children among community leaders and the police.

#### *Child protection, Thailand*

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

Thanks to a Big Lottery Fund grant of more than £460,000 over two years, more than 350,000 of the most vulnerable and marginalised children will be better protected by the implementation of a Child Protection Monitoring and Response System. Communities, families and professionals will work together to make sure that Thailand's vulnerable children, including migrants and children unregistered at birth, are less susceptible to violence, abuse and exploitation. The system will help to ensure that these children receive emergency care, medical treatment, counselling and family support services. This two-year project will also raise community awareness of the importance of child protection and encourage positive attitudes and behaviour towards children.

#### *Foster care, Bulgaria*

There are currently over 8,500 children in institutions in Bulgaria, many living in poor conditions and receiving inadequate care. With support from the *Change for Good* partnership with British Airways and the Medicor Foundation Liechtenstein, UNICEF UK has been working to improve and expand the foster care system. The aim is to recruit foster parents for 3,000 children, enabling them to grow to their full potential in a loving, family environment. Regional foster care centres and foster care teams have been established in four pilot regions. The teams have provided: training for local authorities, child protection departments and other local service providers; promoted foster care campaigns; assessed and trained foster parents; and provided post-placement support for families.

#### *Child protection, UK*

The UK is a significant transit and destination country for trafficked children. UNICEF UK's campaign for greater protection for trafficked children in the UK has achieved major breakthroughs in the past two years. The UK Government made significant progress towards comprehensive child protection system for trafficked children after the Council of Europe Convention on Action against Trafficking in Human Beings came into effect in the UK in April 2009. In addition, some new rights-based legislation was adopted, most notably the Optional Protocol to the UN Convention on the Rights of the Child on the Sale of Children, Child Prostitution and Child Pornography, and a statutory duty for the UK Border Agency to "safeguard and promote the welfare of children who are in the United Kingdom."

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#### e. Policy, partnership and participation for children

Every child has the right to a voice on matters that affect them and to have their views taken seriously. We know that giving children a voice can both help build their confidence and make sure that programmes and policies genuinely respond to the real issues in children's lives. Without a voice, children suffer in silence.

UNICEF uses its access and influence to mobilise support from governments, other agencies and the private sector to make the greatest difference to children's lives. We aim to put children's rights and the reduction of child poverty at the centre of social and economic policy. UNICEF publishes findings from its emergency and development work and conducts research into the situation of children worldwide.

#### *UN Convention on the Rights of the Child, 20th anniversary*

On 20 November 2009, the global community celebrated the 20th anniversary of the Convention on the Rights of the Child. The era of the Convention has seen marked advances in child survival and development, expanded and consolidated efforts to protect children, and a growing recognition of the importance of empowering children to participate in their own development and protection. Despite these advances, however, much work remains to make the promise of the Convention a reality for children worldwide.

UNICEF marked the 20th anniversary with a special edition of *The State of the World's Children*, UNICEF's annual flagship publication. The report highlighted the progress made in child survival over the past 20 years. Since 1990, the number of children dying before their fifth birthday has fallen by more than 30 per cent: from 12.7 million to 8.8 million in 2008. UNICEF continues to "believe in zero", working to build a world where no child dies from a preventable cause.

UNICEF UK Ambassadors Ewan McGregor and Claudia Schiffer made short films endorsing every child's right to health and education. These films appeared on our global website, our UK website and other UNICEF national websites.

In addition, the launch of a Photo Pledge for Children's Rights in partnership marked the anniversary. The worldwide initiative called on people to pledge their support for children's rights by submitting a single image that portrays one of five fundamental rights of a child (the right to be healthy; the right to be educated; the right to be treated fairly; the right to be heard and the right to a childhood free from abuse and exploitation). World Photography Academy members such as Bruce Davidson, Mary Ellen Mark, Jonathan Torgovink and Reza, as well as UNICEF Ambassadors such as Ewan McGregor, David Beckham and Jemima Kahn pledged their photos of support.

In November, Baroness Walmsley, a former UNICEF UK Trustee, presented a Private Member's Bill to the House of Lords for incorporation of the Convention on the Rights of the Child into UK law. UNICEF UK worked with her on this initiative, helping to draft the Bill, lobby for support and raise publicity and awareness.

In response to the Bill, the Government produced *United Nations Convention on the Rights of the Child (UNCRC): How Legislation Underpins Implementation in England*,

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mapping out English legislation against the articles of the Convention and assessing the impact of the Convention on the rights and entitlements of children and young people, and therefore on policy and practice concerning them. This document provides valuable information for UNICEF UK to advocate for better protection of the rights and obligations set out in the Convention.

In September, UNICEF UK, the Department for Children, Schools and Families (DCSF) and the Children's Rights Alliance England (CRAE) organised a large consultation event at which children and young people input into the action plan on the implementation of the Convention in the UK. UNICEF UK also organised a consultation event for young people with the Ministry of Justice on a British Bill of Rights and the incorporation of the Convention into UK law. As a result of our work with the UK Government, their latest action plan on the implementation of the Convention *Working together, achieving more*, recognises the value of UNICEF UK's Rights Respecting School Award as a means of implementing Article 42 of the Convention (Governments must make the Convention known to children and adults).

#### *The Speaker*

In January 2009, the three young finalists of BBC 2's *The Speaker* series (to find the best 14–18-year old public speaker in the UK) travelled with UNICEF UK to film a programme on children's rights in Malawi. Their challenge was to give a speech addressing 'why children's rights matter'. The coverage was an hour's programme on BBC2 entirely focused on children's rights, an enormous achievement in terms of child participation in the media, getting children's voices heard and communicating children's rights to the UK public.

In September at our annual reception at the House of Commons, Irene Carter, a finalist from *The Speaker*, gave a speech on the effects of HIV on children in Malawi.

#### *By Any Means*

The second BBC series of *By Any Means* followed UNICEF UK Ambassador Charley Boorman on his journey from Sydney, Australia to Tokyo, Japan using as many different forms of transport as possible. While on the road, Charley visited UNICEF programmes that provide clean water to communities in rural Indonesia and protect street children in the Philippines. The series brought UNICEF's work to a prime-time TV audience.

#### *Global Student Forum*

Our Youth Team formed a partnership with the Damaris Trust, which organises the Global Student Forum (GSF). In 2009, the GSF focused on the mortality of children under the age of five. UNICEF UK worked with colleagues at World Vision and Christian Aid to develop workshops and plenary sessions for the 500 young participants. We also facilitated the involvement of our Youth Champions, Youth Campaign Action Network (UCAN) members and Irene Carter (runner up in BBC 2 *The Speaker* series) at the GSF.

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#### *Right to play, Brazil and India*

Through the *International Inspiration* partnership, UNICEF UK is working to put sport for development on the political agenda and promote every child's right to play and participate in sport.

In four states of Brazil, *International Inspiration* supported local authorities in 21 municipalities, increasing the commitment to physical education and community sport through public policy changes. As a result, 10 municipalities have opted to increase the number of trained PE teachers, enabling 5,500 children to experience quality physical education lessons and play in safe environments for the first time in their lives.

*International Inspiration* has become the international technical partner of the Government of India's national strategy on community volunteering and grassroots sport. As part of the strategy, UNICEF UK supported a nationwide advocacy campaign called *Khelo India, Khelo* ("Play India, Play") focusing on the importance of sport for the development of children. Under the programme, 430 master coaches and 17,000 community sport volunteers have already received training, and now provide quality and inclusive sporting opportunities to thousands of children. In December, *International Inspiration* Ambassador and British Olympian Denise Lewis visited some of the programmes, drawing considerable media coverage for *International Inspiration*.

#### *Orphans and vulnerable children, Malawi*

One in eight children in Malawi has lost one or both of their parents.<sup>11</sup> Orphans and other vulnerable children in Malawi often live in profound poverty and suffer from malnutrition. Attending a high quality community-based childcare centre gives these children vital early education, a chance to play with other children in a safe space, and an opportunity to receive nutritious food. In partnership with Comic Relief, UNICEF conducted research into effective community based childcare centres and the positive difference these centres can make in terms of early childhood development. The findings from this study have now been shared with local assemblies and community-based childcare centres in Malawi, recognising and replicating good practice and encouraging the widespread improvement of childcare services. Comic Relief's investment will continue to change children's lives: helping them to grow and develop, equipping them with basic skills, and creating a more loving and protective environment in which they can realise their rights.

#### *Supporting governments to protect breastfeeding*

Since 2004, UNICEF UK and Comic Relief have been working in partnership with the Inter-agency Group on Breastfeeding Monitoring (IGBM) to research into compliance with the International Code of Marketing of Breastmilk Substitutes in Africa and to make recommendations to governments based on the results.

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<sup>11</sup> [www.childinfo.org](http://www.childinfo.org)

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The Code exists to protect infant health by ensuring that parents can make decisions about feeding their babies, and that health professionals can advise and support those decisions, based on evidence about the advantages of breastfeeding rather than commercial promotion for infant formula and other breastmilk substitutes.

IGBM has developed a methodology for evaluating the impact of commercial pressures on infant feeding decisions. The protocol will support governments wanting to tackle inappropriate commercial pressures on mothers and health professionals, and will enhance measures to protect and improve infant health. It can be used worldwide and, with the evaluation due to be completed in early 2010, we are confident that it will help ensure that more of the world's children get the best possible start in life.

#### *Child Friendly Communities, UK*

UNICEF UK has developed the *Child Friendly Communities* standards, assessment and accreditation framework, aimed at realising and embedding a child rights based approach at the local level throughout the UK, therefore improving well-being and outcomes for children and young people.

We recruited six young people as Article 12 (Convention on the Rights of the Child: Respect for the views of the child) Advisers to help develop the *Child Friendly Communities* initiative and ensure young people's voices were central to the development of the programme. We recruited six Local Authorities and Children's Trusts from across the UK to pilot *Child Friendly Communities* in their local areas.

#### *End child poverty, UK*

This was a landmark year in our efforts to end child poverty. In 2009, UNICEF UK supported the Child Poverty Bill that will enshrine in law the Government's commitment to eradicating child poverty by 2020.

#### *J8*

UNICEF UK actively encourages child and youth participation in our work, and our UK Youth team and Youth Advisers strive to ensure that children know more about their rights and receive support as active, global citizens. We supported the selection and participation of a team of four young people from the UK to the J8 Summit 2009 in L'Aquila, Italy. Junior 8 takes place prior to the G8 Summit, and is a unique chance for young people to have their ideas heard by leaders of the eight leading industrialised nations.

Through our J8 competition, 200 young people researched HIV and ran focus groups and consultations with their peers and networks to share their thoughts and views on HIV and other development issues. *Channel Five News* followed our entire J8 process – from the launch of a competition to find four UK representatives to the J8 Summit itself. We supported the J8 team as they travelled to Barbados to learn about HIV and climate change and created youth-fronted reports on *Channel Five News*.

Teams of four young people from the G8 nations (Canada, France, Germany, Italy, Japan, the Russian Federation, the United Kingdom and the United States) as well as Brazil, China, Egypt, India, Mexico and South Africa met to discuss climate change,



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development efforts in Africa, and child rights in the context of the financial crisis. On 9 July, the J8 delegates presented the Rome Declaration and Action Plan to the G8 leaders, putting forward their ideas and recommendations for action for and by young people.

#### *Tagd*

In 2009, UNICEF UK launched a new youth website – tagd.org.uk – as well as new pages on social media sites such as Facebook and Twitter. Tagd is a UK-wide network of young people committed to fundraising and campaigning for children's rights. We publicised the new website through stalls, workshops and activities at youth events over the summer, reaching over 3,000 young people. More than 750 young people signed up to the new website and Tagd has more than 500 fans on Facebook and nearly 200 followers on Twitter.

### Children in emergencies

For more than 60 years, UNICEF has been a leader in providing life-saving assistance and protection for children caught up in emergencies around the globe. With a permanent presence in more than 190 countries, UNICEF is poised to respond rapidly wherever and whenever disaster strikes, delivering life-saving help for children in the key areas of health and nutrition, water and sanitation, education, child protection, coordination and logistics.

UNICEF UK committed £24.3 million to assist the millions of children caught up in emergencies in 2009. This sum includes £20.2 million from the Department for International Development (DFID).

In 2009, UNICEF UK supported 19 countries and regions to help children caught up in emergencies, including through our Children's Emergency Fund that allows us to deliver a rapid response to children in crisis. It means that we can send emergency supplies before we have launched a public appeal for funds. It also enables us to help children in so-called 'silent' emergencies that do not attract much media attention. Churches throughout the UK raised more than £93,000 for the Fund through our 2008–09 *Jar of Grace* appeal.

In May, UNICEF UK Ambassador Ralph Fiennes travelled to Chad, to draw attention to one of these largely unreported humanitarian crises. Whilst in Chad, Ralph visited a UNICEF rehabilitation centre for former child soldiers in N'Djamena and a UNICEF-supported therapeutic nutrition centre. Ralph's diary of the trip appeared in the *Sunday Telegraph*.

#### **Asia-Pacific, earthquake and typhoon**

At the end of September, natural disasters had a devastating impact on children in the Asia-Pacific region. Typhoon Ketsana caused flooding in the Philippines capital Manila and later hit Viet Nam and Cambodia. While the Sumatra earthquake caused devastation in Indonesia. The disasters killed and injured thousands of people, and left tens of thousands homeless and in desperate need of clean water, shelter and

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medicine. Our UNICEF UK supporters contributed more than £930,000 to help children affected by the disasters, including £100,000 from the Prudential.

#### *Typhoon in the Philippines*

On 26 September, Typhoon Ketsana hit Manila, deluging the capital of the Philippines with 45 cm (18 inches) of rain in 12 hours. The resultant flooding led the Philippines Government to declare a state of emergency and appeal for immediate international assistance. The storm claimed around 1,000 lives and affected more than 1 million children. The typhoon damaged or destroyed more than a quarter of a million homes. Over 50,000 people sought refuge in emergency centres.

UNICEF responded rapidly, providing more than 20,500 hygiene kits, 10,000 family water kits and over 3,000 tarpaulins for temporary shelter. To prevent outbreaks of disease, UNICEF provided more than 250,000 syringes, 2,000 vaccine carriers, over 200 emergency health kits and vital emergency medicines. To protect children's right to education, UNICEF provided supplies for more than 36,500 school children and early learning packs for over 6,000 children. UNICEF also distributed more than 300 packs for teachers.

#### *Earthquake in West Sumatra*

An earthquake in West Sumatra killed more than 1,000 people. The coastal provincial capital of Padang was worst hit. Tens of thousands of people fled their homes and schools as the earthquake reduced much of the city to rubble. Up to a third of those affected were children.

UNICEF began work immediately with the Government of Indonesia and our sister UN agencies to provide assistance for up to 50,000 families. UNICEF provided water pumps, water storage equipment, 40,000 jerry cans, and 40,000 hygiene kits. UNICEF also established safe places and protection services for children, as well as providing 250 school tents, schools-in-a-box, and recreational kits. Less than a week after the earthquakes, nearly 70,000 children were able to return to school thanks to UNICEF support.

#### **Horn of Africa, drought and malnutrition**

Drought and soaring food and fuel prices in East Africa affected five million children. Severe malnutrition threatened the lives of around 500,000 children under the age of five. UNICEF UK supporters gave more than £700,000 to help children in Ethiopia, Kenya, Eritrea and Djibouti.

In Ethiopia, UNICEF supported a national therapeutic feeding programme in more than 340 districts around the country. UNICEF also supplied nearly 2,400 tonnes of ready-to-use therapeutic food (RUTF) for the treatment of more than 200,000 children suffering from severe malnutrition. In the marginalised and drought-affected regions of Somali and Afar, 1.6 million people were able to access essential health, nutrition, and water and sanitation services. UNICEF responded to acute diarrhoea outbreaks by providing kits and medicine to treat more than 200,000 cases.

In total, around 12 million children benefited from key child survival interventions implemented by UNICEF and its partners in 2009, including nutritional screening, vitamin A supplementation and de-worming. UNICEF also continued to support

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training for health workers in village health clinics throughout Ethiopia. This has contributed to an increase in the number of cases of severe malnutrition able to receive treatment at health clinics at any given time from 5,000 in 2008 to 100,000 cases by mid 2009.

#### **Occupied Palestinian Territory, conflict**

The conflict from December 2008 to January 2009 increased the suffering faced by children throughout the Occupied Palestinian Territory. Before the conflict, restrictions on movement of people and goods affected children's health and well-being through shortages of food, water and power. During the conflict, 430 children died, more than 1,850 were injured, and 50,000 displaced.

Donations from UNICEF UK supporters allowed us to contribute more than £630,000 to UNICEF's humanitarian emergency response for children affected by this conflict. By the end of January 2009, UNICEF had delivered six trucks of family hygiene kits and over 1,300 water purification tablets to provide safe drinking water for 30,000 people for three months. UNICEF also supplied water kits for more than 4,000 families.

To support children's health, UNICEF provided emergency medicine for more than 250,000 children under the age of five, medical kits for about 130,000 people, first aid kits for 4,000 people, surgical kits for 2,400 patients, resuscitation kits for 100,000 patients as well as midwifery kits and supplies.

To enable children to return to education quickly, UNICEF also distributed school-in-a-box kits for more than 10,000 students, recreational kits for more than 6,500 students, maths and science kits for 4,200 students, and six tents for temporary schools.

#### **Somalia, conflict and displacement**

The children of Somalia suffered as the country experienced its worst violence in nearly two decades, as well as the failure of another rainy season, the effects of hyperinflation and decreased humanitarian access. More than 3.25 million people in Somalia were in urgent need of assistance, including 650,000 children under the age of five.

UNICEF UK supporters gave over £200,000 to help the children of Somalia. For the first time, UNICEF, WHO and partners were able to reach more than 46,000 children under the age of five and more than 37,000 women of childbearing age with a package of life-saving health services in the Afgooye Corridor of southern Somalia.

In addition, more than 50,000 children under the age of five in the Afgooye and Mogadishu camps received a month's supply of nutrient-enriched porridge. UNICEF also supported nearly 250 therapeutic feeding centres in the north-west, north-east and central areas of the country, treating more than 13,000 children for severe malnutrition.

Donations included a gift of £100,000 from the Audrey and Stanley Burton 1960 Charitable Trust to help UNICEF's work for children living in camps for displaced people in Somalia. The predicament of the very young in these camps is especially

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acute: malnutrition levels are extreme and many have suffered the trauma of violence and being forced to flee from their homes. UNICEF is providing therapeutic food, health care and education. In times of conflict, schools are an ideal place for children to receive counselling for the trauma they have experienced and provide children with the chance to play together.

The gift to help Somalia's children was the final donation from the Audrey and Stanley Burton 1960 Charitable Trust after Audrey Burton sadly passed away in 2008. UNICEF UK acknowledges the kind and generous support of the Trust over the past 10 years, which totalled more than £215,000. This money has gone towards UNICEF's work for children in many parts of the world, including some of the most challenging emergencies such as in the Democratic Republic of Congo and Somalia. On behalf of the children who have benefited from this support, we honour the memory of Audrey Burton.

The Allan and Nesta Ferguson Charitable Trust provided a £30,000 grant towards the construction of 40 temporary schools in camps in Puntland, which will provide education for more than 2,000 children over two years. In partnership with Community Education Committees (CECs) and local education partners, UNICEF also helped construct 36 classrooms in Middle Juba, Lower and Middle Shabelle regions, providing more than 1,350 children with education for the first time in their lives.

In May, former BBC war correspondent and UNICEF UK Ambassador for Humanitarian Emergencies Martin Bell visited north-east Somalia to report on the situation of children and women and to shed light on UNICEF's efforts to provide them with crucial services. Martin wrote an article about the trip that was a front-page story for the *Daily Mail* and he produced pieces for BBC *Newshour* and website. This boosted fundraising efforts and helped raise the profile of UNICEF's work in Somalia. Martin also wrote to supporters asking them to support our work. The letter appeal raised more than £80,000 for Somalia's children.

#### **Sri Lanka, conflict**

More than 70,000 people have died in Sri Lanka's 25-year internal conflict. During concerted military action in 2009, government forces pushed into the last remaining area occupied by the Liberation Tigers of Tamil Eelam (LTTE).

While combat operations are reportedly now over, peace has come at a heavy price with thousands of civilians, including hundreds of children, killed. The conflict has left around 280,000 people displaced, of whom 250,000 currently live in government-controlled camps around Vavuniya. Women and children have endured extreme conditions of war, including scarcity of food, water and sanitation, as well as missed educational opportunities for extended periods.

UNICEF UK contributed more than £115,000 to help Sri Lanka's children. UNICEF's emergency work focused on realising children's rights to health care, clean water, education and protection from exploitation and abuse.

Around 180,000 displaced people benefited from UNICEF's water and sanitation activities, including drilling boreholes and installing hand pumps. In early August, the

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UNICEF-supported Child Health campaign immunised 27,000 children under the age of 5 and provided them with vitamin A and de-worming tablets. UNICEF also helped screen some 26,000 children under the age of five for malnutrition, 9,000 received treatment for malnutrition.

In addition, UNICEF helped to register nearly 1,800 separated, unaccompanied and orphaned children as the first step in trying to reunite them with family. UNICEF also helped educate nearly 30,000 people on the dangers of landmines.

#### Sudan, conflict and malnutrition

In early 2009, the Government of Sudan expelled 16 aid agencies from northern Sudan, interrupting life-saving services for around 1.5 million people. The children of Darfur suffered the greatest impact as the expelled organisations had helped to provide clean water, food and health care. UNICEF continued to work on the ground, meeting the most urgent needs of women and children. UNICEF UK sent £100,000 to support this work.

UNICEF helped 36 of the 37 therapeutic feeding centres in Darfur and South Kordofan, as well as 17 supplementary feeding centres. These centres treated more than 6,000 malnourished children. In response to a meningitis outbreak, UNICEF supported a major vaccination programme reaching 380,000 people in Darfur. UNICEF also helped to ensure that the expulsion did not disrupt routine immunisation. By the end of May, more than 194,000 children in Darfur had been fully vaccinated against diphtheria, tetanus, whooping cough, *Haemophilus influenzae* type b (Hib) and hepatitis B in Darfur, more than 90,000 children had been routinely vaccinated against measles, and more than 1.1 million children were successfully vaccinated against polio.

During the Darfur Child Health Weeks in April, part of the Sudan Accelerated Child Survival Initiative, more than 1.3 million children got vitamin A supplements and the families of more than 600,000 children received mosquito nets. In water and sanitation, UNICEF provided more than 440,000 people with clean water, 2.5 million bars of soap, and hygiene education for 820,000 people.

#### Climate change

Climate change presents us with an urgent global challenge, making it harder to meet the Millennium Development Goals. Climate change will seriously affect children due to a wide range of impacts including rising malnutrition, diminishing water supplies, increasing disease and more frequent and severe storms and floods.

UNICEF participated in the Copenhagen Climate Change Summit in December, highlighting the need to put child rights at its core. Alongside the summit, UNICEF organised a Children's Climate Change Forum, providing children from 46 developed and developing nations with the opportunity to have their voice heard by key decision makers. The Forum produced a declaration, which was presented to the summit. UNICEF UK established a partnership with Google and YouTube to run a competition to find four young people from the UK to attend the Forum. UNICEF UK

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supported and trained the four selected young people and facilitated a meeting with the UK's Under Secretary of State for Energy and Climate Change David Kidney. Dell provided 160 laptops and simple video cameras for the Forum, allowing the youth representatives to engage online with other children around the world who want to have their voices heard on climate change. After the Forum, UNICEF gave the laptops to selected youth representatives to enable them to continue championing young people's views on climate change.

UNICEF UK's 2009 climate change campaign culminated in *The Wave*: the Stop Climate Chaos coalition's mass march through the streets of London ahead of the Copenhagen summit. Around 50,000 people attended the march, calling for global action to reduce carbon emissions by 40 per cent by 2020 and to provide funding to help countries deal with the impact of climate change.

During 2009, UNICEF UK developed *Carbon Positive*, an alternative to carbon offsetting, which raises funds to help children adapt to their changing climate. *Carbon Positive* will launch in 2010 and will allow individuals and companies to put right the damage caused by carbon emissions by funding UNICEF adaptation programmes and reduce their carbon footprint.

Recognising our own responsibilities, UNICEF UK has joined the 10:10 campaign and intends to reduce our carbon footprint by at least 30 per cent over the three years to the end of 2010. In 2007, we were responsible for 2,024 tonnes of CO<sub>2</sub> emissions from our energy use, travel and paper consumption. By the end of 2009, we had reduced our carbon footprint to 1,629 tonnes, a reduction of 20 per cent over the two years

### **Raising money for children**

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

Our total income for 2009 was £65.7 million, which allowed us to make £50.0 million available for programmes for children. Below are some of our key fundraising activities and achievements during the year.

#### *International Inspiration*

*International Inspiration* is the international social legacy of the London 2012 Olympic and Paralympic Games. It aims to enrich the lives of 12 million children and young people of all abilities, in schools and communities across the world, particularly in developing countries, through the power of high quality and inclusive physical education, sport and play. UNICEF is working alongside UK Sport and the British Council to deliver this ambitious project, with the support of the London Organising Committee of the Olympic and Paralympic Games (LOCOG), the UK Government, the British Olympic Foundation and the British Paralympics Association. In 2009, through *International Inspiration*, UNICEF UK provided £2.6 million to programmes, enriching the lives of more than 2 million children to date. DFID and the Premier League were the main supporters in 2009.



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In July, five of Britain's top sporting heroes became *International Inspiration* Ambassadors: David Beckham, Sir Chris Hoy, Dame Tanni Grey-Thompson, Denise Lewis and Colin Jackson joined forces to pledge their support for the programme. David Beckham said, "Sport is a language that everyone speaks, and it can be used to change lives. Through *International Inspiration*, we have an opportunity to give millions of children the chance to experience the thrill and excitement that being involved in sport brings. We can use sport to teach them about trust and respect and we can boost their confidence. It's a chance for them to learn how to stay safe, keep healthy and in some cases stay alive."

#### *Day for Change, child health and well-being in Papua New Guinea*

More than 2,000 schools across the UK took part in our 2009 *Day for Change* initiative, raising more than £200,000 to improve children's health and well-being in Papua New Guinea. This was a great effort as schools braved the exceptionally snowy and icy conditions in February. Many Rights Respecting Schools cite *Day for Change* as contributing to children's understanding of the need for action to achieve global justice.

#### *Prada Congo Benefit Party*

In July, the Prada Congo Benefit Party at The Double Club, London, raised funds for children affected by violence and abuse in the Democratic Republic of Congo. The event raised more than £60,000 for the City of Joy shelter for women and children. At any one time, the City of Joy shelter in Bukavu, eastern Democratic Republic of Congo, provides a safe place for around 100 recovering rape victims to stay for up to six months. Here they can recuperate and develop leadership skills to bring to their struggle against violence.

#### *Corporate support*

In 2009, UNICEF UK corporate partners donated more than £9.5 million with valued support from Barclays, British Airways, BT, Clarks, Dell, DHL, Fairy, FTSE, IKEA, ING, Kantar, Kodak, Manchester United, Orange, Procter and Gamble, Prudential, Rangers Football Club, Starwood Hotels and Resorts, Tesco, Turner and Vodafone among others.

The £5 million, three-year *Building Young Futures* partnership with Barclays supports education, employment and entrepreneurship projects in 13 countries across Africa, Asia, Latin America and Europe. In addition, the partnership aims to engage Barclays' employees through a programme of volunteering and fundraising to support partnership activities. In 2009, the partnership provided over £1.9 million to programmes in the 13 countries. The programmes reached 38,000 children and young people.

Our *Change for Good* partnership with British Airways celebrated its 15th anniversary in 2009, during which time it has raised £27 million for children around the world. UNICEF UK Ambassador Cat Deeley celebrated the groundbreaking partnership on a visit to *Change for Good* supported projects in São Paulo, Brazil. Cat said, "The partnership is changing an awful lot of people's lives. It's great to see that the money raised gets spent in the right way – going to the people that need it the most." Media coverage following her trip included an interview on GMTV and an in-

## **The United Kingdom Committee for UNICEF**

### **Report of the Trustees**

**For the year ended 31 December 2009**

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depth cover piece in the *Mail on Sunday's You* magazine with an advertising value of more than £150,000 and circulation of over 2 million.

Worldwide, the Check Out for Children partnership with Starwood Hotels and Resorts has raised over \$22 million since 1995, enabling UNICEF to immunise more than 1 million children against the six main killer childhood diseases. In 2009, guest donations at hotels in Europe, Africa and the Middle East and the fundraising efforts of Starwood employees raised £1 million. Money from the partnership supports UNICEF's work with orphans and vulnerable children, malaria prevention, water and sanitation and HIV prevention programmes.

Our partnership with Swarovski raised £50,000 for water and sanitation programmes. UNICEF UK Ambassador Claudia Schiffer attended a snowflake illumination event in Knightsbridge, London, which highlighted the sale of a snowflake ornament in aid of UNICEF at Christmas time. Claudia further supported the Swarovski partnership by bidding for auction prizes and making a speech with Nadja Swarovski, Vice President of International Communications Swarovski.

In 2009, the joint IKEA, UNICEF and Save the Children Christmas fundraising campaign raised more than €4.4 million for UNICEF globally: including nearly £150,000 for UNICEF UK from IKEA stores in the UK. In November and December, IKEA invited customers to support vulnerable children worldwide by purchasing IKEA soft toys. In the UK, IKEA donated £1 for every soft toy purchased. The total donation split between UNICEF UK and Save the Children education projects. UNICEF UK's share of the funds from this year's campaign will support the *Schools for Africa* programme, focusing on Burkina Faso, Ethiopia, Madagascar, Mali, Niger and South Africa.

In addition, from June 2009, for every SUNNAN solar lamp sold in IKEA stores worldwide, the IKEA Social Initiative will donate one lamp to UNICEF to enable children to play, read, write and study at night in rural Pakistan. This amounted to well over 11,000 solar lamps from UK stores alone. Our UNICEF UK Ambassador for Humanitarian Emergencies Martin Bell supported the initiative by recording a message to be broadcast at all IKEA stores in the UK, encouraging shoppers to buy the lamp and support UNICEF's emergency work. UNICEF UK Ambassador Cat Deeley also completed a voiceover for the IKEA soft toy initiative for the UK and Ireland.

FTSE4Good raised more than £250,000 to support UNICEF programmes, including HIV prevention work in rural areas of Mozambique. The funds have paid for six specialist sites to be established that offer HIV testing and counselling, treatment for mothers and babies, and HIV-sensitive neo- and post-natal care. The centres will reach approximately 18,000 pregnant women.

#### *Legacies, major supporters, trusts and grant-making bodies*

More than 1,000 of our loyal supporters told us that they are considering leaving us a gift in their Will to support children. This is a fantastic commitment and represents a large increase on 2008. During the year, we received more than 250 gifts from wills, providing £4.3 million for our work with children. This sum is equivalent to the money needed to vaccinate almost 300,000 children against life-threatening

## The United Kingdom Committee for UNICEF

### Report of the Trustees

For the year ended 31 December 2009

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diseases, or to help almost 700,000 children get a better education at schools in southern Africa, or to buy more than 11 million sachets of life-saving, ready-to-use therapeutic paste to help children recover from severe malnutrition. UNICEF UK also received over £4 million from charitable trusts, foundations, other grant-making bodies and major supporters. This included the first year's allocation of a two-year grant from the Big Lottery Fund for more than £460,000 for strengthening child protection in post-tsunami Thailand.

In August–September 2008, four successive hurricanes and tropical storms hit Haiti. The extensive flooding brought devastation and distress to a population already desperately vulnerable due to political unrest and food insecurity. More than 330 people died and 800,000 estimated to need humanitarian aid. Thanks to the Edmond J. Safra Philanthropic Foundation, UNICEF was able to improve clean water and sanitation and offer health care, food assistance and emergency shelter to hundreds of thousands of children and families.

#### *Fundraising groups and volunteers*

Through volunteering their time and skills on a wide range of innovative events, community fundraisers and event organisers raised over £2 million in 2009. Our loyal and dedicated UNICEF Volunteer Groups alone raised over £155,000 for our work with children.

Team UNICEF runners raised more than £430,000 for the *Unite for Children, Unite against AIDS* campaign. Royal Parks Half Marathon runners alone raised more than £240,000 to help children orphaned or left vulnerable by HIV and AIDS. We had 70 Team UNICEF runners in the 2009 Flora London Marathon, raising more than £75,000 for the *Unite* campaign.

Lions clubs across the UK raised more than £27,000 for school-in-a-box kits. In March, UNICEF UK Ambassador for Humanitarian Emergencies Martin Bell spoke at the Lions Day, congratulating the clubs for their continued efforts and reinvigorating their support for the appeal. In 2009, Lions International helped supply more than 150 school-in-a-box kits, enabling a rapid return to school for thousands of children left vulnerable by natural disasters and war.

In May 2009, UNICEF UK embarked on its second overseas trek. Thirty-four intrepid UNICEF supporters climbed Pike Peak in Nepal, generating £85,000 for water and sanitation programmes in Nepal.

Since 2002, Coinstar has raised over £100,000 for UNICEF programmes in general and the *Unite* campaign in particular through their *Coins That Count* programme. Coinstar's coin-counting machines, found in supermarkets across the UK, give the public the opportunity to change their coins into notes.

#### *Individual fundraising*

We raised £19.4 million through marketing campaigns to our existing supporters and other members of the public. The *Sprinkles* campaign, for instance, allowed us to send £110,000 for an innovative pilot project to reduce child malnutrition in Nepal. Sprinkles are inexpensive sachets of essential micronutrients in powder form, especially developed to help prevent and treat iron deficiency in young children.

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### Report of the Trustees

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The child's caregiver sprinkles a small amount of the food supplement over the top of each prepared meal. The pilot will provide nutritional support for an initial 20,000 children under the age of five at risk in Nepal. UNICEF will track the results from this pilot and then work with the Government of Nepal to ensure that children at risk across Nepal can benefit from this innovation.

#### *Sales of UNICEF cards and gifts*

Total income from the sales of UNICEF cards and gifts (including donations with orders) was £1.6 million. This poorer than expected performance was 20 per cent lower than in 2008 and reflected a challenging marketplace coupled with the negative impact of the October postal strikes. Thanks to the generosity of our supporters, donations with orders totalled £267,000.

With the market for virtual gifts declining across the sector in the UK, UNICEF's *Inspired Gifts* collection still generated £256,000 for goods, equipment and other help for children who need it the most.

UNICEF can proudly demonstrate that when someone buys an *Inspired Gift* the money will provide that item to vulnerable children or communities around the world. Occasionally, we may substitute a similar item according to local need; for instance, chalks or crayons instead of pencils.

Here are some of the *Inspired Gifts* that our supporters bought to improve the lives of vulnerable children around the world:

- 1,000 bicycles to help health workers reach children in remote communities
- More than 37,000 sachets of life-saving therapeutic food for severely malnourished children
- Nearly 80,000 doses of polio vaccine
- School-in-a-box kits provided more than 36,000 children with education in an emergency.

### Looking ahead

2010 is the final year of our 2006–10 *Champion for Children* plan and will be a year of transition for UNICEF UK for several reasons. Most evidently, 2010 will see the development of a new strategic framework for 2011–15, which will set challenging goals and ensure that we are in a good state to deliver them.

External developments will have a considerable impact. In particular, the pending general election in the context of a continuing and deep recession presents us with challenges and changes in our fundraising, advocacy and programme work.

We have identified four strategic priorities for our work in 2010. Two remain our core mission: to deliver change to policy and practice that affect children's lives and to maximise the money we spend on programmes for children. Two ensure that we are best equipped to deliver that mission: to integrate all our work under the banner of *Put it Right* and to maximise our effectiveness.

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*Put it Right* will launch in early 2010 and will ensure that all our efforts are coordinated to deliver a child-rights focused approach to all aspects of our work. A major advertising campaign and a volunteer-led fundraising initiative will support the launch. We will continue to focus our UK programme work on embedding children's rights at the highest feasible institutional level and will complete the initial development of the *Child Friendly Communities* Initiative, with 12 UK local authorities or Children's Trusts from diverse socioeconomic and geographical settings meaningfully engaged in a pilot phase.

In 2010, we will exceed our five-year target to raise £15 million for the *Unite for Children, Unite against AIDS* campaign. We will launch *Carbon Positive*, an innovative mechanism to raise funds for children affected by climate change, while the third *Soccer Aid* celebrity football match and telethon will take place in advance of this summer's World Cup. In total, we aim to raise £47.9 million (not including income from the Department for International Development or our programmes in the UK), making at least £33.7 million available for UNICEF's work with and for children.

## Financial review

### *Income*

In describing our activities and achievements above, we have reported that UNICEF UK's total income for 2009 was £65.7 million. This represents an increase of 10 per cent over our 2008 income during a year in which the world faced a very difficult economic environment. This increase in income was only possible because of the continuing generosity of our supporters who share our desire to put right the wrongs that children face worldwide. Our appeals for money to fund UNICEF's work in humanitarian emergencies contributed significantly to our income, including more than £11 million for Zimbabwe from the Department for International Development (DFID) to address the emergency that unfolded following a disastrous cholera outbreak.

### *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 2009 income, the contribution of UNICEF UK to UNICEF's core programmes amounts to over £5.1 million.

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For the year ended 31 December 2009

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#### *Costs of generating funds*

Charities have to spend money to raise money. Over the past five years<sup>12</sup>, UNICEF UK has spent an average of 22 pence to raise each 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 buying, marketing and selling UNICEF greeting cards and gifts.

#### *Charitable expenditure*

Of the total income raised in 2009, £50.0 million was available for programmes to benefit children. Of this, £40.2 million was for specific programmes or countries chosen by our donors, £5.1 million for UNICEF core programmes and £4.7 million for UNICEF UK's advocacy and education programmes in the UK, including those of the Baby Friendly Initiative.

On average, over the last five years, 76 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 adheres to the highest standards of good practice with our fundraising. We are also committed to giving the public the comfort of a 'safety net' provided by the FRSB's robust complaints system.

#### *Management and administration and governance costs*

Management and administration costs, calculated in compliance with the previous Charities Statement of Recommended Practice (SORP 2000), amounted to £1.3 million in 2009 compared to £1.1 million in 2008. The most significant element of this increase was the additional costs of depreciation and rent following our office move in December 2008, for which we received a £1.5 million lease termination payment shown in last year's accounts. Despite these increased costs, on average over the last five years, management and administration costs have remained at 2 per cent of total income. These management and administration costs include governance costs, explained below.

Under the revised Statement of Recommended Practice on Accounting and Reporting by Charities issued in 2005 (SORP 2005), management and administration support costs are allocated between the charity's functional activities and "governance costs". Governance costs provide the governance infrastructure for the charity to operate and generate the information for public accountability, and include the costs of strategic planning for the future development of the charity. Governance costs amounted to less than 1 per cent of total income in 2009.

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<sup>12</sup> A five-year rolling average more clearly shows the charity's core underlying costs as it minimises the impact of one-off or exceptional events such as humanitarian emergencies.



## **The United Kingdom Committee for UNICEF**

### **Report of the Trustees**

**For the year ended 31 December 2009**

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#### *UNICEF UK Enterprises Limited*

The charity's wholly owned trading subsidiary carries out non-charitable trading activities for the charity. During the year, income of £2.3 million (2008: £1.2 million) was raised from the sale of bought-in cards and gifts, corporate cause-related marketing arrangements, commissions and royalties. After allowing for associated expenditure and management charges, £1.3 million (2008: £1.2 million) was covenanted under Gift Aid to UNICEF UK.

#### *Reserves*

UNICEF UK's policy on reserves is to:

Retain an emergency fund 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.

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

At the end of the year, there was also £46,000 of restricted funds relating to income that is for programmes carried out by UNICEF UK and hence not paid to UNICEF HQ. A designated fund of £180,000 has been set aside at the end of 2009 for a Baby Friendly Initiative research project for commission in 2010.

#### *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. Any shares or similar investments donated to UNICEF UK are sold immediately 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 2009 are set out in note 13 to the financial statements. The net value of charity's fixed assets has decreased from £2.4 million at the end of 2008 to £2.3 million at the end of 2009 because of depreciation and disposals of unused assets following our office move.

The cash at bank held by the group at the year end amounted to £4.2 million, compared to £6.6 million at the end of 2008. This reduction in the amount of cash held is explained by the timing of national holidays at the end of 2008, which resulted in payments to suppliers being made just after the year end rather than just

## **The United Kingdom Committee for UNICEF**

### **Report of the Trustees**

**For the year ended 31 December 2009**

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before, and transfers to UNICEF HQ being made more quickly in 2009 because of low interest rates in the UK.

#### *Volunteers*

Our volunteers contribute in many important ways to UNICEF UK's success and achievements. Volunteers including our trustees, advisers, high profile supporters and interns donated almost 10,000 hours of their time during 2009.

## **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. In 2009, two young people (Emily Middleton and Hannah Coakley) became Youth Advisers to the Board.

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 annual 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 Management Committee of up to seven of the Trustees meets five times a year with delegated authority to give detailed consideration to governance matters and make recommendations to the Board.

The Executive Team has been delegated responsibility for the day-to-day management of UNICEF UK and comprises the Executive Director supported by four Deputy Executive Directors. The Deputy Executive Directors each have specific responsibility for Finance and Services, Fundraising, Communications and Programmes, and Innovation and Strategy.

Trustees regularly review the membership of the Board and Management Committee to ensure that the necessary skills and perspectives needed for effective governance are in place, taking account of the need for political impartiality, gender balance and representation of the structure of the UK population.

UNICEF UK provides an annual budget for training and support to Trustees and they receive regular briefings on their legal responsibilities and duties. All new Trustees undergo a thorough induction programme that includes meetings with each of the

## The United Kingdom Committee for UNICEF

### Report of the Trustees

For the year ended 31 December 2009

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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 such as *The Essential Trustee* published by the Charity Commission.

#### *Risk management*

A Risk Working 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 Management Committee and the Board of Trustees annually. Risk management is an integral part of our planning process at a strategic, departmental and project level.

The top five risks that UNICEF UK considered would have the highest impact, taking into account the controls and safeguards we already have in place, were as follows:

- Information and communication technology compromised by an internal or external source restricting UNICEF UK from carrying out its activities
- Cessation of a major income source (for example, a high value trust supporter, corporate supporter, or high profile supporter)
- Association with organisations or individuals that act or are perceived to act contrary to UNICEF's principles
- Turnover of staff resulting in the loss of valuable skills or extended vacant posts impacting on our ability to achieve our objectives
- Misuse of the UNICEF name or logo resulting in an adverse effect on the perception of UNICEF.

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

#### *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.

UNICEF UK's vision is a world fit for children, where *every* child can realise their full potential. To achieve this, all of UNICEF UK's activities focus on five key global priorities for children: child survival and development; basic education and gender equality; children affected by HIV; protection from violence, exploitation and abuse; policy advocacy and partnerships for children's rights. UNICEF UK also funds life-saving assistance and protection for children caught in emergencies around the world. We have structured this report to highlight some of our achievements in each of these priority areas.

## The United Kingdom Committee for UNICEF

### Report of the Trustees

For the year ended 31 December 2009

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#### *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:

David L Stanton	Chair	
Gerison Lansdown	Vice-Chair	(until July 2009)
Christopher Lovell	Vice-Chair	
Sue MacGregor CBE	Vice-Chair	
Brian Smith	Treasurer	
Graham Badman CBE		(from July 2009)
Dr Harriet Crabtree OBE		
Professor Lynn Davies		
Ilse Howling		(from July 2009)
Baroness Massey		(from July 2009)
Baroness Morris OBE		
Baroness Northover		(from July 2009)
Robert Scott		
Professor Andrew Tomkins OBE		
Baroness Walmsley		(until July 2009)
Baroness Whitaker		(until July 2009)
Rob Williams		

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 2009 was 112 (2008 – 112). 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:

Hannah Coakley	(from December 2009)
Emily Middleton	(from December 2009)

#### *Related parties and connected organisations*

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

## The United Kingdom Committee for UNICEF

### Report of the Trustees

For the year ended 31 December 2009

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#### Statement of responsibilities of the Trustees

The Trustees are required to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the charity and group and the incoming resources, including the net income or expenditure, of the group for the year. In preparing those financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice 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 charity will continue in operation.

The Trustees have overall responsibility for ensuring that the charity has an appropriate system of controls, financial and otherwise. They are also responsible for keeping proper accounting records that disclose with reasonable accuracy at any time, the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The systems of internal control are designed to provide reasonable, but not absolute, assurance against material misstatement or loss. They include:

- a strategic plan and an annual budget approved by the Trustees
- regular consideration by the Trustees of financial results, variances from budgets, non-financial performance indicators and benchmarking reviews
- delegation of authority and segregation of duties
- identification and management of risks.

Each of the Trustees confirms that to the best of his/her knowledge there is no information relevant to the audit of which the auditors are unaware. The Trustees also confirm that they have taken all necessary steps to ensure that they themselves are aware of all relevant audit information and that this information has been communicated to the auditors.

#### *Auditors*

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

Approved by the Board of Trustees on 28 April 2010 and signed on its behalf by

David L Stanton

Chairman

## **Independent auditors' report to the members of**

### **The United Kingdom Committee for UNICEF**

**For the year ended 31 December 2009**

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## **Independent auditors' report**

We have audited the financial statements of UNICEF UK for the year ended 31 December 2009, which comprise the consolidated statement of financial activities, balance sheets and 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 company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members 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 company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

### **Respective responsibilities of the trustees and auditors**

As explained more fully in the Trustees' Responsibilities Statement set out on page 35, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit 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 (APB'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 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.

### **Opinion on the financial statements**

In our opinion the financial statements:

- give a true and fair view of the group's and the parent company's affairs as at 31 December 2009 and of the group's results 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 requirements of the Companies Act 2006.

**Independent auditors' report to the members of**

**The United Kingdom Committee for UNICEF**

**For the year ended 31 December 2009**

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

In our opinion, the information given in the Trustees' 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 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent company financial statements are not in agreement with the accounting records and 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.

**Sayer Vincent**

8 Angel Gate  
City Road  
London  
EC1V 2SJ

Catherine L. Sayer, Senior Statutory Auditor  
for and on behalf of Sayer Vincent, Statutory Auditors

7 May 2010

The United Kingdom Committee for UNICEF

**Consolidated statement of financial activities**  
(incorporating an income and expenditure account)

**For the year ended 31 December 2009**

	Notes	Unrestricted £'000	Restricted £'000	2009 Total £'000	2008 Total £'000
<b>Incoming resources</b>					
<i>Incoming resources from generated funds:</i>					
Voluntary income	2	13,196	28,466	41,662	44,831
Government grants	3	-	20,693	20,693	9,418
UNICEF fundraising development	11	-	336	336	177
UNICEF cards and gift sales	4	1,624	-	1,624	2,030
Investment income		79	-	79	518
<i>Incoming resources from charitable activities:</i>					
Advocacy programmes		1,055	208	1,263	1,153
<i>Other incoming resources</i>		-	-	-	1,500
<b>Total incoming resources</b>		<b>15,954</b>	<b>49,703</b>	<b>65,657</b>	<b>59,627</b>
<b>Resources expended</b>					
<i>Costs of generating funds:</i>					
Costs of generating voluntary income	5	(4,158)	(8,918)	(13,076)	(13,045)
UNICEF fundraising development	11	-	(336)	(336)	(177)
UNICEF cards and gifts costs	4	(1,469)	-	(1,469)	(1,504)
		(5,627)	(9,254)	(14,881)	(14,726)
<i>Charitable activities</i>					
Core UNICEF programmes	6	(5,119)	-	(5,119)	(5,889)
Specific UNICEF programmes	6,8	-	(40,241)	(40,241)	(32,859)
Advocacy programmes	6,7	(4,441)	(215)	(4,656)	(4,116)
		(9,560)	(40,456)	(50,016)	(42,864)
<i>Governance costs</i>	6	(568)	-	(568)	(478)
<i>Other resources expended</i>		(36)	-	(36)	(48)
<b>Total resources expended</b>		<b>(15,791)</b>	<b>(49,710)</b>	<b>(65,501)</b>	<b>(58,116)</b>
<b>Net movement in funds</b>		<b>163</b>	<b>(7)</b>	<b>156</b>	<b>1,511</b>
Funds at the start of the year		2,517	53	2,570	1,059
<b>Funds at the end of the year</b>		<b>2,680</b>	<b>46</b>	<b>2,726</b>	<b>2,570</b>

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



The United Kingdom Committee for UNICEF

Balance sheets

As at 31 December 2009

	Note	The group		The committee	
		2009 £'000	2008 £'000	2009 £'000	2008 £'000
<b>Fixed assets</b>					
Tangible fixed assets	13	2,288	2,427	2,288	2,427
Investments	14	-	-	20	20
		<u>2,288</u>	<u>2,427</u>	<u>2,308</u>	<u>2,447</u>
<b>Current assets</b>					
Stocks and work in progress		50	-	-	-
Debtors	15	3,486	2,942	3,485	3,174
Short term deposits		-	3,042	-	3,042
Cash at bank and in hand		4,240	6,600	4,228	6,348
		<u>7,776</u>	<u>12,584</u>	<u>7,713</u>	<u>12,564</u>
<b>Creditors: amounts due within one year</b>					
Creditors and accrued charges	16	3,686	4,830	3,643	4,830
Amounts due to UNICEF		3,652	7,611	3,652	7,611
		<u>7,338</u>	<u>12,441</u>	<u>7,295</u>	<u>12,441</u>
<b>Net current assets</b>		<u>438</u>	<u>143</u>	<u>418</u>	<u>123</u>
<b>Net assets</b>	17	<u>2,726</u>	<u>2,570</u>	<u>2,726</u>	<u>2,570</u>
<b>Funds</b>					
18					
<b>Unrestricted funds</b>					
General funds		2,000	2,000	2,000	2,000
Designated funds		500	500	500	500
- Emergency Reserve		180	17	180	17
- Other		46	53	46	53
<b>Restricted funds</b>		<u>46</u>	<u>53</u>	<u>46</u>	<u>53</u>
<b>Total funds</b>		<u>2,726</u>	<u>2,570</u>	<u>2,726</u>	<u>2,570</u>

The notes on pages 41 to 52 form part of these financial statements.

These financial statements were approved by the Trustees on 28 April 2010 and were signed on their behalf by:

David L Stanton  
Chairman

Brian Smith  
Treasurer

The United Kingdom Committee for UNICEF

Consolidated cash flow statement

For the year ended 31 December 2009

	2009 £'000	2008 £'000
<b>Net incoming resources for the year</b>	<b>156</b>	<b>1,511</b>
Interest received	(79)	(518)
Depreciation of tangible fixed assets	373	179
(Increase) in stocks	(50)	-
(Increase) in debtors	(544)	(221)
(Decrease) / increase in creditors	<u>(5,103)</u>	<u>1,956</u>
<b>Net cash (outflow) / inflow from operating activities</b>	<b>(5,247)</b>	<b>2,907</b>
<b>Returns on investments and servicing of finance</b>		
Interest received	79	518
<b>Capital expenditure</b>		
Loss on disposal of fixed assets	28	-
Payments to acquire tangible fixed assets	(262)	(2,324)
<b>Management of liquid resources</b>		
Cash withdrawn from fixed term deposit	3,042	5
	<u>(2,360)</u>	<u>1,106</u>
<b>(Decrease) / increase in cash</b>		
<b>Reconciliation of net cash flow to movement in net cash</b>		
	2009 £'000	2008 £'000
(Decrease) / increase in cash	(2,360)	1,106
Net cash at 1 January	<u>6,600</u>	<u>5,494</u>
Net cash at 31 December	<u><u>4,240</u></u>	<u><u>6,600</u></u>

## The United Kingdom Committee for UNICEF

### Notes to the financial statements

For the year ended 31 December 2009

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#### 1. Accounting policies

a) Basis of preparation

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

b) Basis of consolidation

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

c) Incoming resources and resources expended

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

#### Incoming resources

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

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

#### Costs of Generating Funds

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

Fundraising	59%
Cards and Gifts	4%
Advocacy Programmes	27%
Governance	10%

#### Charitable Expenditure

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

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

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

## The United Kingdom Committee for UNICEF

### Notes to the financial statements

For the year ended 31 December 2009

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#### 1. Accounting policies (continued)

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

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

#### d) Tangible fixed assets

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

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

Leasehold property	10%
Office equipment	20%
Computer hardware	33 <sup>1</sup> / <sub>3</sub> %

#### e) Grants

Included in the UNICEF UK accounts are contributions from DFID, Jersey, Guernsey and the Isle of Man. The DFID contributions are those to humanitarian emergencies in which UNICEF UK was active in 2009 both in discussions with DFID and in raising public awareness and funds.

The UK Government also made other contributions to UNICEF Headquarters which are not shown in UNICEF UK's accounts on the basis that the above criteria were not met.

#### f) Pensions

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

#### g) Operating leases

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

#### h) Foreign currency

Transactions in foreign currencies are translated at rates prevailing at the date of the transaction. Balances denominated in foreign currencies are translated at the rate of exchange prevailing at the balance sheet date.

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2009

2. Voluntary income			2009	2008
	Unrestricted £'000	Restricted £'000	Total £'000	Total £'000
Direct marketing	7,539	11,880	19,419	18,957
Change for Good	-	1,386	1,386	1,274
Check Out for Children	-	996	996	968
Corporate partnerships	339	6,636	6,975	4,491
Major supporters, charitable trusts and foundations*	482	3,058	3,540	4,509
Legacies	4,275	18	4,293	3,617
Fundraising initiatives and regional fundraising	541	1,464	2,005	1,981
Special events	2	549	551	1,685
"Inspired Gifts" donations	-	256	256	444
International Inspiration 2012	-	2,057	2,057	956
Donated goods and services	-	163	163	5,904
Other fundraising	18	3	21	45
<b>Total</b>	<b>13,196</b>	<b>28,466</b>	<b>41,662</b>	<b>44,831</b>

\* Charitable trusts restricted income includes £226,333 (2008 - £21,485) from the Big Lottery Fund.



3. Government grants	2009 Total £'000	2008 Total £'000
The Department for International Development (DFID)	20,190	8,900
The States of Guernsey & Jersey and the Isle of Man	503	518
<b>Total</b>	<b>20,693</b>	<b>9,418</b>

All government grants are treated as restricted funds.

4. UNICEF cards and gifts	2009 Total £'000	2008 Total £'000
Sales of UNICEF cards and gifts	1,357	1,783
Donations with orders	267	247
<b>Total</b>	<b>1,624</b>	<b>2,030</b>
Less: Costs of selling UNICEF cards and gifts		
Staff costs	(145)	(181)
Direct costs	(1,121)	(1,095)
Support costs	(203)	(228)
	<b>(1,469)</b>	<b>(1,504)</b>
	<b>155</b>	<b>526</b>

All income from the sales of cards and gifts is treated as unrestricted funds.

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2009

5. Costs of generating voluntary income

	Staff costs	Direct costs	Support costs (note9)	2009 Total	2008 Total
	£'000	£'000	£'000	£'000	£'000
Direct marketing	602	6,197	1,557	8,356	8,148
Change for Good	65	166	136	367	355
Check Out for Children	65	104	135	304	360
Corporate partnerships	538	102	271	911	1,079
Major supporters, charitable trusts and foundations	587	146	610	1,343	1,215
Legacies	60	173	68	301	348
Fundraising initiatives and regional fundraising	343	270	406	1,019	919
Special events	23	34	135	192	422
"Inspired Gifts" fundraising	48	167	68	283	199
<b>Total</b>	<b>2,331</b>	<b>7,359</b>	<b>3,386</b>	<b>13,076</b>	<b>13,045</b>

6. Charitable activities

	Staff costs	Direct costs	Support costs (note9)	2009 Total	2008 Total
	£'000	£'000	£'000	£'000	£'000
Core UNICEF programmes	-	5,119	-	5,119	5,889
Specific UNICEF programmes (note 8)	-	40,241	-	40,241	32,859
Advocacy programmes (note 7)	1,987	1,146	1,523	4,656	4,116
<b>Total</b>	<b>1,987</b>	<b>46,506</b>	<b>1,523</b>	<b>50,016</b>	<b>42,864</b>

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

7. Advocacy programmes expenditure

	Staff costs	Direct costs	Support costs (note9)	2009 Total	2008 Total
	£'000	£'000	£'000	£'000	£'000
Development education and youth work	674	331	381	1,386	1,378
Baby Friendly Initiative	364	409	254	1,027	852
Management of information resources	254	60	314	628	515
Communication of UNICEF's programmes	223	56	244	523	496
Management of high profile supporters	113	23	153	289	284
Campaign and parliamentary work	359	267	177	803	591
<b>Total</b>	<b>1,987</b>	<b>1,146</b>	<b>1,523</b>	<b>4,656</b>	<b>4,116</b>

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2009

8. Supplementary programmes

£40,241,000 was for supplementary programmes (2008: £32,859,000). The main components of expenditure are identified below:

	2009 £'000	2008 £'000
Children in emergencies	24,268	14,614
Young child survival and development	8,386	6,050
Basic education and gender equality	3,541	2,759
HIV and children	3,209	8,865
Child protection	837	571
	<u>40,241</u>	<u>32,859</u>

9. Support costs

	Fundraising and sales costs	Advocacy programmes	Governance	2009 Total	2008 Total
	£'000	£'000	£'000	£'000	£'000
Finance	429	182	68	679	455
Information technology	503	213	80	796	758
People and development	324	138	51	513	621
Facilities management	945	401	150	1,496	927
Supporter services	627	266	99	992	963
Directorate	761	323	120	1,204	1,054
	<u>3,589</u>	<u>1,523</u>	<u>568</u>	<u>5,680</u>	<u>4,778</u>
		Staff costs	Other costs	2009 Total	2008 Total
		£'000	£'000	£'000	£'000
Finance		212	467	679	455
Information technology		344	452	796	758
People and development		386	127	513	621
Facilities management		171	1,325	1,496	927
Supporter services		717	275	992	963
Directorate		754	450	1,204	1,054
		<u>2,584</u>	<u>3,096</u>	<u>5,680</u>	<u>4,778</u>

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2009

10. Staff costs

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

	2009 Number	2008 Number
Fundraising	93	82
Advocacy programmes	76	68
Support and governance	15	14
	<u>184</u>	<u>164</u>

Staff costs were as follows:

	2009 £'000	2008 £'000
Salaries and wages	5,777	5,005
Social security costs	584	516
Pension contributions	321	314
Total salaries costs	<u>6,682</u>	<u>5,835</u>
Other staff costs	<u>577</u>	<u>618</u>
Total staff Costs	<u>7,259</u>	<u>6,453</u>

	No.	No.
Employees with emoluments over £60,000 were as follows:		
£90,001 - £100,000	1	-
£80,001 - £90,000	-	1
£60,001 - £70,000	2	2

There were 3 employees in the year (2008: 3 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 £18,589. The Executive Director's emoluments for 2009, excluding employer's pension costs, amounted to £90,177.

**Pension and retirement benefits**

The charity operated two defined contribution pension schemes during the year with Scottish Mutual and Friends Provident. The pension cost charge for the period represents contributions payable to the schemes and amounted to £321,000 (2008: £314,000).

There were £nil outstanding contributions at the end of the financial year (2008: £nil).



The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2009

11. UNICEF fundraising development programme

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

	2009 £'000	2008 £'000
Market development programme		
Greeting card operation	-	-
Research and development programme		
Donor recruitment	-	177
Fundraising development programme		
Donor recruitment	<u>336</u>	<u>-</u>
	<u><u>336</u></u>	<u><u>177</u></u>

Movements on UNICEF fundraising development programme funds

	Market development programme £'000	Research and development programme £'000	Fundraising development programme £'000	2009 £'000	2008 £'000
At the start of the year	-	-	-	-	120
Funding received	<u>-</u>	<u>-</u>	<u>336</u>	<u>336</u>	<u>177</u>
Funding available	-	-	336	336	297
Funding utilised	<u>-</u>	<u>-</u>	<u>(336)</u>	<u>(336)</u>	<u>(297)</u>
At the end of the year	<u><u>-</u></u>	<u><u>-</u></u>	<u><u>-</u></u>	<u><u>-</u></u>	<u><u>-</u></u>

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2009

12. Net incoming resources for the year

This is stated after charging:

	2009 £'000	2008 £'000
Depreciation	373	179
Trustees' reimbursed expenses	10	15
Trustees' remuneration	Nil	Nil
Auditors' remuneration:		
▪ Audit	22	26
▪ Other services	-	4
Operating lease rentals:		
▪ Property	966	330

During 2008, a trustee (Gerison Lansdown) was appointed following a competitive process to prepare background documentation for a future Committee campaign. The remuneration for this assignment was £8,000 in 2008 and £1,200 in 2009. Travel and administrative support costs were reimbursed to six trustees during the year (2008: three trustees).

13. Tangible fixed assets

The Committee and Group

	Short leasehold property £'000	Office equipment £'000	Computer hardware £'000	Totals £'000
<b>Cost</b>				
At the start of the year	1,989	556	652	3,197
Additions in the year	90	10	162	262
Disposals in the year	-	(62)	(80)	(142)
At the end of the year	<u>2,079</u>	<u>504</u>	<u>734</u>	<u>3,317</u>
<b>Depreciation</b>				
At the start of the year	82	181	507	770
Charge for the year	188	86	99	373
Disposals	-	(35)	(79)	(114)
At the end of the year	<u>270</u>	<u>232</u>	<u>527</u>	<u>1,029</u>
<b>Net book value</b>				
At 31 December 2009	<u><u>1,809</u></u>	<u><u>272</u></u>	<u><u>207</u></u>	<u><u>2,288</u></u>
At 1 January 2009	<u><u>1,907</u></u>	<u><u>375</u></u>	<u><u>145</u></u>	<u><u>2,427</u></u>

## The United Kingdom Committee for UNICEF

### Notes to the financial statements

For the year ended 31 December 2009

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#### 14. Fixed asset investment

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

	2009 £'000	2008 £'000
20,000 £1 ordinary shares UNICEF UK Enterprises Limited at cost	<u>20</u>	<u>20</u>

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

#### Summary profit and loss account (UNICEF UK Enterprises Ltd)

	2009 £'000	2008 £'000
Turnover	2,273	1,184
Cost of sales	<u>(667)</u>	<u>-</u>
Gross profit	1,606	1,184
Administrative expenses	(287)	(21)
Interest receivable	<u>-</u>	<u>6</u>
Operating profit / (loss)	1,319	1,169
Amount donated by Gift Aid to the charity	<u>(1,319)</u>	<u>(1,169)</u>
Retained in the subsidiary	-	-
The assets and liabilities of the subsidiary were:		
Current assets	202	272
Creditors: amounts falling due within one year	<u>(182)</u>	<u>(252)</u>
Total net assets	<u>20</u>	<u>20</u>
Aggregate share capital and reserves	<u>20</u>	<u>20</u>

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2009

15. Debtors

	The group		The committee	
	2009	2008	2009	2008
	£'000	£'000	£'000	£'000
Trade debtors	871	830	752	830
Other debtors	2,615	2,112	2,595	2,092
Amounts due from subsidiary undertaking	-	-	138	252
	<u>3,486</u>	<u>2,942</u>	<u>3,485</u>	<u>3,174</u>

16. Creditors and accrued charges

	The group		The committee	
	2009	2008	2009	2008
	£'000	£'000	£'000	£'000
Trade creditors	950	3,396	907	3,396
Other creditors and accruals	2,736	1,434	2,736	1,434
	<u>3,686</u>	<u>4,830</u>	<u>3,643</u>	<u>4,830</u>

17. Analysis of group net assets between funds

	General funds	Designated funds	Restricted funds	Total funds
	£'000	£'000	£'000	£'000
Tangible fixed assets	2,288	-	-	2,288
Net current assets	(288)	680	46	438
<b>Net assets at the end of the year</b>	<u>2,000</u>	<u>680</u>	<u>46</u>	<u>2,726</u>

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2009

18. Movements in funds

	At the start of the year £'000	Total income £'000	Total expenditure £'000	At the end of the year £'000
<b>Unrestricted funds:</b>				
General funds	<u>2,000</u>	<u>15,774</u>	<u>(15,774)</u>	<u>2,000</u>
<i>Designated funds:</i>				
Youth participation project	17	-	(17)	-
Baby Friendly research fund	-	180	-	180
Emergency fund	<u>500</u>	<u>-</u>	<u>-</u>	<u>500</u>
<i>Total designated funds</i>	<u>517</u>	<u>180</u>	<u>(17)</u>	<u>680</u>
<b>Total unrestricted</b>	<u>2,517</u>	<u>15,954</u>	<u>(15,791)</u>	<u>2,680</u>
<b>Restricted funds:</b>				
Supplementary programmes*	-	49,159	(49,159)	-
Advocacy programmes	53	208	(215)	46
UNICEF fundraising development	<u>-</u>	<u>336</u>	<u>(336)</u>	<u>-</u>
<b>Total restricted funds</b>	<u>53</u>	<u>49,703</u>	<u>(49,710)</u>	<u>46</u>
<b>Total funds</b>	<u>2,570</u>	<u>65,657</u>	<u>(65,501)</u>	<u>2,726</u>

\* Includes £226,333 (2008 - £21,485) income and expenditure from the Big Lottery Fund.



**Purposes of funds**

The general unrestricted fund of £2,000,000 is to finance the purchase of fixed assets and working capital for current needs.

The Baby Friendly research fund of £180,000 has been set aside for a Baby Friendly Initiative breastfeeding research project to be commissioned in 2010.

The designated Emergency fund of £500,000 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 those emergency appeals.

Restricted funds are used for specific purposes as laid down by the donor. The £46,000 remaining at the end of 2009 is a restricted fund specifically for an Interagency Group on Breastfeeding Monitoring (IGBM) project.

UNICEF fundraising development programme funds are provided by UNICEF headquarters for market development, research and development and fundraising development programmes. The balance at the end of the year is included under 'Amounts due to UNICEF' in the balance sheet.

## The United Kingdom Committee for UNICEF

### Notes to the financial statements

For the year ended 31 December 2009

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#### 19. Commitments under operating leases

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

	<b>2009</b>	2008
	<b>£'000</b>	£'000
Expiring in less than 1 year	-	-
Expiring in 2 to 5 years	94	-
Expiring in greater than 5 years	<u>990</u>	<u>1,061</u>
	<u><b>1,084</b></u>	<u><b>1,061</b></u>

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

#### 20. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary, UNICEF UK Enterprises Ltd, covenants all its profits to the charity. There is no charge to corporation tax in 2009.

#### 21. Annual achievements review

The annual review of UNICEF UK achievements gives details of the support to UNICEF programmes provided by UNICEF UK and further narrative on the charity's activities during the year.

Copies of the Annual Review may be obtained from:

UNICEF UK  
The Helpdesk  
Kingfisher House  
2 Woodbrook Crescent  
Billericay  
Essex  
CM12 0EQ

Telephone 0870 606 3377  
Email: [helpdesk@unicef.org.uk](mailto:helpdesk@unicef.org.uk)

## 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: 1072612

Company number: 3663181

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

President Lord Ashdown GCMG KBE PC

Trustees	David L Stanton	Chair
	Christopher Lovell	Vice-Chair
	Sue MacGregor CBE	Vice-Chair
	Brian Smith	Treasurer
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	Professor Lynn Davies	
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	Baroness Massey	
	Baroness Morris OBE	
	Baroness Northover	
	Robert Scott	
	Professor Andrew Tomkins OBE	
Rob Williams		

(the names of all Trustees who served during the year are shown on page 34)

Executive Team	David Bull	Executive Director
	William Cottle	Deputy Executive Director, Finance and Services
	Andrew Radford	Deputy Executive Director, Innovation and Strategy
	Anita Tiessen	Deputy Executive Director, Communications and Programme
	Julie Weston	Deputy Executive Director, Fundraising

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 registered auditors  
8 Angel Gate, City Road, London EC1V 2SJ

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

*A girl stands in her home near Bissau, capital of Guinea-Bissau. UNICEF supplies all the vaccines for Guinea's immunisation campaigns.*

*Other work includes tackling child trafficking and providing mosquito nets to combat malaria.*

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