

Company no. 3663181  
Charity no. 1072612

The United Kingdom Committee for  
UNICEF

*Trustees' Report  
and Consolidated Financial Statements*

*For the year ended  
31 December 2011*

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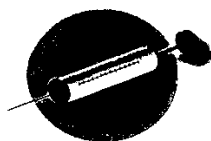
# UNICEF UK in numbers



**£95 million** total income in 2011



**22 countries** emergency relief for children



**36.7 million** tetanus vaccines provided in 2011 through Pampers 'one pack one vaccine'



**150,000 babies** in UK born in Baby Friendly Initiative accredited facilities



**800,000 children** in UK now attend Rights Respecting School

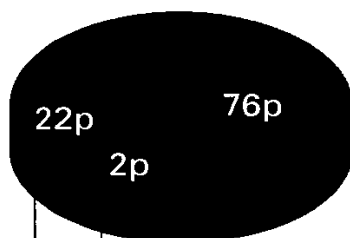


**13 million** children in 20 countries improved PE, sport and play through International Inspiration



**15,000 signatures** for Get Children Climate Ready campaign

For every £1 you give to UNICEF UK



76p programmes for children  
22p administration  
2p to raise another pound

Based on average over the last 5 years

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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 2011

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

UNICEF UK raises funds for UNICEF's emergency and development work around the world and advocates for lasting change for children worldwide. This includes, for example, working to change government policies and practices that 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 efficiently 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 objectives**

We adopted a two-year operational plan for 2011–12, replacing our previous annual planning approach and 2011 is the first year of this plan. As such, UNICEF UK's main mid-term objectives for 2011 were to

Make £37.5 million available to spend on programmes for children worldwide  
**Outcome** £75.7 million made available for programmes for children

Continue towards our *International Inspiration* goal to enrich the lives of 12 million children in 20 countries through physical education (PE), sport and play by the start of the London 2012 Olympic Games  
**Outcome** By the end of 2011, International Inspiration had reached 13 million children, including 5.85 million during 2011

Work to keep the UK Government on track to commit 0.7 per cent of Gross National Income in overseas aid by 2013, and to develop innovative sources of financing, including for climate change adaptation  
**Outcome** We contributed to persuading the Government to maintain its commitment to provide 0.7 per cent of Gross National Income on overseas development assistance by 2013

Work to achieve broad child rights-oriented legislative change in the devolved nations of the UK and in key pieces of UK legislation and policy affecting children  
**Outcome** In March, the Welsh Assembly adopted a Child Rights Measure that means Ministers must pay due regard to the Convention when making decisions. Scotland is consulting on a new Rights of Children and Young People Bill.

We will continue to focus our UK programme work on embedding children's rights at the highest feasible institutional level. Increasing numbers of schools will actively engage with our Rights Respecting Schools Award programme. We will support all relevant NHS trusts and universities to make progress towards Baby Friendly accreditation.  
**Outcome** Over 800,000 children in the UK now attend schools that are developing a rights-respecting approach and approximately 150,000 babies were born in areas where care practices around breastfeeding improved during 2011.

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## **Activities and achievements in 2011**

We have structured our report of UNICEF UK's achievements in 2011 according to UNICEF's key global priorities for children: child survival, education, child protection, and policy, partnership and participation for children. We also provide details of UNICEF's emergency humanitarian relief work for children in 2011, and UNICEF's efforts to address the effects of climate change on children.

### **a. Child survival**

Every child has the right to survive. Every day, more than 20,000 children under the age of five die<sup>1</sup>. Simple, low-cost solutions can prevent most of these deaths. 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. Simple solutions save lives.

UNICEF UK committed £6.8 million to support our vital work for child survival – preventing the needless deaths of babies and infants below the age of five.

#### *Tetanus*

Every year, maternal and neonatal tetanus (MNT) kills around 59,000 newborn babies and a significant number of mothers<sup>2</sup>. Caused by tetanus spores present in unsanitary conditions during childbirth, the disease spreads rapidly throughout the body. UNICEF has helped make great progress in the global drive to eliminate deaths from MNT.

The 'one pack, one vaccine' partnership between Procter and Gamble and UNICEF is now in its sixth year. In the last three months of 2011, the 'one pack, one vaccine' campaign donated the cost of one life-saving tetanus vaccine for every Pampers product sold. In 2011, the initiative provided enough money for more than 36.7 million vaccines, helping to save the lives of many thousands of mothers and babies.

Thanks to a Pampers campaign, UNICEF became one of the top 50 brands talked about by mummy bloggers. We were ranked 19th overall, which is the highest placement ever for an international development charity, and the "1 Facebook like = 1 vaccine" mechanism generated over 80,000 likes on Pampers UK Facebook page.

#### *Child mortality, Ethiopia*

Thanks to the support of the Band Aid Trust and the Rowan Charitable Trust, UNICEF has helped to build a new hospital in Korem, northern Ethiopia. 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

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<sup>1</sup> *Inter-agency Group on Child Mortality, 2011*

[In 2011, 7.6 million children died before their fifth birthday.]

<sup>2</sup> *www.lancet.com*, 12 May 2010

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1 million people. The hospital should have a dramatic long-term impact on child mortality in the region.

*Mother and baby health, Laos*

Lao People's Democratic Republic has some of the highest rates of maternal and child mortality in the world. Women have a 1 in 49 lifetime risk of maternal death, while around 6 per cent of children die before their fifth birthday. Many of these deaths are in remote rural areas. With a gift of more than £150,000 from the Kate MacAskill Foundation received in 2011, in 2012 UNICEF UK will be able to provide a comprehensive package of basic medical care and health advice for more than 180,000 women and children in 800 remote mountain villages in the province of Luang Prabang.

*HIV and children*

In 2010, around 390,000 babies were born with HIV, 250,000 children died of AIDS, 3.4 million children were living with HIV, and 17.1 million children had lost one or both parents to AIDS.<sup>3</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.

*HIV in South Africa and India*

Since 2008, Global Enduro has raised over £350,000 for UNICEF UK to support HIV programmes in South Africa and Karnataka, southern India. Global Enduro involves participants tackling 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.

*HIV in Malawi*

In Malawi, some 600,000 children under the age of 15 have lost one or both parents to AIDS. Our *Brighter Futures* partnership with Kantar (see page 13) will reach out to 80,000 orphans and other vulnerable children by building and supporting 150 Children's Corners, community-based childcare centres that provide a place to play, early years' education and meals for 300,000 pre-school age orphans and vulnerable children affected by HIV and AIDS.

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<sup>3</sup> *Global HIV/AIDS response: epidemic update and health sector progress towards universal access: progress report 2011*, WHO, UNAIDS and UNICEF, 2011

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*Measles*

UNICEF has helped make great progress in preventing children dying from measles. In 2001, more than 750,000 children died from measles. By 2008, child deaths had fallen by more than 75 per cent. But still every five minutes, a child under the age of 5 dies from measles somewhere in the world, despite the availability of an effective vaccine that costs just 40p per child. Many of these deaths are in Africa, and in 2010 reported cases of measles increased for the first time in eight years.

On 5 September, a team of 30 Barclays' lawyers and 18 of their suppliers completed a five-day, 450-mile cycle ride from Edinburgh to London. The ride raised £130,000 for UNICEF's measles vaccination work across Africa. These funds will be matched by the Bill and Melinda Gates Foundation, raising the total to £260,000 and ensuring that thousands of children in Africa will be immunised against measles. Also in September, the Alliance Ball, attended by leading figures from the construction industry, raised a further £150,000 for UNICEF's measles immunisation work. These funds will also be matched by the Bill and Melinda Gates Foundation.

*South Sudan, birth of a nation*

On 9 July, South Sudan gained independence from Sudan. Ahead of independence, UNICEF UK Ambassador for Humanitarian Emergencies Martin Bell and UNICEF Goodwill Ambassador Mia Farrow travelled to South Sudan to report on the conditions faced by children. The new nation has one of the world's highest infant mortality rates: one in nine children dies before the age of five. Education is a key priority: 64 per cent of children ages 6 to 11 are out of school, and only one in ten children complete primary school. Gender equality is also a huge challenge, with only around one in three girls age 6 to 13 attending school.

In addition, hundreds of thousands of new refugees from the north have put massive pressure on the country's basic services, while the ongoing drought in East Africa is causing severe food shortages. In the southern state of Western Equatoria, children and families remain terrorised by the Lord's Resistance Army.

On his return to the UK, Martin wrote on the plight of children in South Sudan for the Daily Mail's *Live* magazine and he also conducted media interviews and hosted donor briefings. To help children get a better start in the world's newest country, UNICEF UK raised more than £114,000 for child survival projects in South Sudan.

*Water, Ethiopia*

Coverage levels for water and sanitation in Ethiopia are among the lowest in the world. More than half the population lack access to safe drinking water, and only one in ten has access to proper sanitation facilities. In addition to low coverage levels, poor water quality means that there are frequent outbreaks of water related diseases such as diarrhoea, a leading cause of child death. UNICEF aims to make clean water and safe sanitation available to every child in Ethiopia by 2015.

With support from the Rowan Charitable Trust and Guernsey Overseas Aid Commission, UNICEF UK has provided 50 sustainable water points in rural communities, benefiting 25,000 people. We are also providing water and sanitation facilities in 10 rural health posts and a further 10 schools, as well as supporting crucial hygiene education.



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*Malnutrition, India*

One in every three malnourished children lives in India. Nearly half of all Indian children suffer from moderate or severe stunting because of malnutrition.

We are most grateful for the very generous support of Megha and Aditya Mittal towards UNICEF's work to combat malnutrition in India. Their overall contribution of £1,095,000\* over two years will help to improve the nutrition of some of the most vulnerable pregnant women and their babies in the state of Maharashtra, where almost 45 per cent of children under the age of three are chronically malnourished.

*Child health and education, Bangladesh*

In July, UNICEF UK and Marks & Spencer launched their partnership to transform the lives of some of the world's poorest children. Marks & Spencer are asking customers not to take a hanger home when they buy clothes, and in return they will donate 50p for every £1 saved through hanger recycling to UNICEF UK. The aim is to raise at least £1.9 million over the next three years. The programme will initially help some of the poorest children in the Mymensingh and Dhaka districts of Bangladesh. It aims to improve every aspect of children's lives, including health care, clean drinking water and ensuring they get a good basic education.

*Saving lives in Senegal, United for UNICEF*

Our *United for UNICEF* partnership with Manchester United is the longest running collaboration between a Premiership football club and a global charity. The partnership has raised more than £2.4 million for UNICEF's child survival work.

In November, Manchester United's annual Gala Dinner generated donations and pledges worth almost £130,000 for UNICEF UK. The money will help 35 child survival centres in Senegal, providing essential equipment such as medicine, beds, mosquito nets, weighing scales and training for midwives and health care staff.

*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 2011, in partnership with the Bangladesh Swimming Federation and local NGOs, UNICEF UK, through International Inspiration (see page 16), supported Swimsafe, a programme that trains community swimming instructors to provide basic swimming skills to children age 4–10 in six flood-prone districts. The programme has dramatic results: death rates from drowning in children age 4 and above who participated in SwimSafe have been found to reduce by over 40 per cent.

*Baby health and nutrition in the UK*

Breastfeeding has a fundamental impact on the short, medium and long-term health of children and has an important impact on women's health. Not breastfeeding contributes to infant mortality, hospitalisation for preventable disease, increased rates of childhood diabetes and obesity, and adult conditions such as coeliac and cardiovascular disease, as well as increased risks of breast cancer and diabetes in

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\* including Gift Aid

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the mother. Not being breastfed has an impact on IQ and educational outcomes for the child.<sup>4</sup> No other health behaviour has such a broad-spectrum and long-lasting impact on population health, with the potential to improve life chances, health and well-being. The cost burden of not breastfeeding is significant and includes the cost of caring for children and women with chronic disease as well as short-term illness.

Recognising that the support mothers receive in maternity hospitals is crucial to successful breastfeeding, the World Health Organization and UNICEF have a joint, worldwide programme – the Baby Friendly Initiative. UNICEF UK runs the Baby Friendly Initiative in the UK and has accreditation programmes to reward high standards of care in maternity hospitals, community health services and universities that educate midwives and health visitors. The Baby Friendly Initiative is entirely self-supported by the Initiative's own activities, without impacting on the money that UNICEF UK delivers for UNICEF's programmes for children around the world.

The continuing impact of the Baby Friendly Initiative in the UK was shown by the results of the 2010 Infant Feeding Survey, which revealed a 5 per cent rise to 81 per cent in breastfeeding initiation rates. More babies than ever are being breastfed in the UK. There are now 101 facilities in the UK that have full Baby Friendly Initiative accreditation. During 2011, a record 217 hospitals, health centres and universities received a Baby Friendly award (158 accreditations and 59 certificates of commitment). The new accreditations mean that, including maternity and community settings, approximately 150,000 babies were born in areas where care practices around breastfeeding improved during 2011. We also trained more than 1,500 health professionals in the UK, which will lead to a higher standard of service to new mothers and babies.

During 2011, we developed an online training tool for GPs that will help ensure that this group of health professionals, who have key, regular access to pregnant women, mothers and babies, have an accurate understanding of breastfeeding and how they can help with breastfeeding problems.

Throughout 2011, the Baby Friendly Initiative also played an active role in lobbying for inclusion of breastfeeding as an outcome measure in the Public Health Outcomes Framework for England. Through our comprehensive submission to the Government's consultation, directing and encouraging submissions from other organisations involved in health care and parenting, and maintaining a strong relationship with the Department of Health, the Baby Friendly Initiative helped to ensure that all local authorities in England will now be required to improve breastfeeding initiation rates and continuation at 6–8 weeks. This will help to deliver improvements in children's health and well-being across the UK, as well as contribute to redressing health inequalities, a primary outcome of the Government's new public health strategy.

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<sup>4</sup> Kramer MS, Aboud F, Mironova E, Vanilovich I, Platt RW, Matush L, et al. *Breastfeeding and child cognitive development: new evidence from a large randomized trial*, Archives of General Psychiatry, 2008, 65(5) 578.

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A new Baby Friendly Initiative leaflet 'Caring for your baby at night' was designed to help parents cope with feeding and looking after their baby at night-time. This leaflet was written by leading experts in the field and was endorsed by the Royal College of Midwives, the Community Practitioners and Health Visitors Association, and the Foundation for the Study of Infant Death (FSID).

We also continued to develop our relationships with parenting websites and forums, and the co-founder of Mumsnet spoke at our Baby Friendly Initiative annual conference in November.

**b. Education and gender equality**

Every child has the right to go to school, yet more than 100 million children<sup>5</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 2011, UNICEF UK committed £4.2 million for UNICEF's international programmes to help children gain access to education – many for the first time. We also spent almost £1 million in promoting child rights in UK schools through our *Rights Respecting School* initiative.

*Basic education*

Since 1995, UNICEF UK's Check Out for Children partnership with Starwood Hotels and Resorts has raised over £15 million for children, including £1.3 million in 2011. From September, Starwood shifted support for immunisation of children to regional funding of UNICEF's work to ensure that every child gets the chance of a decent education, giving UNICEF the flexibility to distribute funds in the most appropriate way for children.

*Road to Awareness*, Starwood Hotels and Resorts employee fundraising scheme, raised more than £372,000 for UNICEF UK to support the *Schools for Africa* programme. *Schools for Africa* is a partnership between UNICEF and the Nelson Mandela Foundation, which aims to benefit more than 8 million vulnerable children in 11 of Africa's poorest countries. The money from *Road to Awareness* will enable over 1,500 children to complete their primary education in South Africa.

In 2011 the joint IKEA, UNICEF and Save the Children partnership saw one of the most successful soft toy campaigns to date. In the pre-Christmas period, IKEA donates €1 from each purchase of a toy or children's meal to UNICEF and Save the

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<sup>5</sup> UNICEF global databases, 2008, and UNESCO Institute for Statistics Data Centre, 2008

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Children Taking place from October to December, the Campaign raised €12.4 million globally. IKEA stores in the UK donated £270,000 of global total. IKEA is supporting education projects in Niger, Madagascar, Mali, Burkina Faso and South Africa.

*Youth employment, Brazil*

In 2011 UNICEF and Wella Professionals launched a partnership to improve the life chances of young people in Brazil. Over three years, Wella will support life-skills training for up to 7,500 adolescents from 1,300 municipalities in Brazil. UNICEF and Wella will also help to deliver a vocational hairdressing training course to be offered to the youth participants in the life-skills training.

*Semi-permanent schools, Haiti*

On 12 January 2010, a massive earthquake hit the Caribbean nation of Haiti, killing more than 220,000 people and injuring 300,000. The disaster left tens of thousands of children orphaned or separated from their parents. It affected almost 15 million children. (See Emergencies, page 21, for more information)

To get children back to school and re-establish a normal routine, UNICEF quickly established temporary learning in more than 1,600 tent schools. We then began to work on a more long-term response. We are extremely grateful for the support of the Edmond J. Safra Philanthropic Foundation in helping children move into a more secure learning environment. The Foundation's investment of more than £150,000 is helping to build semi-permanent schools for children. Each school takes only three weeks to construct, will last around 10 years, and enable up to 1,000 pupils per year to receive good quality education.

*Child-friendly schools, Mozambique*

In Mozambique, PE has become an integral part of the Government's approach to delivering high quality education, and has been successfully embedded into more than 400 UNICEF-supported child-friendly schools. In 2011, through *International Inspiration*, UNICEF UK supported over 1,600 teachers, and 300 peer leaders in acquiring organisational and leadership skills to use PE and sport to promote healthy lifestyles, as well as improve the quality of the learning environment and education.

*Sport empowers girls, Jordan*

Through *International Inspiration*, UNICEF UK has been empowering girls through sport in Jordan. We helped more than 3,000 girls to become peer educators, actively promoting inclusion and the power of sport as well as advocating for girls' right to play within their schools and communities. In 2011, the programme has continued to support the 15 sports hubs that were created, where schools and community centres provide opportunities for children, particularly girls, to get involved regularly in sport and play activities in five marginalised communities.

*Building Young Futures*

The £5 million, three-year *Building Young Futures* partnership between Barclays and UNICEF UK supports education, employment and entrepreneurship projects in 13 countries across Africa, Asia, Latin America and Europe. So many young people are unemployed, disillusioned, undervalued and ill-equipped to deal with the issues they face. Only by furnishing them with relevant skills and knowledge, are they able to

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change their lives. Thanks to the combination of Barclays' financial expertise and UNICEF's global experience in helping children and young people, more than 288,000 young people have gained access to education since the partnership launched in 2008. We were delighted to renew the partnership in early 2012.

*Vocational training, Brazil*

In São Paulo, Brazil, *Building Young Futures* has delivered vocational training and business skills programmes for 950 young people, 460 of whom went on to find employment.

*Young migrants, China*

Migration affects many young people in China, leaving thousands unschooled and unskilled. *Building Young Futures* has helped more than 40,000 migrant children receive knowledge and education to help improve their job prospects and ultimately to find employment.

*Indigenous youth, Mexico*

*Building Young Futures* is helping indigenous young people in Mexico City who have been excluded from education. By training more than 17,000 teachers and working closely with parents and public authorities to improve the school environment, more young people can either remain in or return to school.

*Food-growing business, Philippines*

*Building Young Futures* has helped more than 48,000 young people gain finance and business skills through establishing a hydroponics food-growing initiative. This low-cost way of growing vegetables in small spaces helps families grow their own produce, thereby saving money, providing nutrition and generating an income.

*Digital learning, United Kingdom*

*Just Living*, a *Building Young Futures* digital learning programme, was created and distributed to secondary school pupils. It has helped more than 39,500 children understand global economic issues and the importance of making ethically and financially sound decisions.

*Youth unemployment and poverty, Zambia, Egypt and Botswana*

Many thousands of young Zambians live in deprived communities where unemployment is commonplace. *Building Young Futures* has provided business and vocational skills to 1,750 young people. So far, nearly 400 young people have set up businesses.

In the current climate of high youth unemployment and political uncertainty in Egypt, *Building Young Futures* has equipped more than 26,600 young people with entrepreneurship, employability and life skills. As a result, more than 260 young people have already received training grants or employment opportunities.

Almost a third of Botswana's population live on less than a £1 a day and unemployment is highest among young people. To tackle this, *Building Young Futures* provided small business management training to 1,250 young people and supported many youth with mentors as they search for work or start a small business.

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*Young women, India*

*Building Young Futures* provided financial education and leadership training for 65,000 young women living in the slums of Mumbai and in isolated rural villages. The programme will help young women develop entrepreneurial skills and build self-confidence.

*PE and sport, Mozambique*

*International Inspiration's* focus in Mozambique is to embed quality and inclusive PE and sport activities within child-friendly schools. In 2011, International Inspiration trained almost 3,000 teachers and reached more than 200,000 children in seven districts of Mozambique. In addition, UNICEF and partners produced a manual for PE (complementing the existing national curriculum) that provides instructions for developing appropriate teaching and learning materials and promotes a system of mentoring among teachers in primary schools. In 2012, every school in all seven districts will be able to use the manual.

*Child rights and education in the UK*

UNICEF champions child-centred education based on the UN Convention on the Rights of the Child. In 2011, UNICEF UK continued to expand the Rights Respecting Schools Award (RRSA) scheme for UK schools, reaching 10 per cent of schools across the UK. The Award recognises a school's achievement in embedding the Convention at the heart of a school's culture and ethos to improve well-being and develop every child's talents and abilities to their fullest potential.

The expansion of the RRSA scheme has been backed by a grant of £125,000 over three years (Sept 2009–August 2012) from City Bridge Trust and a grant of £32,000 from John Kinder.

Thanks to this support, the number of registrations of Rights Respecting Schools increased from 1,800 to 2,700 during 2011, and the number of secondary schools increased to 300. During 2011, 169 schools achieved Award Level 1 and 35 schools achieved Level 2. Over 800,000 children in the UK now attend schools that are developing a rights-respecting approach.

Evaluation evidence from the Universities of Sussex and Brighton identified that in rights-respecting schools children, young people and adults had extensive knowledge and understanding of the Convention, mutually positive relationships, uniformly positive attitudes to inclusivity and diversity and increased pupil participation in decision-making.

Professional development courses for teachers have been successfully delivered across the country. More than 2,000 people have enrolled on virtual courses and over 300 teachers have attended regional training. Feedback from schools has been positive and evaluations show that teachers find the courses very useful.

In November, representatives from 17 UNICEF National Committees in other developed nations participated in a workshop on developing RRSA as an approach to getting child rights into schools in their countries.

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**c. 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>6</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 2011, UNICEF UK committed £1.0 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:

*Foster care, Bulgaria*

There are currently more than 8,500 children in institutions in Bulgaria, many living in poor conditions and receiving inadequate care. The Medicor Foundation Liechtenstein has given over £500,000 to support UNICEF's work to improve and expand the foster care system as an alternative to institutions. Medicor's support helped to recruit and support foster parents for 300 children, enabling children 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.

Medicor's support has gone much further than supporting these children. It has helped to bring about a change in the whole system of foster care in Bulgaria. The Government is expanding foster care services across the country based on the UNICEF pilot programme.

*Protecting separated children in emergencies*

In an emergency, children can get separated from their family, leaving them more vulnerable to violence, economic and sexual exploitation, and trafficking. Current practices to document separated children can be slow and inefficient, wasting precious hours and days reuniting children with their loved ones.

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<sup>6</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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In 2011, the Humanitarian Innovation Fund awarded a grant of nearly £150,000 towards Rapid Family Tracing and Reunification (Rapid FTR). Rapid FTR is an open-source mobile phone application that seeks to register children more quickly and accurately and thus reunite them with their families. UNICEF UK is delighted to have the Humanitarian Innovation Fund as a partner for this exciting initiative that has such tremendous potential for safeguarding vulnerable children.

*David Beckham, street children*

In December, UNICEF Goodwill Ambassador David Beckham visited the Philippines to highlight the situation of children living and working on the streets all over the world. David visited a centre for former street children who have been abused, neglected or abandoned. The visit gained worldwide media and online coverage. David posted regular updates about the visit on his Facebook page, reaching a global audience of over 15 million people.

*Homeless young people, Kenya*

The *Building Young Futures* partnership between UNICEF and Barclays (see page 9) established drop-in centres to provide a safe environment and vocational training for more than 1,820 young homeless people. Many have gone on to gain work placements.

*Child labour, Pakistan*

Many vulnerable children and young people are in bonded or exploitative forms of labour in Pakistan. *Building Young Futures* has supported 36 child centres, where more than 5,500 children have received basic literacy, enterprise and skills training, helping them to escape poverty by returning to education.

*Young people in care, Russia*

*Building Young Futures* provided counselling and vocational training for 6,800 young people living in care in Russia.

*Child trafficking, Nigeria*

*Building Young Futures* provided essential social services for more than 1,400 young people through a network of child protection centres. The programme supported survivors of trafficking by providing education and grants, business skills training and work placements.

*Vulnerable children, Bangladesh, Bolivia and Malawi*

Our *Brighter Futures* partnership with Kantar helps give vulnerable children in Bangladesh, Bolivia and Malawi a better life and the chance to fulfil their true potential. The partnership is predominately supported by employee fundraising and has so far raised more than £490,000.

In Bolivia, 2.2 million children are victims of violence. *Brighter Futures* is preventing and protecting children from crime, gang warfare and drug abuse. The programme will create nine new special victim units for child victims and witnesses of crime.

In Bangladesh, more than one in 10 children age 5–14 work, often in hazardous jobs, to support their families. *Brighter Futures* is helping to tackle child labour, initially



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helping 6,000 working children into education and offering basic health care, legal support and access to drop-in centres to 2,500 families of working children

In Malawi, *Brighter Futures* will reach out to 80,000 orphans and other vulnerable children by supporting community-based childcare centres that provide a place to play, early years' education and meals (see page 4)

*Child protection, Romania*

Our corporate partner Visa Europe is funding a child protection programme in north-east Romania. The community based programme addresses the needs of the poorest and most marginalised children in Romania to help prevent the abandonment of children.

*Tackling violence, Trinidad and Tobago*

Through *International Inspiration*, UNICEF UK and partners are working in schools and communities across Trinidad and Tobago to increase access to sport and physical activity. The programme uses sport to build connections between young people and tackle the issue of violence. It develops leadership skills, respect, tolerance and teamwork.

In the community of Pinto Road, an area known for gang related violence, International Inspiration is working with the local police youth group to engage young people in the community through sport, empowering them to take the lead in activities and develop new relationships and skills which will help them realise their potential.

**d. 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.

*Child well-being in the UK*

Child well-being in the UK has been a top concern for UNICEF UK for many years. In 2007, UNICEF Innocenti (UNICEF's research centre) produced a pioneering report that ranked the UK bottom in child well-being compared to other industrialised nations. Following up this report, in 2011 we commissioned international comparative research into child well-being, inequality and materialism. The research compared the experiences of 250 children and families in the UK, Sweden and Spain. The research found that children in the UK wanted quality time with their parents, but that parents often struggled to spend time with their children. It also

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showed that children and parents in the UK feel trapped in a 'materialistic culture' We published the report in September 2011, at a time when there was much discussion about young people's motivations and behaviour after a number of 'riots' in cities in England The report made the front page of *The Times* and *The Daily Telegraph*, and featured on the *Today* programme on BBC Radio 4, BBC Breakfast and Sky Sunrise Sarah Teather, Children's Minister, mentioned the UNICEF UK research in her speech at the Liberal Democrat party conference @Number10 tweeted their concern about the research findings

At the same time, we continued to make the case to the Government about the importance of financial support for families living in poverty, as well as calling for promotion of the living wage We also raised concern about the impact of cuts to children and youth services at the local authority level Our evidence fed into the political response to young people's involvement in the August 'riots' The research and accompanying advocacy put children's best interests on the political and public agenda by bringing child well-being, the cuts, inequality in our society, and the pressures of materialism to the fore

*Incorporation of the UN Convention on the Rights of the Child*

The principles and values of the UN Convention on the Rights of the Child underpin all of UNICEF's work UNICEF is the only organisation (other than the UN itself) whose name appears in the Convention Article 45 says that UNICEF can provide expert advice and assistance on children's rights to government UNICEF UK continues to influence the UK and devolved governments to take their responsibilities under the Convention seriously

The UK ratified the Convention on the Rights of the Child 20 years ago, but UNICEF UK has been urging the UK and devolved governments to incorporate the Convention into domestic law in order to ensure better implementation of children's rights We met Ministers, built up good relationships with Members of the Welsh Assembly and lobbied Scottish MPs We have provided technical input and advice to civil servants, sent briefings and encouraging letters, given supportive media quotes and worked with other children's organisations to urge the UK and devolved governments to go further for children's rights

In March 2011, the Welsh Assembly adopted a Child Rights Measure This means that Ministers must pay due regard to the Convention when making decisions In November 2011, Wales followed up the new law by publishing draft arrangements to ensure the UN Convention on the Rights of the Child is implemented in Wales We also welcomed the news that Scotland is consulting on a new Rights of Children and Young People Bill which, if passed, will also improve implementation of children's rights

*Child Rights Partners, UK*

Child Rights Partners is inspired by the UN Convention on the Rights of the Child and aims at realising and embedding a child rights-based approach at the local level throughout the UK, therefore improving well-being and outcomes for children and young people In 2011, eight local authorities with some of the highest rates of child poverty in Europe became child rights partners They committed to put children's rights at the heart of their practice in order to tackle well-being and child poverty A

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common set of values underpins the programme and provides a normative framework for local communities

*UNIPOL*

We increased the involvement of children and young people in UNICEF UK's work by establishing a group of children and young people to advise us on our policy work. They named the group 'UNIPOL'. We have run training sessions with the group as well as discussing our plans and strategies.

*Child Rights Group*

We helped establish the Child Rights Group of the British Overseas NGOs for Development (Bond) – a coalition of child rights focused organisations and individuals calling for greater priority to be accorded to child rights in UK international development and foreign policy. We now co-chair this Group, giving us a key role in delivering the Group's advocacy strategy.

*0.7 per cent*

Through public campaigning, lobbying, media work and collaboration with other charities, we made the case for the effectiveness of aid for children in developing countries. Despite the difficult economic situation, we contributed to persuading the Government to maintain its commitment to provide 0.7 per cent of Gross National Income on official development assistance by 2013. This means more resources to help children in developing countries.

*GAVI*

On 13 June, world leaders, businesses and development organisations met in London for the Global Alliance for Vaccines and Immunisation (GAVI) conference. As the supplier of vaccines for 58 per cent of the world's children and a founder member of GAVI, UNICEF plays a pivotal role both in implementing immunisation programmes and shaping the Alliance's policies. On behalf of GAVI, UNICEF purchased over 2.5 billion doses of vaccines in 2010, worth almost £460 million.

UNICEF UK Ambassador Jemima Khan led UNICEF UK efforts to try to save an extra 4 million children's lives by 2015 by asking GAVI to agree to roll out new vaccines for diarrhoea and pneumonia, as well as a combination vaccine that protects against five diseases including whooping cough and meningitis. The outcome from the GAVI conference was a pledge of more than £2.6 billion in funding for new vaccines and immunisation programmes, which could save up to 4 million lives. *"The outcome of this pledging conference is exciting and tremendous news, which will save millions of the most threatened children around the world,"* said Anthony Lake, UNICEF Executive Director.

*International Inspiration*

*International Inspiration* is the international social legacy of the London 2012 Olympic and Paralympic Games. By the start of the Games in July 2012, it aimed 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 UK 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

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Paralympic Games (LOCOG), the UK Government, the British Olympic Association and the British Paralympics Association

In 2011, the programme reached an additional 5.85 million children, taking the total since the programme's launch in 2007 to 13 million. In addition, to date *International Inspiration* has reached nearly 120,000 practitioners supporting sport and play in over 10 countries. In 2011, work started in four new countries – Ghana, Ethiopia, Tanzania and Uganda – and planning began in Egypt. *International Inspiration* programmes continued in UK, India, Indonesia, Bangladesh, Jordan, Malaysia, Mozambique, Nigeria, Pakistan, Trinidad and Tobago, Turkey and South Africa.

To date, 35 major policy, strategic and legislative developments or reforms in 10 countries can be attributed to *International Inspiration*. These changes ensure that the programme's principles and practices will endure long after the end of the London 2012 Olympic and Paralympic Games. For example, UNICEF has been working with the Ministry of Education in South Africa on a new nationwide school sports framework that will ensure every school has two hours of PE per week.

To enable this work, in 2011 the IIF Foundation (the governing organisation of *International Inspiration*) designated funds of nearly £2.4 million to UNICEF programmes, with significant funds sourced from the Department for International Development (DFID), the Department for Culture, Media and Sport (DCMS), Comic Relief, major donors and other bodies.

In 2011, we welcomed South African sprinter Oscar Pistorius as an *International Inspiration* Ambassador. Other *International Inspiration* Ambassadors include David Beckham, Sir Chris Hoy, Dame Tanni Grey-Thompson, Denise Lewis and Colin Jackson.

*Lasting legacy in Azerbaijan*

Through *International Inspiration*, UNICEF UK and partners helped develop the first National Strategy for Physical Education and Sport Development in Azerbaijan. The strategy focuses on sport in the community and is aimed at increasing youth participation in sport with a special focus on women coaches and girls' participation in sport and play. *International Inspiration* has also prompted a new law on PE and youth sport. The law aims to have sport recognised as a tool for child and youth development, guaranteeing sporting opportunities for disadvantaged children, and allowing children themselves to design sporting activities and policies at local level.

*Children's rights and sport in India*

Through *International Inspiration*, UNICEF is the technical partner of the Government of India's *Sport for All* initiative. As part of the strategy, children's rights were embedded at the heart of all the materials developed to support the training of master trainers and community coaches. Now these coaches, who will be placed in each of the 250,000 *panchayats* (local community assemblies) in India, are advocates, not only of the right to play, but also the rights to education, health and equality for girls.

To date, *International Inspiration* in India has supported the training of more than 1,000 master coaches and 30,000 community sport volunteers, who will provide quality and inclusive sporting opportunities to more than 1.5 million children.

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*From London 2012 to Rio 2016*

Through *International Inspiration*, UNICEF UK is helping UNICEF Brazil to make sport for development an important part of its programme strategy for improving children's lives. The plan is to learn from the experience of *International Inspiration* to support Brazil's national efforts around designing a lasting social legacy for Rio 2016. This would serve not only millions of children in Brazil, but hopefully also children across Latin America so that the 2016 Olympic Games could further promote the concept of child-centred international legacy programmes within the Olympic movement.

To achieve this, *International Inspiration* raised over £100,000 that UNICEF is investing in a series of workshops and consultations with young people, the Mayor of Rio, and the Government of Brazil to produce a youth manifesto for the Games and to shape the legacy programme. These activities will culminate in an international conference to discuss how to make the best use of major sporting events for children and young people. The results of *International Inspiration* will be presented to national and international authorities at the conference.

*Girls' education*

UNICEF UK is the international development partner of Beyond Sport, an organisation dedicated to furthering the global sport for development movement. In 2011, Beyond Sport held their third annual summit during which UNICEF UK ran a one-day seminar on the role of sport in girls' education.

A number of priority areas emerged, including the critical importance of developing safe and positive spaces for girls, a theme which will be picked up in the 2012 summit in partnership with leading agencies working to safeguard children in sport and PE.

## Climate change

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

*Get Children Climate Ready*

In 2011, UNICEF UK engaged supporters and members of the public with the effects of climate change on children's lives. Children are the least responsible for climate change, but the most vulnerable to its impacts. We presented our argument that climate change is a matter of inter-generational justice and proposed innovative sources of new finance so that children around the world have sufficient resources to cope with the impacts of climate change. We took the *Get Children Climate Ready* campaign to eight music festivals in the UK. At the Isle of Wight Festival, artists such as We Are Scientists, Seasick Steve, Eliza Doolittle and Tom Jones lent their support to the campaign. In October, ahead of the UN Climate Change Conference in Durban, South Africa, we presented the UK Department for Energy

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and Climate Change and the UK Treasury Department with 15,000 *Get Children Climate Ready* campaign signatures

In November, UNICEF UK attended the UN Climate Change Conference in Durban, lobbying decision makers to ensure the vulnerabilities of children were considered in the negotiations. At Durban, we also worked in coalition with NGOs to push the UK Government to take action for children most affected by climate change. The Green Climate Fund, which was part of our focus, was created and agreed at Durban.

*Climate Positive*

In 2011, UNICEF UK raised more than £250,000 for *Climate Positive*, a new initiative to raise funds to help children adapt and become more resilient to climate change.

*Cyclone-proof schools, Mozambique*

CBRE is supporting the rebuilding of schools destroyed by cyclones in Madagascar. The new schools will be cyclone-proof and use eco-friendly construction materials. They will have improved water and sanitation facilities to promote children's health and encourage more families to send their children to school. The schools will also use UNICEF's child friendly schools' model as the basis for the learning environment.

*Day for Climate Change, Guyana*

More than 2,000 UK schools registered for Day for Change, UNICEF UK's annual schools' fundraising event. Schools raised £155,000 to help protect children in Guyana from the effects of climate change. The South American nation of Guyana is particularly vulnerable to climate change because more than 90 per cent of the population live on a narrow coastal plain, much of which is below sea level. Guyana is already experiencing climate change with more frequent floods and drought. The money will help UNICEF to install rainwater harvesting systems in schools, build local health centres, improve the 'cold chain' to keep vaccines safe and effective, and train young people to inform their local communities about climate change.

*Rainwater harvesting, Mozambique*

Freshfields Bruckhaus Deringer is supporting the installation of rainwater harvesting systems in local schools in remote and semi-arid areas of Mozambique to ensure children have year-round access to safe drinking water. Climate change is creating more erratic rainfall patterns and longer periods of drought, so ensuring rainwater can be captured and stored for use in unexpected dry periods is vital to improving children's resilience to climate change. Rainwater harvesting systems ensure that children continue going to school in times of drought and that they spend more time at school rather than travelling long distances to fetch water for their families.

*Digital mapping, Brazil*

Bunzl PROTCAP supported the first phase of a digital programme that mapped environmental risks and vulnerabilities in Rio De Janeiro, Brazil. The programme aims to strengthen climate adaptation work at community level and empower young people with the skills they need to develop a climate change prevention programme for their community.

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*Climate change reports, East Asia and the Pacific*

With the support of a donation from Reed Elsevier, UNICEF UK in partnership with UNICEF's regional office for East Asia and the Pacific published a series of reports analysing the impact of climate change on children in Mongolia, the Pacific Islands and Indonesia. These reports were published ahead of the UN Climate Change Conference in South Africa, and disseminated widely to policymakers and the media in the Asia-Pacific region.

*Climate ambassadors*

In 2011, UNICEF UK continued to support youth engagement in our campaign and policy work around climate change. We supported our youth campaigners at music festivals over the summer and to meet with then UK Secretary of State for Energy and Climate Change Chris Huhne to discuss the importance of considering children in the climate change debate. We also continue to support Ella Sivan, a UNICEF UK youth volunteer, to sit on the Department of Energy and Climate Change's 'youth panel' that informs UK government policy on climate change, energy and sustainable development.

*UNICEF UK's carbon footprint*

Recognising our own responsibilities, UNICEF UK is part of the 10:10 campaign and set ourselves the objective of reducing our carbon footprint by at least 30 per cent per staff member over the three years to the end of 2010. In 2007, we were responsible for more than 1,981 tonnes of CO<sub>2</sub> emissions from our energy use, travel and paper consumption. This equated to 12.8 tonnes per full-time equivalent staff member. By the end of 2010, we had achieved our objective having reduced our carbon footprint to 1,441 tonnes, or 7.2 tonnes per staff member – a reduction of 44 per cent over the three years. We continue to monitor our carbon emissions to further reduce our footprint per staff member.

We have achieved these reductions by implementing a policy and action plan to reduce our resource consumption, re-use and recycle as much waste as possible and inspire all staff to be environmental champions. The actions we have taken include introducing energy efficient and motion sensitive electrical equipment, promoting cycling by staff, encouraging trains over planes, stopping the use of disposable items and switching to sustainable products, recycling as much as we possibly can, and composting our food waste.

Instead of offsetting our carbon emissions, we compensate for them by funding UNICEF projects that help children affected by climate change via our *Climate Positive* initiative. We spend at least as much on these projects as we would have to pay to offset our emissions.

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## Children in emergencies

For more than 65 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.

During an emergency, UNICEF works to meet the immediate urgent needs of children and women. UNICEF's emergency relief efforts focus on providing shelter, food, water, health care and protection to vulnerable children caught up in conflict or natural disasters.

In the aftermath of an emergency, UNICEF works to promote long term rehabilitation and recovery, including getting children back to school.

UNICEF UK committed £48.9 million to help the millions of children caught up in emergencies in 2011. This sum includes £41.4 million from the Department for International Development (DFID). We supported humanitarian relief work in 26 countries and regions.

Our Children's Emergency Fund is vital in our response to help vulnerable children caught up in under-reported or often completely ignored humanitarian crisis around the world. It allows us to deliver a rapid response to children in so-called 'silent' emergencies that do not attract much media attention and where a public appeal for funds may not be appropriate or possible. In 2011 the Fund helped us to provide rapid support for nine different emergencies for children worldwide. For instance, it supported UNICEF to continue helping Haiti's children recover after the devastating earthquake in 2010, as well as assisting children caught in the conflicts in Libya and Ivory Coast (see pages 24 and 25).

We are extremely grateful to Mr Alan Howard and his wife Sabine who hosted a dinner with Sir Roger Moore to celebrate Roger's 20th year as a UNICEF Goodwill Ambassador. Over £500,000 was raised from the event to support the Children's Emergency Fund.

Jersey Overseas Aid Commission and the Isle of Man Overseas Aid Committee are two of UNICEF UK's most loyal supporters in emergencies. In 2011, they supported our fundraising efforts in places such as Liberia, Namibia, Ivory Coast, Nicaragua and El Salvador. Jersey Overseas Aid Commission made emergency grants of more than £300,000 to help some of the most vulnerable children in the world. This included £95,000 towards the food crisis in East Africa, including a specific grant of £30,000 for the Sudanese refugee camps in Ethiopia. The Isle of Man Overseas Aid Committee made emergency grants totalling more than £140,000, including £50,000 to Ivory Coast following the political violence that led to the displacement of over 500,000 Ivoirians. We are extremely grateful for the support of these donors.



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In 2011, UNICEF UK marked Jersey Overseas Aid Commission £4 million milestone in supporting our work for the world's children

We wish also to express our appreciation to The City Charitable Trust for their generous donation of £100,000 to our emergency recovery work in Pakistan following the devastating floods in 2010. Through their support, the Trust is helping UNICEF to meet the continuing needs of children, including improvements to education and ensuring that they are better prepared for future monsoon floods

**East Africa, famine**

In 2011, drought, soaring food prices, and continuing conflict and insecurity in Somalia left 6.7 million children in urgent need of humanitarian assistance in East Africa. It was the worst drought for half-a-century in parts of East Africa, leaving pastures barren, water sources dry and livestock dead. Food prices rose to record highs, leaving families struggling to feed their children.

For month after month, tens of thousands of families fled Somalia to Kenya and Ethiopia. They walked with little or no food and security for as long as 20 days, leaving sick and weak children and parents to die along the way. At the height of the crisis, the Dadaab refugee camp in Kenya, already the biggest in the world, was receiving 1,000 Somali refugees a day. Although the original intended capacity was 90,000 people, the refugee population reached almost half a million in September. Many refugees arrived acutely malnourished and without having been vaccinated against infectious diseases, heightening the risk of epidemics. In Somalia, less than half of all infants under the age of 1 are vaccinated against the six killer diseases, making it one of the lowest immunisation rates in the world. Children constituted around half the refugee population and were the most susceptible to illness, abuse and death.

Just three months after the onset of famine in areas of Somalia and drought in the Horn of Africa, UNICEF had treated more than 100,000 children for severe acute malnutrition, vaccinated 1.2 million children against measles, and ensured that 2.2 million people had safe drinking water.

By the end of the year, UNICEF had delivered 9,740 tonnes of life-saving supplies by air, land and sea. Supplies included ready-to-use therapeutic food to treat children with severe malnutrition, high energy biscuits, health kits for families, and kits to treat diarrhoea. In addition, UNICEF worked with partners to provide a safe space for nearly 50,000 children to learn and play and receive psychological and social care at UNICEF child-friendly spaces.

When the World Food Programme (WFP) was denied access to Somalia, UNICEF strengthened operational capacity and carried out wide and massive food distribution to famine-affected regions. In addition, it continued to roll out its successful cash transfer programme to support the most vulnerable families.

In order to build children's resilience to drought and food crises for the medium and long term, UNICEF supports community management of water resources and close monitoring of child nutrition to enable faster response to the potential threats of drought and malnutrition.

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UNICEF UK's emergency appeal raised around £6.3 million to assist UNICEF's humanitarian work for children in East Africa

We would like to thank trustees of the Band Aid Trust for their generous grant of £501,750 for the East Africa Crisis that was used to provide nutrition for more than estimated 159,000 children with severe malnutrition

Visa, Kantar, Everything Everywhere, FTSE, Unilever and BA (via cargo-space donations) supported our famine emergency appeal for children in East Africa. Everything Everywhere customers raised more than £270,000 for the East Africa Crisis through text to donate campaigns. We are very grateful to the Children's Investment Fund Foundation for their generous pledge of £500,000 gift-in-kind ready-to-use therapeutic food for malnourished children.

Their Royal Highnesses the Duke and Duchess of Cambridge's visit to UNICEF Supply Division in Copenhagen helped to put the famine and UNICEF's work for children back into the spotlight, generating global news coverage and leading to nearly £1 million in further donations to the emergency appeal in the UK. Visits to the UNICEF UK website increased by more than 200 per cent on the day of the royal visit. Between 28 October and 3 November, #EastAfricaCrisis received nearly 1,300 mentions on Twitter, reaching an estimated audience of 7.1 million people. Princess Beatrice auctioned the Philip Treacy hat that she wore to the wedding of the Duke and Duchess of Cambridge, raising more £40,000 for UNICEF's work for children.

UNICEF UK Ambassador Ewan McGregor presented emergency adverts on television and in cinemas, which raised more than £1.2 million for children in East Africa. In October, we generated further coverage and funds by facilitating Eddie Izzard's visit to the Kenya-Somalia border. The resultant ITV1 *Tonight* programme "Didn't We Fix Famine?" had 2.6 million viewers and showed UNICEF's vital work for children. Eddie also highlighted the children's emergency in tweets and an exclusive UNICEF UK video diary. A full-page letter from UNICEF Goodwill Ambassador David Beckham to 3 million *Daily Mirror* readers brought donations of more than £51,000 for children.

#### **Haiti, building back**

On 12 January 2010, a massive earthquake hit the Caribbean nation of Haiti, killing more than 220,000 people and injuring 300,000. The disaster left tens of thousands of children orphaned or separated from their parents. It affected almost 15 million children. It was a double disaster in the sense that it destroyed the infrastructure of what was already one of the poorest nations on Earth with the highest rate of infant mortality in the western hemisphere.

Within days, our supporters enabled UNICEF to deliver plane-loads of life-saving health, nutrition, water and sanitation supplies for more than 250,000 children, giving crucial early prevention against child dehydration, disease and malnutrition. At the height of the emergency, UNICEF was helping to deliver clean water to 1.2 million people living in temporary shelters. UNICEF also helped to vaccinate more than 2 million children against life-threatening diseases. Then in late 2010, a cholera epidemic claimed more than 1,000 lives and left over 23,000 people hospitalised.

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Once again, UNICEF was one of the first to respond, setting up more than 70 cholera treatment centres and providing medicine and water purification tablets

In 2011 UNICEF was able to deliver cholera prevention supplies for 2.2 million people, provide improved sanitation for 322,000 people, and give 196,000 people at least 10 litres of safe water every day. In addition, more than 750,000 children have now been able to go back to school with learning materials provided by UNICEF.

In 2011, UNICEF UK supporters gave more than £650,000 to help Haitian children to begin to recover from the disaster and to start to rebuild their lives.

**Pakistan, floods**

The 2010 monsoon season saw the worst floods in Pakistan's history, affecting more than 20 million people – half of whom were children. The disaster claimed more than 1,700 lives and damaged or destroyed at least 1.8 million homes. In 2011, heavy monsoon rains and floods returned, wreaking further havoc on the lives of up to 2.5 million children.

UNICEF again responded rapidly, providing clean water for over 40,000 people a day and supplying 4.6 million water purification tablets and 2 million sachets of water disinfectant. UNICEF also ensured that more than 78,000 children got back to school quickly by creating more than 1,600 safe temporary learning centres in the worst affected area of Sindh province.

UNICEF UK supporters donated more than £480,000 to help UNICEF's humanitarian work for Pakistan's children.

**Libya, conflict**

In February, an uprising in Benghazi against the Gaddafi regime escalated rapidly into violent conflict across much of Libya. Fighting and sanctions lasted 10 months and affected the lives of millions of women and children. Nearly 800,000 people fled Libya into neighbouring Egypt and Tunisia, with many more internally displaced by the shelling and fighting within their communities.

Many children were killed as anti-government forces battled with Gaddafi loyalists. Hundreds of schools were destroyed, disrupting the education of the majority of children across Libya and leaving many more suffering from stress and trauma unable to escape the violence.

UNICEF played a key role in the humanitarian response in Libya. Supplies were immediately deployed, initially covering 20,000 people at the Tunisia and Egypt border crossing points, and assisting a further 20,000 people with essential humanitarian needs including health kits and vaccines in Libya itself. UNICEF distributed 10 million litres of safe water to around 500,000 vulnerable people including children and women. Since the conflict ended, UNICEF has supported the Ministry of Education with the recovery of schools and a back-to-school campaign as well as providing psychological and social support and mine-risk education for vulnerable children.

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UNICEF UK supporters donated more than £400,000 to assist UNICEF's humanitarian work for children in Libya

**Ivory Coast, conflict**

In 2011, political violence in Ivory Coast caused over 500,000 people to flee their homes, most of whom were women and children. Food, clean water and health care for children were scarce as the state struggled to provide basic services.

UNICEF was able to vaccinate more than 1.7 million children against measles and other illnesses. UNICEF also provided child-friendly spaces for more than 20,000 children displaced in the conflict. These spaces gave children a chance to learn, play and receive psychological and social care for any trauma they had suffered.

UNICEF UK supporters donated more than £100,000 to help UNICEF's humanitarian work for Ivorian children.

**Your support for children**

Our total income for 2011 was £95.0 million, which allowed us to make £75.7 million available for programmes for children. UNICEF UK depends entirely on voluntary contributions to support UNICEF programmes worldwide. We receive no money from the United Nations budget.

*Core programmes*

Unrestricted funds (money not earmarked for specific programmes or priority areas) are especially valuable to UNICEF as they allow us to direct money to areas where children's need is greatest, even if funding has so far been inadequate or non-existent. There are three main criteria for allocating unrestricted funds to individual countries: the mortality rate of children under the age of 5, the gross national product per capita, and the absolute size of the child population. Based on these criteria, the global UNICEF Executive Board decides on funding proposals for individual country programmes. If approved, a country programme is usually five years in length and UNICEF plans carefully with individual governments to ensure the best results for children. From our 2011 income, the contribution of UNICEF UK to UNICEF's core programmes amounts to over £8.4 million.

UNICEF UK is enormously grateful to our Global Guardians, a special group of individual supporters who make regular gifts, mainly to our core programmes for children across the world. Global Guardians give us the flexibility to respond wherever the need is most urgent, whether this is essential funding for a long-term programme or a humanitarian emergency for children. In 2011 Global Guardians gave more than £166,000 to UNICEF in unrestricted funding, enabling us to support children in some of the most challenging countries such as Democratic Republic of Congo, Myanmar (Burma) and Sudan. Global Guardians enjoy being closely involved with UNICEF's work through regular updates and invitations to events.

*Corporate support*

In 2011, UNICEF UK corporate partners donated more than £8.7 million with valued support from Barclays, CBRE, Clarks, The Co-operative Pharmacy, DLA Piper, Everything Everywhere, Freshfields, FTSE, IKEA, Kantar, Manchester United, Marks

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& Spencer, Pampers, Rangers, Starwood Hotels and Resorts, State Street, Twinings, Visa Europe, and Wella among others

*FTSE 4 Good*

Over the past 11 years, more than £3 million has been raised thanks to the FTSE4Good index. Most recently FTSE has supported several UNICEF programmes, including two HIV prevention projects in Mozambique. FTSE members of staff have also voted to support a project in Sudan focusing on baby and child malnutrition.

*Legacies*

UNICEF UK is deeply grateful to the 185 supporters who left a legacy of life for the children of the world through gifts in their Wills. Their generous legacies, which totalled nearly £4.2 million, helped thousands of children live safer, healthier lives and moved the world a step closer to ending all preventable deaths of children. We extend our sympathy and heartfelt thanks to their loved ones. As of today, over 2,160 supporters have informed UNICEF UK of their plans to leave a gift to children in their Wills. We applaud their foresight and leadership in making future generations of children a priority.

*Major supporters, trusts and grant-making bodies*

UNICEF UK also received almost £4.8 million from charitable trusts, foundations, other grant-making bodies and major supporters. We are incredibly grateful for the commitment of these organisations and individuals whose loyalty and generosity helps to sustain our work for children.

*ownacolour.com*

In 2011, we announced a new digital partnership initiative to name every one of the 16.7 million colours that can be displayed on computer, smartphone or tablet in return for a donation of at least £1 to help save children's lives. On the day of launch, ownacolour.com reached 1 million people via Twitter. It has so far brought in close to £100,000, the equivalent of 12,500 water kits for families caught in an emergency to collect, store and purify water.

*Carol concert*

In December, more than 400 people enjoyed our carol concert to celebrate UNICEF's work at St James's, Piccadilly. The concert also raised more than £10,000 for children.

*Fundraising groups and volunteers*

Through volunteering their time and skills on a wide range of innovative events, community fundraisers and event organisers raised nearly £3 million in 2011. Our loyal and dedicated UNICEF Volunteer Groups alone raised over £170,000 for our work with children. In 2011 we welcomed 10 new fundraising groups around the UK. Margaret Laidlaw, Chairperson of the Dunbar UNICEF UK Group, was awarded an MBE for her volunteering services to UNICEF. Margaret has been volunteering for UNICEF UK for over 24 years and has raised over £117,000 for children during that time.

Our redesigned My Fundraising site raised more than £540,000 with an average gift of more than £38.

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Team UNICEF runners raised more than £925,000. Since 2008, Royal Parks Half Marathon runners have raised more than £1 million for UNICEF's work for children. Since 2007, runners in the Virgin London Marathon have raised more than £400,000 for UNICEF UK. The Marathon of Marathons event, hosted by the private equity company Campbell Lutyens, brought together over 250 people to run the Athens Marathon for various children's charities. It raised £600,000 for UNICEF's work for children.

UNICEF UK treks to Namibia and Jordan raised £167,000 for children. Our 39 intrepid trekkers visited UNICEF-supported programmes in both countries.

Jar of Grace, our annual fundraising appeal with UK churches, focused on child malnutrition. It raised £73,000 for children.

*Individual support*

UNICEF UK raised £26.5 million through marketing campaigns to our existing supporters and other members of the public. Our Christmas campaign focused on the real life story of Mariam, who walked for 20 days, heavily pregnant, across drought-ravaged Somalia looking for a safe place to give birth. She finally found sanctuary in a quiet village, where Shamso, a local woman trained by UNICEF, helped Mariam give birth with the aid of a UNICEF Safe Birth Kit. Ayan, Mariam's baby daughter, was born healthy. "She is called Ayan, which means 'the lucky one'". The campaign raised £590,000.

We launched *Connected*, an innovative way for supporters to give for children via their mobile or tablet. Supporters agree to give a monthly amount, all within their control, and in response they get an inspiring story and photo gallery to show how their support is helping children. *Connected* raised more than £32,000 in 2011.

*Cards and gifts*

2011 was the first full year for our new business model for cards and gifts to develop. Working with our trading partners, Mosaic Fulfilment Solutions and ProCo, we managed to continue to reduce the financial risks to UNICEF UK, focusing the sales activities in the autumn and Christmas season.

Net income from cards and gifts sales activities through both partners, including top-up donations with orders totalled £390,000. Of this, donations with orders totalled more than £154,000, reflecting the great commitment to children by our supporters.

It was a very challenging year for UNICEF Inspired Gifts. Income totalled over £220,000, down by 9 per cent compared to 2010. This very much reflects the state of the virtual gifts market in the UK. UNICEF Goodwill Ambassador David Beckham's asked people to donate an Inspired Gift to help celebrate his birthday via a personal filmed message and his Facebook page. UNICEF UK #bestpresent tweet linked to David's appeal and reached 80,000 followers on Twitter.

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Inspired Gifts continue to save and transform the lives of vulnerable children around the world. Examples of how Inspired Gifts, funded by supporters in the UK, helped children's lives include

- Medical equipment to assist the safe delivery of almost 1,100 babies
- Emergency water kits to over 1,000 families, helping to protect children from waterborne diseases and improve hygiene
- School kits for more than 1,600 children
- Long-lasting mosquito nets to protect almost 2,600 families against malaria
- Measles vaccines to protect over 24,600 children against this killer disease
- Over 14,200 sachets of peanut paste to treat severely malnourished toddlers

## Looking ahead

### *Strategic Framework 2011–15*

UNICEF UK adopted a new Five Year Strategic Framework for 2011–15 and continues to work towards the priority objectives of

- Maximising the amount of money we raise to spend on children, by 2015 making at least £52.8 million per year available for programmes for children worldwide
- Embedding child rights at all levels of UK government (domestic and international) and other relevant institutions throughout the UK

### *Operational Plan 2011–12*

We are in the second year of our current two-year operational plan for 2011–12, and will look to build on the progress, performance and impact achieved in 2011. We continue to experience both an economic downturn and a difficult policy environment for children and young people, as well as significant challenges to the funding and organisation of the public sector. This increases the need for us to work to maximise the money we raise, and to achieve change in relation to domestic and international policies of the UK and devolved governments.

In 2012 we aim to raise £59.7 million (not including income from the Department for International Development), making at least £43.3 million available in 2012 for UNICEF's work with and for children. We will continue to focus our efforts on recruiting and retaining committed long-term donors across all our fundraising areas, driving down costs and ensuring the maximum amount is available to spend on children.

Building on the 50,000 new pledge donors recruited in 2011, we will recruit a further 65,000 in 2012, boosting sustainable income from pledge donors to £1.5 million (excluding Gift Aid) monthly by the end of 2012. We will aim to achieve £10.7 million annual income from corporate partners, and £5.7 million annual income from major donors, trusts and foundations.

The largest single fundraising opportunity in 2012 is the *Soccer Aid* event in May. *Soccer Aid* has been held every two years since 2006, and to date has raised over £7 million. It is a telethon and football match between two teams of celebrities and football legends past and present representing England and the Rest of the World.

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Soccer Aid 2012 takes place at Old Trafford on Sunday 27 May 2012, and aims to raise at least £2.5 million for UNICEF's work for children.

2012 is also the year of the London Olympic and Paralympics Games. *International Inspiration* is the international social legacy of the London 2012 Games. By the start of the Games in July 2012, it aimed to enrich the lives of 12 million children and young people in 20 countries through the power of PE, sport and play. Working with our partners, UNICEF UK helped *International Inspiration* exceed this goal before the start of 2012 and we will continue to reach more children throughout 2012. We will also take the opportunity to tell our story as part of the Games celebrations. Children from the countries supported by *International Inspiration* will visit the UK, take part in the torch relay and share their story with the British public. An inspirational photography exhibition of images of children and young people from each country and photographs by Rankin of *International Inspiration* Ambassadors will be shown at the Museum of London. And films of *International Inspiration* programmes in Bangladesh, Jordan and Mozambique will be shown at Olympic venues and across the UK. In addition, UNICEF UK continues to work with colleagues in Brazil to explore how UNICEF might support the 2014 World Cup and 2016 Olympic Games in Brazil.

UNICEF UK continues to work to ensure that the UK Government remains on track to meet its commitment that 0.7 per cent of Gross National Income (GNI) will be spent on Official Development Assistance (ODA) by 2013. We will lobby the Government to include the legislation in the Queen's Speech in May 2012. We will advocate for DFID to take a child rights and equity-based approach to development and climate change adaptation programmes, and that UK aid should remain committed to HIV, water and sanitation and climate change.

UNICEF UK will build on the progress made in 2011 towards achieving broad child rights-oriented legislative change in the devolved nations of the UK and in key pieces of UK legislation and policy affecting children. We will continue to lobby the Government to maintain its commitment to end child poverty by 2020, and to use a child rights-based approach in order to tackle the issue. To build pressure on politicians for these policy change objectives, we will treble the number of supporters actively campaigning with UNICEF UK.

Sustainable development is fundamental to the survival, development and protection of children. The Rio+20 UN Conference on Sustainable Development in June 2012 is a major opportunity to save and transform children's lives. UNICEF UK will take this opportunity to send a number of clear messages, one of which will be to call on world leaders to increase investment in building the resilience of children, especially the most disadvantaged, not only as part of effective humanitarian action, but also as a core dimension of sustainable development. There are five areas of resilience for children that UNICEF wants the Conference to address: poverty, food security, water and sanitation, disasters and urban life. UNICEF UK will be lobbying the UK Government to put the needs of children at the heart of the Conference, to ensure that children have the opportunity to participate in the Conference, and that governments consult with children when designing and implementing policies that affect children's lives.



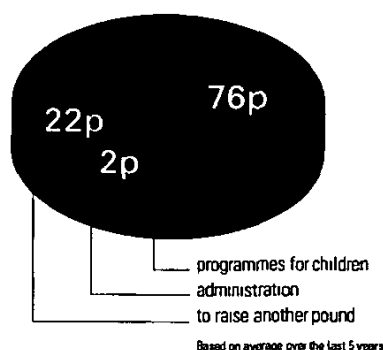
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While continuing to focus our UK programme work on embedding children's rights at the highest feasible institutional level, we will also continue to engage locally with schools, NHS trusts, universities and local authorities, building on the progress made in 2011 to further expand the numbers of Rights Respecting Schools, the impact and coverage of Baby Friendly Initiative accreditation, and improve child well-being through a child rights based approach at local authority level. This is a time of significant change in the public sector, and we regard this as an opportunity to embed further change in practice at a local level.

Finally, we will continue to strive to be more effective, and to create the conditions for future success in raising money for children and embedding child rights in policy and practice. Early in 2012 we launched Common Approach, a clear statement of the principles that underpin our behaviour as an employer, clearly supporting our staff to achieve levels of well-being that will underpin our performance in both the short term and long term. We will also build on our brand work in 2011 to ensure that UNICEF UK is recognised and gets greater support for UNICEF's vital and often ground-breaking work and achievements for children. Building on our innovation in SMS regular donations in 2011, we will continue to invest in the technology and capability that will make us a truly digital-first organisation, enabling us to have an even broader reach.

## Financial review



### *Income*

In describing our activities and achievements above, we have reported that UNICEF UK's total income for 2011 was £95.0 million. This represents an increase of 16.8 per cent over our 2010 income. The Department for International Development (DFID) continue to contribute substantial amounts to UNICEF's humanitarian emergency response, including vital funds for UNICEF's work in lower profile emergencies arising from the conflict in the Democratic Republic of Congo and in Somalia, as

well as for high profile emergencies such as the famine and food insecurity in East Africa.

### *Costs of generating funds*

Charities have to spend money to raise money. Over the past five years<sup>7</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.

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<sup>7</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.

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*Charitable expenditure*

Of the total income raised in 2011, £75.7 million was available for programmes to benefit children. Of this, £62.4 million was for specific programmes or countries chosen by our donors, £8.5 million for UNICEF core programmes and £4.8 million for UNICEF UK's advocacy and programmes in the UK, such as our Baby Friend Initiative and Rights Respecting Schools 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 UK adheres to the highest standards of good practice with our fundraising. We are also committed to giving the public the comfort of a 'safety net' provided by the FRSB's robust complaints system.

*Management and administration and governance costs*

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

Under the Statement of Recommended Practice on Accounting and Reporting by Charities issued in 2005 (SORP 2005), management and administration support costs are allocated between the charity's functional activities and "governance costs". Governance costs provide the governance infrastructure for the charity to operate and generate the information for public accountability, and include the costs of strategic planning for the future development of the charity. Governance costs amounted to less than 1 per cent of total income in 2011.

*UNICEF UK Enterprises Limited*

The charity's wholly owned trading subsidiary carries out commercial trading activities for the charity. During the year, income of £1.6 million (2010: £2.0 million) was raised from the sale of bought-in cards and gifts, corporate cause-related marketing arrangements, commissions, royalties and other non-primary purpose trading. After allowing for associated expenditure and management charges, £1.4 million (2010: £1.5 million) was covenanted under Gift Aid to UNICEF UK.

*Reserves*

UNICEF UK's policy on reserves is to

Retain an emergency fund of £500,000 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

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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 £326,000 of restricted funds relating to income from UNICEF HQ to contribute towards developing innovative fundraising techniques. A designated fund of £70,000 has been set aside at the end of 2011 for a Baby Friendly Initiative commissioned research project

Total funds at the end of 2011 amounted to £2.9 million (2010 = £2.8 million)

*Ethical investment policy*

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

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

*Changes in assets*

The changes in fixed assets during 2011 are set out in note 13 to the financial statements. The net value of charity's fixed assets has decreased from £2.2 million at the end of 2010 to £1.8 million at the end of 2011 because depreciation and disposals of assets that had reached the end of their useful life exceeded the cost of new assets purchased.

The cash at bank held by the group at the year-end amounted to £7.7 million, compared to £2.7 million at the end of 2010. This increase is a result of the increase in creditors at the year end because of how our payment cycle coincided with the non-working days around Christmas at the year end.

*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 over 17,000 hours of their time during 2011.

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## **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. Since 2009, two young people have acted as Youth Advisers to the Board, each serving a two-year term.

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

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

During 2011, the Board agreed to establish an Audit Committee to meet at least twice a year consider audit related matters previously under the remit of the Board Sub-Committee. The first meeting of the Audit Committee took place in March 2012.

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

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

UNICEF UK 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 Executive Team, a briefing on their role and responsibilities, and a comprehensive set of documents that includes detailed information about UNICEF as well as general guidance from the Charity Commission.

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*Risk management*

A Risk Management Group, comprising the Treasurer and senior members of staff from across UNICEF UK, meets quarterly to identify and assess the major risks, and recommend and monitor implementation of appropriate actions to manage those risks. The group reports to the Audit Committee 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:

- 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
- Event that renders either UNICEF UK office unusable for a period of time that impacts negatively on the ability to carry out the charity's activities

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 the Charities Act 2011 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, education and gender equality, children affected by HIV and AIDS, child 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.

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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
Christopher Lovell	Vice-Chair
Sue MacGregor CBE	Vice-Chair
Brian Smith	Treasurer (to June 2011)
Sir Anthony Redmond	Treasurer (from June 2011)
Graham Badman CBE	
Dr Harriet Crabtree OBE	
Professor Jagdish Gundara	(from June 2011)
Professor Lynn Davies	(to June 2011)
Ilse Howling	
Glyn Isherwood	(from June 2011)
The Baroness Massey of Darwen	
The Baroness Miller of Chilthorne Domer	
The Baroness Morris of Bolton OBE	
Professor Mary Renfrew	(from June 2011)
Robert Scott	
Professor Andrew Tomkins OBE	(to June 2011)
Rob Williams	(to December 2011)

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 2011 was 113 (2010 – 122). 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	
Emily Middleton	(to November 2011)
Harry Phinda	(from December 2011)

*Related parties and connected organisations*

UNICEF UK has a wholly owned trading subsidiary, UNICEF UK Enterprises Limited, which carries out non primary-purpose trading activities for the charity. The results of UNICEF UK Enterprises Limited are added to those of UNICEF UK to produce the consolidated financial statements. UNICEF UK is connected to the global UNICEF organisation through a 'co-operation agreement' between the two parties.

**Statement of responsibilities of the Trustees**

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and regulations.

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Company law requires the Trustees to prepare financial statements for each financial year. Under that law the Trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the group and charity and the incoming resources and application of resources, including the net income or expenditure, of the group for that period.

In preparing these financial statements, the Trustees are required to

- select suitable accounting policies and then apply them consistently,
- make judgments and accounting estimates that are reasonable and prudent,
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements,
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the group and charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the group and charity's transactions and disclose with reasonable accuracy at any time the financial position of the group and 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 group and charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

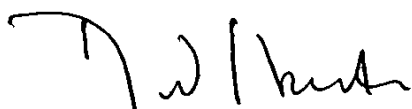
The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of the financial statements may differ from legislation in other jurisdictions.

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. Each of the Trustees also confirms that he/she has taken all necessary steps to ensure that he/she is 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 25 April 2012 and signed on its behalf by



David L Stanton  
Chairman

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

**The United Kingdom Committee for UNICEF**

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**Independent auditor's report to the members and  
Trustees of UNICEF UK**

We have audited the financial statements of UNICEF UK for the year ended 31 December 2011 which comprise the Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Group cashflow statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

**Respective responsibilities of the Trustees and auditor**

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

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

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

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

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



**Independent auditors' report to the members and Trustees of  
The United Kingdom Committee for UNICEF  
For the year ended 31 December 2011**

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**Opinion on the financial statements**

In our opinion the financial statements

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 December 2011 and of the group's incoming resources and application of resources, including the group's income and expenditure, for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and
- have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended)

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

In our opinion the information given in the 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 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us, or
- the parent charitable 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

Catherine L Sayer (Senior statutory auditor)

28 May 2012

for and on behalf of Sayer Vincent, Statutory Auditor  
Sayer Vincent, 8 Angel Gate, City Road, LONDON EC1V 2SJ

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

**The United Kingdom Committee for UNICEF**

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

**For the year ended 31 December 2011**

	Notes	Unrestricted £'000	Restricted £'000	2011 Total £'000	2010 Total £'000
<b>Incoming resources</b>					
<i>Incoming resources from generated funds</i>					
Voluntary income	2	18,686	31,486	50,172	57,189
Government grants	3	-	42,217	42,217	21,334
UNICEF fundraising development	11	-	586	586	448
UNICEF cards and gift sales	4	386	4	390	715
Investment income		20	-	20	17
<i>Incoming resources from charitable activities</i>					
Advocacy programmes		1,473	155	1,628	1,609
<i>Other incoming resources</i>					
		-	-	-	-
<b>Total incoming resources</b>		<b>20,565</b>	<b>74,448</b>	<b>95,013</b>	<b>81,312</b>
<b>Resources expended</b>					
<i>Costs of generating funds</i>					
Costs of generating voluntary income	5	(6,862)	(11,278)	(18,140)	(16,265)
UNICEF fundraising development	11	-	(309)	(309)	(448)
UNICEF cards and gifts costs	4	(167)	-	(167)	(738)
		(7,029)	(11,587)	(18,616)	(17,451)
<i>Charitable activities</i>					
Core UNICEF programmes	6	(8,448)	-	(8,448)	(4,655)
Specific UNICEF programmes	6,8	-	(62,396)	(62,396)	(52,312)
Advocacy programmes	6,7	(4,647)	(169)	(4,816)	(6,207)
		(13,095)	(62,565)	(75,660)	(63,174)
<i>Governance costs</i>					
	9	(617)	-	(617)	(620)
<i>Other resources expended</i>					
		(4)	-	(4)	(1)
<b>Total resources expended</b>		<b>(20,745)</b>	<b>(74,152)</b>	<b>(94,897)</b>	<b>(81,246)</b>
<b>Net movement in funds before transfers</b>		<b>(180)</b>	<b>296</b>	<b>116</b>	<b>66</b>
Funds at the start of the year		2,762	30	2,792	2,726
<b>Funds at the end of the year</b>		<b>2,582</b>	<b>326</b>	<b>2,908</b>	<b>2,792</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

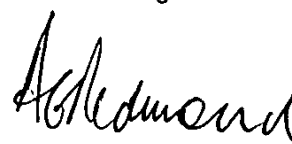
## Balance sheets

As at 31 December 2011

	Note	The group		The committee	
		2011 £'000	2010 £'000	2011 £'000	2010 £'000
<b>Fixed assets</b>					
Tangible fixed assets	13	1,837	2,197	1,837	2,197
Investments	14	-	-	20	20
		<u>1,837</u>	<u>2,197</u>	<u>1,857</u>	<u>2,217</u>
<b>Current assets</b>					
Debtors	15	4,345	4,185	6,860	4,194
Cash at bank and in hand		<u>7,702</u>	<u>2,726</u>	<u>5,167</u>	<u>2,697</u>
		<u>12,047</u>	<u>6,911</u>	<u>12,027</u>	<u>6,891</u>
<b>Creditors amounts due within one year</b>					
Creditors and accrued charges	16	5,029	3,699	5,029	3,699
Amounts due to UNICEF		<u>5,947</u>	<u>2,617</u>	<u>5,947</u>	<u>2,617</u>
		<u>10,976</u>	<u>6,316</u>	<u>10,976</u>	<u>6,316</u>
<b>Net current assets</b>		<u>1,071</u>	<u>595</u>	<u>1,051</u>	<u>575</u>
<b>Net assets</b>	17	<u>2,908</u>	<u>2,792</u>	<u>2,908</u>	<u>2,792</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		82	262	82	262
- Other		326	30	326	30
<b>Restricted funds</b>		<u>326</u>	<u>30</u>	<u>326</u>	<u>30</u>
<b>Total funds</b>		<u>2,908</u>	<u>2,792</u>	<u>2,908</u>	<u>2,792</u>

The notes on pages 35 to 46 form part of these financial statements

These financial statements were approved by the Trustees on 25 April 2012 and were signed on their behalf by


David L Stanton  
Chairman

Sir Anthony Redmond  
Treasurer

**The United Kingdom Committee for UNICEF**

**Consolidated cash flow statement**

**For the year ended 31 December 2011**

	<b>2011</b>	2010
	<b>£'000</b>	£'000
<b>Net incoming / (outgoing) resources for the year</b>	<b>116</b>	66
Interest received	(20)	(17)
Depreciation of tangible fixed assets	434	402
(Increase)/ decrease in stocks	-	50
Decrease / (increase) in debtors	(160)	(699)
(Decrease) / increase in creditors	4,660	(1,022)
<b>Net cash inflow / (outflow) from operating activities</b>	<b>5,030</b>	(1,220)
<b>Returns on investments and servicing of finance</b>		
Interest received	20	17
<b>Capital expenditure</b>		
Loss on disposal of fixed assets	-	-
Payments to acquire tangible fixed assets	(75)	(311)
<b>Management of liquid resources</b>		
Cash withdrawn from fixed term deposit	-	-
<b>Increase/(Decrease) in cash</b>	<b>4,975</b>	(1,514)
<b>Reconciliation of net cash flow to movement in net cash</b>		
	<b>2010</b>	2010
	<b>£'000</b>	£'000
Increase / (decrease) in cash	4,975	(1,514)
Net cash at 1 January	2,726	4,240
Net cash at 31 December	7,702	2,726

## The United Kingdom Committee for UNICEF

### Notes to the financial statements

For the year ended 31 December 2011

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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	57%
Cards and Gifts	2%
Advocacy Programmes	27%
Specific UNICEF Programmes	4%
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 2011**

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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 2011 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

##### **i) Donated services and Gifts in Kind**

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

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

# The United Kingdom Committee for UNICEF

## Notes to the financial statements

For the year ended 31 December 2011

2. Voluntary income	Unrestricted £'000	Restricted £'000	2011 Total £'000	2010 Total £'000
Direct marketing	12,647	13,869	26,516	27,540
Change for Good	-	2	2	466
Check Out for Children	-	1,322	1,322	1,130
Corporate partnerships	706	6,213	6,919	8,259
Major supporters, charitable trusts and foundations*	481	4,273	4,754	3,896
Legacies	3,587	566	4,153	4,269
Fundraising initiatives and regional fundraising	1,152	1,277	2,429	4,644
Special events	6	527	533	3,045
"Inspired Gifts" donations	-	224	224	246
International Inspiration 2012	-	2,431	2,431	3,062
Donated goods and services	-	774	774	534
Other fundraising	107	8	115	98
<b>Total</b>	<b>18,686</b>	<b>31,486</b>	<b>50,172</b>	<b>57,189</b>

\* Charitable trusts restricted income includes £Nil (2010 - £271,000) from the Big Lottery Fund



3. Government grants	2011 Total £'000	2010 Total £'000
The Department for International Development (DFID)	41,393	20,779
The States of Guernsey & Jersey and the Isle of Man	824	555
<b>Total</b>	<b>42,217</b>	<b>21,334</b>

All government grants are treated as restricted funds

4. UNICEF cards and gifts	2011 Total £'000	2010 Total £'000
Sales of UNICEF cards and gifts	236	455
Donations with orders	154	260
<b>Total</b>	<b>390</b>	<b>715</b>
Less Costs of selling UNICEF cards and gifts		
Staff costs	(90)	(174)
Direct costs	(18)	(343)
Support costs	(59)	(221)
	<b>(167)</b>	<b>(738)</b>
	<b>223</b>	<b>(23)</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 2011

5. Costs of generating voluntary income

	Staff costs	Direct costs	Support costs (note 9)	2011 Total	2010 Total
	£'000	£'000	£'000	£'000	£'000
Direct marketing	1,031	9,451	1,322	11,804	10,171
Change for Good	-	-	-	-	333
Check Out for Children	134	73	106	313	461
Corporate partnerships	947	235	749	1,931	1,215
Major supporters, charitable trusts and foundations	839	97	590	1,526	1,558
Legacies	85	207	123	415	298
Fundraising initiatives and regional fundraising	555	578	590	1,723	1,560
Special events	53	51	106	210	392
"Inspired Gifts" fundraising	30	168	20	218	277
<b>Total</b>	<b>3,674</b>	<b>10,860</b>	<b>3,606</b>	<b>18,140</b>	<b>16,265</b>

6. Charitable activities

	Staff costs	Direct costs	Support costs (note 9)	2011 Total	2010 Total
	£'000	£'000	£'000	£'000	£'000
Core UNICEF programmes	-	8,448	-	8,448	4,655
Specific UNICEF programmes (note 8)	-	62,172	224	62,396	52,312
Advocacy programmes (note 7)	2,030	1,123	1,663	4,816	6,207
<b>Total</b>	<b>2,030</b>	<b>71,743</b>	<b>1,887</b>	<b>75,660</b>	<b>63,174</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 (note 9)	2011 Total	2010 Total
	£'000	£'000	£'000	£'000	£'000
Development education and youth work	696	330	501	1,527	1,324
Baby Friendly Initiative	449	646	389	1,484	1,202
Management of information resources	118	20	139	277	464
Communication of UNICEF's programmes	119	17	95	231	1,956
Management of high profile supporters	83	14	55	152	286
Campaign and parliamentary work	565	96	484	1,145	975
<b>Total</b>	<b>2,030</b>	<b>1,123</b>	<b>1,663</b>	<b>4,816</b>	<b>6,207</b>



The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2011

8 Supplementary programmes

£62,396,000 was for supplementary programmes (2010 £52,312,000) The main components of expenditure are identified below

	2011 £'000	2010 £'000
Children in emergencies	48,896	36,111
Young child survival and development	6,821	9,268
Basic education and gender equality	4,178	3,723
HIV and children	1,484	1,746
Child protection	1,007	1,464
Policy, partnership and participation for children	10	-
	<b>62,396</b>	<b>52,312</b>

9 Support costs

	Fundraising and sales costs £'000	Advocacy programmes £'000	Governance £'000	Specific UNICEF programme £'000	2011 Total £'000	2010 Total £'000
Finance	499	227	84	32	842	820
Information technology	389	176	65	24	654	547
People and development	461	209	78	28	776	716
Office management	923	420	155	55	1,553	1,610
Support services	605	274	102	37	1,018	1,021
Directorate	788	357	133	48	1,326	1,484
	<b>3,665</b>	<b>1,663</b>	<b>617</b>	<b>224</b>	<b>6,169</b>	<b>6,198</b>

	Staff costs £'000	Other costs £'000	2011 Total £'000	2010 Total £'000
Finance	218	624	842	820
Information technology	140	514	654	547
People and development	667	109	776	716
Office management	167	1,386	1,553	1,610
Support services	722	296	1,018	1,021
Directorate	743	583	1,326	1,484
	<b>2,657</b>	<b>3,512</b>	<b>6,169</b>	<b>6,198</b>

**The United Kingdom Committee for UNICEF**

**Notes to the financial statements**

**For the year ended 31 December 2011**

**10. Staff costs**

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

	<b>2011 Number</b>	<b>2010 Number</b>
Fundraising	<b>119</b>	111
Advocacy programmes	<b>74</b>	77
Support and governance	<b>7</b>	12
	<b>200</b>	200

Staff costs were as follows

	<b>2011 £'000</b>	<b>2010 £'000</b>
Salaries and wages	<b>7,109</b>	6,583
Social security costs	<b>748</b>	666
Pension contributions	<b>350</b>	333
Total salaries costs	<b>8,207</b>	7,582
Other staff costs	<b>692</b>	581
Total staff Costs	<b>8,899</b>	8,163

	<b>No.</b>	<b>No</b>
Employees with emoluments over £60,000 were as follows		
£100,001 - £110,000	<b>1</b>	-
£90,001 - £100,000	<b>-</b>	1
£80,001 - £90,000	<b>2</b>	-
£60,001 - £70,000	<b>2</b>	3

There were 5 employees in the year (2010 4 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 £21,747. The Executive Director's emoluments for 2011, excluding employer's pension costs, amounted to £101,750.

**Pension and retirement benefits**

The charity operated two defined contribution pension schemes during the year with Phoenix Life and Friends Life. The pension cost charge for the year represents contributions payable to the schemes and amounted to £350,000 (2010 £333,000).

There were £nil outstanding contributions at the end of the financial year (2010 £nil).

**The United Kingdom Committee for UNICEF**

**Notes to the financial statements**

**For the year ended 31 December 2011**

**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

	<b>2011 £'000</b>	<b>2010 £'000</b>
Market development programme		
Greeting card/ Inspired Gifts operation	-	55
Fundraising development programme		
Donor recruitment	<b>586</b>	<b>393</b>
	<b>586</b>	<b>448</b>

**Movements on UNICEF fundraising development programme funds**

	<b>Market development programme £'000</b>	<b>Research and development programme £'000</b>	<b>Fundraising development programme £'000</b>	<b>2011 £'000</b>	<b>2010 £'000</b>
At the start of the year	-	-	-	-	-
Funding received	-	-	586	<b>586</b>	<b>448</b>
Funding available	-	-	586	<b>586</b>	<b>448</b>
Funding utilised	-	-	(260)	<b>(260)</b>	<b>(448)</b>
At the end of the year	-	-	<b>326</b>	<b>326</b>	-

The expenditure of £309,000 showing on the SOFA comprises £260,000 of expenditure in 2011, plus £49,000 repaid to UNICEF Headquarters

## The United Kingdom Committee for UNICEF

### Notes to the financial statements

#### For the year ended 31 December 2011

#### 12. Net incoming resources for the year

This is stated after charging

	2011 £'000	2010 £'000
Depreciation	434	402
Trustees' reimbursed expenses	5	9
Trustees' remuneration	Nil	Nil
Auditors' remuneration		
▪ Audit	26	26
▪ Other services	-	-
Operating lease rentals		
▪ Property	1,018	964

Trustees' expenses represent travel and subsistence for 6 (2010: 3) trustees relating to attendance at Board meetings

During 2011, after a competitive tendering process, UNICEF UK commenced a commercial relationship with Voices for Change (a provider of specialist charity call centre services), which is a member of the Golley Slater Group of companies. A Trustee (Christopher Lovell) is a director and largest shareholder of the Golley Slater Group. This contract was awarded after due consideration by the Board of Trustees that this was in the best interests of the charity and the trustee in question was not involved in any of those discussions. The total amount paid to Voices for Change in 2011 was £148,000 (2010 = £nil).

#### 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	2,256	511	852	3,619
Additions in the year	42	3	30	75
Disposals in the year	-	-	(11)	(11)
At the end of the year	2,298	514	871	3,683
<b>Depreciation</b>				
At the start of the year	474	313	636	1,423
Charge for the year	226	78	130	434
Disposals	-	-	(11)	(11)
At the end of the year	700	391	755	1,846
<b>Net book value</b>				
At 31 December 2011	1,598	123	116	1,837
At 1 January 2011	1,782	198	216	2,196

## The United Kingdom Committee for UNICEF

### Notes to the financial statements

#### For the year ended 31 December 2011

#### 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

	2011 £'000	2010 £'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)

	2011 £'000	2010 £'000
Turnover	1,583	1,965
Cost of sales	<u>-</u>	<u>(146)</u>
Gross profit	1,583	1,819
Administrative expenses	(229)	(327)
Interest receivable	<u>-</u>	<u>-</u>
Operating profit / (loss)	1,354	1,492
Amount donated by Gift Aid to the charity	<u>(1,354)</u>	<u>(1,492)</u>
Retained in the subsidiary	-	-
The assets and liabilities of the subsidiary were		
Current assets	2,769	224
Creditors amounts falling due within one year	<u>(2,749)</u>	<u>(204)</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 2011**

**15. Debtors**

	<b>The group</b>		<b>The committee</b>	
	<b>2011</b>	<b>2010</b>	<b>2011</b>	<b>2010</b>
	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>
Trade debtors	479	620	265	445
Other debtors	3,866	3,565	3,846	3,545
Amounts due from subsidiary undertaking	-	-	2,749	204
	<b>4,345</b>	<b>4,185</b>	<b>6,860</b>	<b>4,194</b>

**16. Creditors and accrued charges**

	<b>The group</b>		<b>The committee</b>	
	<b>2011</b>	<b>2010</b>	<b>2011</b>	<b>2010</b>
	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>
Trade creditors	2,114	622	2,114	622
Other creditors and accruals	2,915	3,077	2,915	3,077
	<b>5,029</b>	<b>3,699</b>	<b>5,029</b>	<b>3,699</b>

**17. Analysis of group net assets between funds**

	<b>General funds</b>	<b>Designated funds</b>	<b>Restricted funds</b>	<b>Total funds</b>
	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>
Tangible fixed assets	1,837	-	-	1,837
Net current assets/(liabilities)	163	582	326	1,071
<b>Net assets at the end of the year</b>	<b>2,000</b>	<b>582</b>	<b>326</b>	<b>2,908</b>

# The United Kingdom Committee for UNICEF

## Notes to the financial statements

For the year ended 31 December 2011

### 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	2,000	20,565	(20,565)	2,000
<i>Designated funds</i>				
Youth participation project	12	-	-	12
Baby Friendly Research fund	250	-	(180)	70
Emergency fund	500	-	-	500
<i>Total designated funds</i>	762	-	(180)	582
<b>Total unrestricted</b>	<b>2,762</b>	<b>20,565</b>	<b>(20,745)</b>	<b>2,582</b>
<b>Restricted funds:</b>				
Supplementary programmes*	-	73,707	(73,707)	-
Advocacy programmes	30	155	(185)	-
UNICEF fundraising development	-	586	(260)	326
<b>Total restricted funds</b>	<b>30</b>	<b>74,448</b>	<b>(74,152)</b>	<b>326</b>
<b>Total funds</b>	<b>2,792</b>	<b>95,013</b>	<b>(94,897)</b>	<b>2,908</b>

\* Includes £Nil (2010 - £271,000) 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 designated Baby Friendly Research Fund is held to cover future costs relating to commissioned research and for the creation and development of a new information management system

The designated fund for the youth participation project is to cover the costs of developing new digital methods of engaging young people in the work of UNICEF UK. Feedback from young people is an integral part of the process and this has pushed the delivery of this project into 2012

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 £30,000 remaining at the end of December 2010 was a restricted fund specifically for an Interagency Group on Breastfeeding Monitoring (IGBM) project, and has now been fully expended

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

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**The United Kingdom Committee for UNICEF**

**Notes to the financial statements**

**For the year ended 31 December 2011**

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**19. Commitments under operating leases**

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

	<b>2011</b>	<b>2010</b>
	<b>£'000</b>	<b>£'000</b>
Expiring in less than 1 year	-	-
Expiring in 2 to 5 years	96	94
Expiring in greater than 5 years	1,011	990
	<b><u>1,107</u></b>	<b><u>1,084</u></b>

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

**20. Taxation**

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary, UNICEF UK Enterprises Ltd, covenants all its profits to the charity. There is no charge to corporation tax in 2011.

**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

<b>Trustees</b>	David L Stanton	Chair
	Christopher Lovell	Vice-Chair
	Sue MacGregor CBE	Vice-Chair
	Sir Anthony Redmond	Treasurer
	Graham Badman CBE	
	Dr Harriet Crabtree OBE	
	Professor Jagdish Gundara	
	Ilse Howling	
	Glyn Isherwood	
	The Baroness Massey of Darwen	
	The Baroness Miller of Chilthorne Damer	
	The Baroness Morris of Bolton OBE	
	Professor Mary Renfrew	
	Robert Scott	

(the names of all Trustees who served during the year are shown on page 35)

<b>Executive Team</b>	David Bull	Executive Director
	Jon Sparkes	Chief Operating Officer
	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 statutory auditors  
8 Angel Gate, City Road, London EC1V 2SJ