



FOR EVERY CHILD

The United Kingdom
Committee for UNICEF

**Trustees' Report
and Consolidated
Financial Statements**

For the year ended
31 December 2019

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20/07/2020

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COMPANIES HOUSE

UNICEF UK IN NUMBERS



£101.4 MILLION raised to build a safer world for every child. 2% increase on 2018.



SOCCER AID
unicef

Soccer Aid for Unicef raised **£7.9** MILLION, including UK Government Aid Match to help us have twice the impact for children.



£9.5 MILLION raised to support humanitarian emergencies for children in more than 40 countries.



War on Disease campaign reached over **40** MILLION people and helped support Unicef's work to provide vaccines for more than half the world's children.



Over **21,000** people signed our campaign calling on Prime Minister Boris Johnson to help end child deaths from preventable disease.



More than **1.75** MILLION schoolchildren in the UK now attend Unicef Rights Respecting Schools.



Nearly **700,000** newborn babies supported by Unicef's Baby Friendly Initiative in the UK.

Company no. 03663181
Charity no. 1072612 (England and Wales)
Charity no. SC043677 (Scotland)

THE UNITED KINGDOM COMMITTEE FOR UNICEF

TRUSTEES' ANNUAL REPORT AND CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2019

The United Kingdom Committee for Unicef
Trustees' Annual Report and Consolidated Financial Statements
For the year ended 31 December 2019

Company number 03663181
Charity number 1072612 (England and Wales)
Charity number SC043677 (Scotland)

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MESSAGE FROM THE CHAIR OF UNICEF UK

In 2019, millions of children faced the threats of war and disaster, disease and malnutrition. Violence, political and economic instability, environmental crises, mass migration and displacement, and disease epidemics turned children's lives upside down in every corner of the Earth. Chronic poverty and discrimination increased children's vulnerability to these threats.

Thanks to the wonderful generosity of our supporters, Unicef UK raised more than £101 million to support these children.

Our supporters responded with incredible charity for the millions of children affected by war or disaster. We supported humanitarian aid for children in more than 40 countries, including Yemen, the Democratic Republic of the Congo, and Syria. Unicef UK committed £9.4 million to help provide life-saving food, clean water, vaccines, education and protection for children in emergencies.

On 16 June, Soccer Aid for Unicef raised more money and featured bigger names in football and showbiz than ever. In total, it raised £7.9 million for children, including Aid Match provided by the UK Government generously matching every pound donated to help us have twice the impact for children.

On 20 November, Unicef UK marked World Children's Day and the 30th anniversary of the adoption of the UN Convention on the Rights of the Child with a series of events celebrating the power of children to change our world. The day saw children takeover the London Underground and bus networks as well as the devolved Parliaments in Scotland and Wales. Unicef Goodwill Ambassadors David Beckham and Millie Bobby Brown spoke at a session of the UN General Assembly.

Our War on Disease campaign focused on raising money and awareness of the importance of vaccines to help prevent childhood deaths and disease. The campaign, supported by the Bill & Melinda Gates Foundation, reached over 40 million people and helped raise vital funds in support of Unicef's work to provide vaccines for more than half the world's children. Over 21,000 people signed our campaign petition calling on Prime Minister Boris Johnson to help end child deaths from preventable disease.

Our work for children in the UK also flourished. We continued our campaign to protect children in the UK from toxic air. One in three children in the UK is growing up in areas with unsafe levels of air pollution. By the end of 2019, more than 46,000 people and over 1,050 schools and youth groups across the UK had participated in the campaign.

The Baby Friendly Initiative has revolutionised health care for mums and babies in the UK. Today, in partnership with the NHS, we work in 92% of maternity units across the UK, each year supporting nearly 700,000 new babies as they enter the world. More than 1.75 million schoolchildren in the UK now attend Unicef UK Rights Respecting Schools, creating safe and inspiring places for children to learn. While our Child Friendly Cities and Communities programme means more than 400,000 children now live in a community that has committed to embed children's rights in local decisions, services and spaces.

Thank you to the staff and trustees for your outstanding work and tireless dedication. Together we have made a huge difference for children this year.

And now, in 2020, with coronavirus affecting children's lives in the UK and around the world, Unicef is helping to tackle its unprecedented impact on children and families. We are here for every child always.

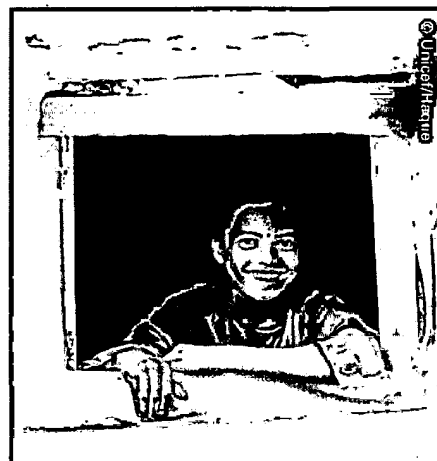
Douglas Alexander, Chair of Unicef UK

STRATEGIC REPORT

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

APPROACH AND AIMS

Unicef (the United Nations Children's Fund) is the world's leading organisation for children. Unicef helps to provide children with clean water, life-saving food and vaccines, as well as education and protection from violence and exploitation. Unicef has done more to influence laws, policies and customs to protect children than any other humanitarian organisation.



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 vulnerable children and the countries in greatest need have priority.

Unicef UK is a registered charity that raises funds for Unicef's emergency and development work around the world and advocates for lasting change for children worldwide. This includes, for example, working to change government policies and practices that are harmful to child rights in the UK and internationally. Unicef UK is one of 33 Unicef national organisations based in industrialised countries.

VISION

Our vision is a world fit for every child.

MISSION

We are here for every child, particularly the most vulnerable. All over the world, including here in the UK, we uphold the UN Convention on the Rights of the Child and work with partners and supporters to:

1. Unlock resources for programmes for children
2. Advocate for and create change for children
3. Promote children's voices

SUMMARY OUTCOMES IN 2019

**£101.4
million
raised**

1. Resources to create a world fit for every child

In 2019, Unicef UK raised a total of £101.4 million to help create a world fit for every child.

This total sum was achieved through the generous support of our many individual supporters and partners, of particular note:

- 65,495 new regular givers joined Unicef UK in 2019, with regular giving now generating £33.6 million for our work.
- Philanthropic gifts and charitable trusts and foundations generated £18.1 million
- Corporate partnerships raised £14.9 million
- Soccer Aid for Unicef raised £7.9 million, including Aid Match
- Gifts left to Unicef UK in wills provided £6.7 million
- Fundraising initiatives and regional fundraising generated £1.3 million
- Special events raised more than £800,000 in the financial year



2. Creating change for children

In 2019, we ran two major advocacy campaigns to deliver change for children around the world, including here in the UK.

We continued our campaign to protect children's health from toxic air. By the end of 2019, more than 46,000 people and more than 1,050 schools and youth groups across the UK had participated in the campaign.

46,000
joined our
toxic air
campaign

We also launched our two-year campaign to end the preventable deaths of children under age five around the world. We're asking the UK Government to tackle the major causes of under-five mortality through simple Interventions Including vaccinations, nutrition, universal health coverage and primary health care.

3. Promoting children's voices

On 20 November, we launched a series of events to mark World Children's Day and the 30th anniversary of the adoption of the UN Convention on the Rights of the Child (see page 7).

World Children's Day 2019 was a day when we saw the difference that children can make, and we heard the power of their voices. Children spoke out, made decisions and celebrated their childhood.

From London's public transport system to the devolved Parliaments in Scotland and Wales, children celebrated their rights and shared their views. Unicef UK ambassadors also showed their support across social media.



Our celebrations brought the power of children's voices closer to the UK public. Nearly 30% of the UK public and 50% of Londoners said they were aware of World Children's Day. We generated 59 media pieces and reached hundreds of thousands of people on social media. We unlocked new fundraising opportunities, resulting in the most successful face to face fundraising week for our in-house team, and secured change for children through a commitment to the full and direct incorporation of the UN Convention on the Rights of the Child by the Scottish Government.

50% of
Londoners
aware
of World
Children's
Day

In May we launched our Youth Advisory Board, further embedding meaningful youth engagement at Unicef UK. Members of the Board help us listen to the voices of children and young people all over the UK.

Children's Champions

Unicef Children's Champions are our most engaged community campaigners, helping ensure that our campaigns resonate in their communities, with their local MPs, and their local media. In 2019, these inspiring activists campaigned to protect children's health against toxic air, to end the deaths of children from preventable diseases, and to champion UK Aid. Children's Champions also helped to celebrate the 30th anniversary of the UN Convention on the Rights of the Child.



ACTIVITIES & ACHIEVEMENTS IN 2019

1. SOCCER AID FOR UNICEF

Soccer Aid for Unicef is a live, televised charity football match that brings together a star-studded line-up of celebrities and football legends so that more children around the world can grow up happy, healthy and able to play.

Across eight live matches, it has raised over £38 million, providing life-saving food, vaccines, education, clean water and protection from violence for millions of children around the world.

**£7.9
million
raised**

The 2019 event was the most successful yet. It raised over £7.9 million, and £3 million in donations was generously matched pound for pound by the UK Government.

TV show

The show was broadcast live on ITV to a peak audience of five million people. For the first time ever, women played in the game and there was an extended half-time break to enable us to explain the cause to viewers. Six films about Unicef's work for children appeared in the show, fronted by Unicef UK Ambassadors and supporters such as David Harewood, Olivia Colman, Rita Ora and James Nesbitt. There were also several features on our celebrity Appreciation Station, giving individuals who donated over the phone the opportunity to speak to many famous faces including Unicef UK Ambassador Keeley Hawes. The main show was also supported by wider ITV coverage across daytime programmes such as Good Morning Britain, The Chase and Celebrity Juice.

The show also highlighted the support from corporate partners such as easyJet. Among other activities, easyJet held onboard collections throughout June. They raised an incredible £200,000 for Soccer Aid.

The big match

The match was played in front of a sell-out crowd of 40,000 people at Chelsea FC's Stamford Bridge stadium. Through our integrated partnership with Disney, Hollywood legend and *Toy Story 4* star Tom Hanks blew the whistle to start the match. Unicef UK Ambassador Rita Ora entertained fans with a half-time show and the game resulted in the Soccer Aid World XI team beating England 3–1 on penalties, after a 2–2 draw in 90 minutes.

Media and communications

Throughout the campaign, more than 2,600 pieces of media coverage were secured, enabling us to reach 1.3 billion people and a further 6.4 million people through our integrated marketing campaign. Across Soccer Aid social media, 17.6 million people watched our videos and 2.75 million people watched our Instagram Stories on match day, demonstrating high levels of engagement across the campaign.

Soccer Aid Gala

On 12 June, our first Soccer Aid Gala raised £740,000, including UK Government Aid Match. The evening brought together the world of Soccer Aid, sports and entertainment as the 280 guests were treated to a performance from Unicef UK Ambassador Robbie Williams and the opportunity to bid on money-can't-buy auction items.

Schools and communities

The Soccer Aid Playground Challenge reached 1.3 million children in the UK, as 2,850 schools, including many Unicef UK Rights Respecting schools, registered to take part. Schools designed an obstacle course to take on together, while raising money to help children in danger around the world. A further 5,500 individuals registered to take part in the Great Big Kickabout, bringing the nation together in support of Soccer Aid for Unicef. For every Great Big Kickabout booking at Goals centres around the UK, Disney donated £10 to Soccer Aid for Unicef to help provide safe spaces for active play, helping children to grow up happy and healthy.

Parliamentary Soccer Aid

In May 2019 we hosted our second annual Parliamentary Soccer Aid, kindly sponsored by the Speaker of the House the Rt Hon John Bercow. The reception was attended by MPs and Peers, as well as Hollywood actor and Soccer Aid for Unicef goalkeeper David Harewood who addressed the event and spoke of his experience visiting Sierra Leone and seeing the work of UK Aid Match and Unicef.

2. WORLD CHILDREN'S DAY

World Children's Day celebrates the power of children to change the world. On 20 November, Unicef UK launched a series of events on empowering children and ensuring children's voices are heard. 2019 World Children's Day was particularly special as it marked the 30th anniversary of the UN Convention on the Rights of the Child.



Children takeover

For World Children's Day 2019, Unicef UK and Transport for London (TfL) formed a brand partnership to celebrate young voices through a children's 'takeover' of the London Underground and bus network. The campaign featured artwork and words created by Unicef Rights Respecting Schools and TfL STAR schools across station announcements, the iconic London Underground logo, and Thought of the Day posters. The campaign unlocked a new opportunity for face-to-face fundraising, leading to the most successful week ever for our in-house team.

Our Youth Advisory Board took over our Unicef UK Twitter account to celebrate the 30th anniversary of the Convention and to ensure that children and young people's voices were central to this landmark moment.

Unicef UK Ambassador Emma Bunton visited a Rights Respecting School in London with the People's Postcode Lottery, in celebration of World Children's Day.

Scotland's children

Unicef in Scotland convened child rights partners including the Scottish Youth Parliament, the Children's Parliament, the Children and Young People's Commissioner Scotland and Together to stage a series of events at the Scottish Parliament to mark the landmark of the 30th anniversary.

The events provided a platform for children and young people to meaningfully engage with decision makers such as First Minister Nicola Sturgeon and Deputy First Minister John Swinney. We were delighted that John Swinney chose World Children's Day to announce the full incorporation of the UN Convention on the Rights of the Child into Scottish law. A bill will be laid before the Scottish Parliament in 2020 that will provide greater protection and opportunities for the Scotland's children.

Children in Wales

On 13 August, in partnership with Unicef UK, the Welsh Government launched a public campaign to mark the 30th anniversary of the Convention.

The aim of the campaign is to raise public awareness of the Convention, celebrate progress in Wales and identify further efforts to be undertaken by the Welsh Government towards better implementation. The campaign included 200 children and young people leading a celebration conference in Cardiff on World Children's Day, alongside child rights organizations and the First Minister of Wales Rt Hon Mark Drakeford.

David Beckham and Millie Bobby Brown at the UN General Assembly

A high-level event was held in the UN General Assembly and saw 114 member states make remarks during the plenary session, with 14 children and youth participating in the statements. Unicef Goodwill Ambassadors David Beckham and Millie Bobby Brown both made keynote speeches at the high-level event, stressing the importance of child rights. Unicef UK shared David Beckham's and Millie Bobby Brown's global summit address on social media and secured wide press coverage in the UK.

Paddington Bear™

Paddington, Unicef UK Champion for Children, also marked World Children's Day on his Instagram stories. Paddington asked his followers to share their favourite childhood memories and their biggest wish for children. He then shared the best responses including wishes of health and happiness for children.



The World's Largest Lesson

Rights Respecting Schools and our Youth Engagement team worked with Unicef Headquarters to develop and promote content for the World's Largest Lesson. The lessons celebrated the 30th anniversary of the Convention and linked the Sustainable Development Goals to rights. The World's Largest Lesson reached more than 10 million children.

OutRight

Our 2019–20 OutRight campaign focused on the UN Convention on the Rights of the Child. Learning resources enabled children and young people to learn about the impact of the UN Convention and how childhood has changed over the past 30 years. Schools and youth clubs across the UK used their voices by holding local events and taking to social media to talk about children's rights.

By the end of 2019, more than 1,250 teachers and youth workers had registered to take part in the OutRight campaign.

CHILDREN IN EMERGENCIES

© Unicef/Alamy



The number of countries riven by conflict is higher than at any time since the adoption of the UN Convention on the Rights of the Child in 1989.

Unicef UK committed **£9.4 million** to help the millions of children caught in emergencies in 2019. We supported humanitarian relief work in more than **60 countries**.

CHILDREN IN EMERGENCIES

Today, almost one in four of our children lives in a conflict or disaster zone. The number of countries riven by conflict is higher than at any time since the adoption of the UN Convention on the Rights of the Child in 1989.¹ In 2019



children, families and whole communities were further endangered by unprecedented natural hazards, many linked to our rapidly changing climate.

Established 70 years ago to provide emergency aid for children affected by World War Two, Unicef remains a leader in providing life-saving assistance and protection for children in danger from war or disaster around the globe. With a permanent presence in more than 190 countries, Unicef is poised to respond rapidly wherever and whenever an emergency happens.

During an emergency, Unicef delivers life-saving help for children in health and nutrition, water and sanitation, education and child protection. Our humanitarian emergency work seeks to build resilience and reduce vulnerability by supporting local systems and structures. And across all our work, we seek to promote long-term rehabilitation and recovery.

Children and emergencies in 2019

During 2019, millions of children bore the brunt of enduring conflict and displacement, while millions more faced unprecedented disasters whose effects were exacerbated by chronic poverty and extreme vulnerability.

In 2019, unrelenting violence and instability, complex socio-political and environmental crises, displacement, disease outbreaks, and major environmental disasters turned children's lives upside down in every corner of the Earth: Yemen, Syria, the Central African Republic, South Sudan, Mozambique, Bangladesh, the Democratic Republic of the Congo, Venezuela, Burundi and many, many more.

The changing climate continued to multiply the risks faced by children and families everywhere. In cities, along coastlines, on islands, in mountains, jungles and camps for displaced people, children and their families strived to resist, absorb and adapt to the impacts of climate change.

**£9.4
million
for
children in
emergencies**

In response, Unicef UK committed £9.4 million to help the millions of children affected. Our work supported humanitarian aid efforts in more than 60 countries.

Our UK media team secured more than 1,500 pieces of coverage for Unicef's emergencies work. Highlights included over 250 pieces of coverage on Unicef's response to Cyclone Idai, including BBC Radio, Telegraph and Sky News. We also achieved 83 pieces of coverage on Yemen, 142 pieces on Syria and 72 pieces on the Democratic Republic of the Congo (DRC), with highlights including a report on BBC Radio 4 Woman's Hour on the neonatal healthcare crisis in Yemen, a Guardian interview with the Unicef refugee camp manager in Al Hol, Syria, and a three-part series on Ebola lullaby nurses in the DRC with the Telegraph.

¹ Unicef, Humanitarian Action for Children 2020

YEMEN, CONFLICT

Children in Yemen remain on the frontline of one of the world's most complex and destructive humanitarian crises. Nearly 80% of Yemen's population (24 million people) urgently need humanitarian assistance. Millions have been displaced from their homes. More than 365,000 children under the age of five are suffering from severe malnutrition and grave violations against children's rights continue: 2,000 children have been killed and 4,800 maimed since the conflict began; 2,700 boys have been recruited into armed forces and groups.



Public services are disrupted and damaged nationwide and at least half a million public sector workers have been without pay for three years. Immunization coverage for children has stagnated, resulting in outbreaks of life-threatening and debilitating diseases.

UK support for Yemen's children

In 2019, Unicef UK raised more than £2 million for the children of Yemen.

Television appeals from Unicef UK Ambassadors Martin Bell, Olivia Colman, James Nesbitt, Michael Sheen, Keeley Hawes, and Eddie Izzard raised more than £730,000 for Yemen's children. Digital appeals including from supporter Gemma Chan and web donations raised more than £800,000. The Eleva Foundation also provided £300,000 to support Yemen's children.

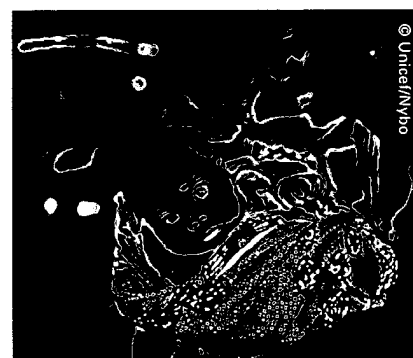
Unicef's work for Yemen's children

Unicef provided clean, safe water for 16 million people in cholera-prone areas and provided measles and rubella vaccines for more than 11.8 million children. We kept 3,700 health centres operational, serving more than 730,000 mums and pregnant women. Unicef also helped train 1.6 million people on the risk of landmines and more than 665,000 children were able to continue learning.

Our work for children has been achieved against the backdrop of a complex and unpredictable environment, characterized by restricted access across the country, non-availability of supplies locally and lack of fuel and local currency.

DEMOCRATIC REPUBLIC OF THE CONGO, CONFLICT AND DISEASE

The current crisis in the Democratic Republic of the Congo (DRC) is characterized by protracted armed conflict, severe food insecurity, mass displacement and disease outbreaks. The Ebola outbreak is the second largest ever, with more than 3,000 confirmed cases, including more than 900 children. In addition, the year brought 17,000 cases of cholera and a measles outbreak across all 26 provinces of DRC that killed more than 6,000 children.



Millions of girls and boys require emergency aid to get safe water, nutritious food, access to education and protection from violence and abuse. Almost half of the survivors of gender-based violence are children.

UK support for the children of DRC

In 2019 generous donations from supporters enabled Unicef UK to raise £1.9 million for the children of DRC.

The Band Aid Charitable Trust twice supported our emergency relief appeal against Ebola in DRC, providing a total of £150,000, helping us to reach millions of at-risk children and their families. Meanwhile, The Eleva Foundation provided £500,000 to support Unicef's measles vaccination drive.

Unicef's work for the children of DRC

In 2019 Unicef provided more than one million children with measles vaccines. We also provided therapeutic food for nearly 170,000 severely malnourished children, and we reached more than half a million people with clean water and sanitation and hygiene support in cholera-affected areas.

Unicef rapid response missions assisted more than 400,000 extremely-hard-to-reach people with education, health, water and sanitation. We also supported nearly 1,900 children to leave armed groups, as well as providing critical psychosocial support to more than 120,000 displaced children.



SYRIA, CONFLICT

After more than eight years of conflict, the situation in the Syrian Arab Republic continued to be one of the world's most significant humanitarian crises.

The scale, severity and complexity of humanitarian needs remain extensive, particularly for children. Children's lives are threatened by continued hostilities, new and protracted displacements and population movements, and the persistent erosion of community

resilience. In Syria alone, 11 million people need humanitarian assistance, including 4.7 million children. Grave violations of children's rights and international humanitarian law continue, with children being killed and injured by persistent use of explosive weapons in civilian areas, the destruction of health and educational facilities and the recruitment of children into armed groups.

UK support for Syria's children

In 2019, Unicef UK raised £1 million for the children of Syria.

Our television appeals featuring Unicef UK Ambassadors Michael Sheen and Olivia Colman raised more than £100,000.

Unicef's work for the children of Syria

Unicef is one of the few humanitarian agencies still working inside the challenging and often hostile environment of Syria, as well as supporting refugees in neighbouring countries.

Unicef helped treat more than 715,000 severely malnourished children and provided at least 14 million people with safe drinking water. With Unicef support, 1.3 million women and children in Syria benefited from free medical consultations at 120 health centres in all 14 governorates, while 2.5 million parents and caregivers received vital health education messages to protect their children.

In addition, more than 100,000 young people accessed our skills development programme, functional literacy courses and community-based vocational training, while more than 215,000 participated in civic and social cohesion activities.

MOZAMBIQUE, ZIMBABWE AND MALAWI, CYCLONES IDAI AND KENNETH

On 15 March 2019, Cyclone Idai hit Mozambique, near the central coastal town of Beira. Idai swept across Mozambique and neighbouring Malawi and Zimbabwe, dumping torrential rain over the region.

Six weeks later, Cyclone Kenneth made landfall at Pemba in northern Mozambique. This was the first time on record that two tropical cyclones of this strength had hit Mozambique in one season. More than 1.2 million children were affected by the worst disaster to hit southern Africa in at least 20 years.



UK support for children in southern Africa

In response, Unicef UK raised £1.1 million for the children of southern Africa.

Unicef's work for children in southern Africa

Despite damage to our own preparedness systems, Unicef worked closely with the Government of Mozambique and local partners to restore basic services and prevent the spread of cholera.

Unicef helped more than one million people to get clean, safe water and to vaccinate hundreds of thousands of children against cholera and measles. Unicef also led the formation of a taskforce on people living with disabilities to ensure accessibility mechanisms across the response. Recovery efforts continue into 2020 throughout the affected areas of Mozambique, Zimbabwe and Malawi.

CHILDREN'S EMERGENCY FUND

Our Children's Emergency Fund is vital for vulnerable children caught up in 'silent' emergencies: under-reported or often completely ignored humanitarian crises around the world. It allows Unicef UK to support a timely and efficient response for children in such emergencies that do not attract much media attention and where a public appeal for funds may not be appropriate or possible.

In 2019 we raised £3.1 million for the Children's Emergency Fund from generous individuals, companies and charitable foundations.

This money supported vital work for children affected by violence and disaster in countries including Afghanistan, Haiti and Burkina Faso. We supported disaster preparedness, disaster risk reduction and climate change adaptation activities for children in the Pacific and Latin America, as well as emergency responses in chronic and complex crises such as Somalia and the Central African Republic.

**£3.1
million
raised for
Children's
Emergency
Fund**

The Halloween Ball

On 30 October, Unicef UK held our seventh annual Halloween Ball at One Marylebone, London. The event raised £250,000 for Unicef's life-saving work for children in emergencies. There were exclusive performances from Jools Holland, Anne-Marie and Unicef UK Ambassador Jessie Ware. Author and broadcaster Levison Wood gave a passionate speech about children formerly associated with armed groups, having recently travelled to the Democratic Republic of Congo with Unicef.

Special guests included Unicef UK Ambassadors Keeley Hawes and Martin Bell, and Unicef Ireland Ambassador Laura Whitmore, as well as supporters Cel Spellman and Ade Adepitan.



easyJet, education in emergencies

easyJet continued to support education for children affected by disasters through on-board collections over the Easter holidays and in the summer of 2019. Across these two collection periods, easyJet raised over £1.3 million for children. This is enough to provide over 8,500 Unicef schools in a box with the materials for 350,000 children to get back to class as soon as possible.

We celebrated as our Change for Good partnership with easyJet won best Charity partnership in sport, travel and leisure at the Third Sector Business Charity Awards.



Next Gen London

Next Gen is a community that incubates creative and unique ideas to fundraise, advocate, educate their community and provide skills and consulting in support of Unicef's work.

In February, the network hosted a gala event in west London to raise money for our Children's Emergency Fund. Across the year, the network continued their fundraising by hosting screenings, talks and member dinners.

In October, Next Gen released the poetry anthology *Words By*, inspired by visits to refugee camps across Europe where children and young adults write poetry to express themselves, share their stories and give thanks. Poems and prose were submitted by writers from all walks of life, including Unicef Goodwill Ambassador Muzoon Almellehan and Unicef UK Ambassador Ramla Ali. All profits from the book go to the Children's Emergency Fund.

The Next Gen London network continues to promote and sell the *Cook for Syria* and *Bake for Syria* books, raising funds for children affected by the conflict in Syria.

UK SUPPORT FOR EMERGENCIES

We were grateful to our partners Garnier, H&M, London Stock Exchange Group, Louis Vuitton, Manchester United and Rangers FC for their support for the Children's Emergency Fund.

Scottish based philanthropists guaranteed £100,000 towards Unicef's emergency response to Cyclone Idai, the refugee and migrant crisis in Europe, and in Madagascar.

H&M

Since the 5p plastic bag charge was introduced in 2015, H&M UK/IE has donated the income from the charge to Unicef UK's Children's Emergency Fund, which helps children caught up in life-threatening emergencies. While H&M UK/IE stopped using plastic bags and moved over to paper in 2018, they continued to charge customers for the bags with all funds raised donated to UK registered charities including Unicef UK.

To date, H&M UK have raised over £2 million to support Unicef's work. The donation of carrier bag charges by H&M to Unicef UK is part of a wider global partnership that since 2004 has raised approximately \$22 million for Unicef's work for children.

Louis Vuitton for Unicef

Unicef and Louis Vuitton have been working together since 2016 to help millions of children affected by war and disaster. Since the start of the partnership, more than \$8 million has been raised globally through the sale of specially designed Silver Lockit products and customer and employee fundraising. These funds have helped Unicef provide children with life-saving humanitarian support in Syria, Nigeria and Bangladesh.

Garnier

Unicef and Garnier have been in partnership since 2017, working together to provide life-saving and life-changing aid for children in emergencies.

This year saw our first on-pack partnership activation on Garnier flagship products. For every special stickered bottle sold, Garnier UK donated £1 to support Unicef's work for children in emergencies. As well as raising vital funds, this campaign helped raise awareness of Unicef's education in emergencies work.

Across the UK, Garnier employees also actively supported the partnership through a range of fundraising activities. In 2019 funds raised by Garnier have supported Unicef to reach more children affected in emergencies around the world, specifically Garnier's donations have been allocated to India, Philippines and South Sudan.

Rangers Charity Foundation

In 2019 Rangers Charity Foundation donated £15,000 to support Unicef's work to provide children with clean water and sanitation. This included the purchase of 10 village water pumps and 10 toilets. They also donated £10,000 to the Children's Emergency Fund.

Jersey Overseas Aid

Jersey Overseas Aid continues to provide vital support to Unicef UK through generous donations during emergencies. In 2019, Jersey Overseas Aid contributed £200,000 to help vulnerable children affected by the Ebola epidemic in the Democratic Republic of Congo have access to dedicated medical care and psychosocial support. When Cyclone Idai struck in Mozambique, Jersey Overseas Aid donated over £35,000 to help thousands of children and their families that had been forced into temporary shelters to have access to clean water and essential supplies.

The Volant Charitable Trust

The Volant Charitable Trust continued to support Unicef's emergency work in the Central African Republic through a gift of £100,000 in 2019. As the biggest single UK contributor to this humanitarian crisis, their support has enabled Unicef and partners to reach children in the face of violence, armed conflict, and a public health crisis that has affected large parts of the country. This gift helped more than 182,800 children to be reached with psychosocial support at child friendly spaces and over 27,400 children to receive therapeutic care for severe malnutrition.

The Constance Travis Charitable Trust

The Constance Travis Charitable Trust contributed to three of Unicef's vital emergency programmes in 2019. Their generous support has helped to save and change children's lives in the Democratic Republic of the Congo and Somalia, as well as support children affected by Cyclone Idai in Mozambique, Zimbabwe and Malawi.

A HAPPY, HEALTHY LIFE FOR EVERY CHILD

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Unicef is the world's leading supplier of vaccines for children, providing vaccines for nearly half of the world's children. Unicef also helps to provide 80% of the world's life-saving food for malnourished children. And Unicef is also one of the world's leading providers of mosquito nets, helping to protect children and their families from malaria. Simple solutions that save lives.

In 2019, Unicef UK committed **£7.8 million** to prevent children dying from preventable diseases.

HAPPY, HEALTHY LIVES

Unicef is the world's leading supplier of vaccines for children, providing vaccines for nearly half of the world's children.

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

**£6.7
million
raised for
child
health**

In 2019, Unicef UK committed £6.7 million to prevent children dying from preventable diseases.

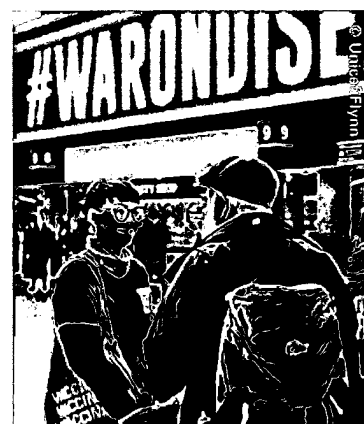
WAR ON DISEASE

In the last quarter of 2019, we launched War on Disease, an integrated brand, marketing, advocacy and fundraising campaign focused on vaccines to help prevent childhood deaths and disease.

Brand campaign

In October, we launched a London-focused brand campaign to drive awareness among our target audiences. It reached over 10.3 million adults on average three times.

On 28 October, we staged an experiential event at London Waterloo station to bring our campaign message to commuters. The event drove a 198% uplift on website traffic.



Fundraising

Our mass audience fundraising appeal reached over 40 million people. Integrated TV, online and street fundraising drove more than 25,000 new supporters to make regular monthly donations. While our winter mail, email and SMS appeals to existing supporters raised more than £615,000 for our work to protect children from deadly diseases.

Measles in the media

In April, the media team worked with WHO and Unicef HQ to issue new measles cases data to media, identifying that measles cases in the UK were increasing and vaccination coverage in the UK was decreasing due to barriers to access, vaccine hesitancy and disinformation, which resulted in a week of wall to wall media coverage on this issue.

Highlights of vaccinations coverage over the year include front pages in the Telegraph, Guardian, The Times and Daily Mail, a photo story in the Independent of vaccinations in the hardest to reach places, spokesperson interviews on BBC Radio 5 Live, BBC Breakfast and BBC Victoria Derbyshire programme and two weeks of sustained coverage on the measles crisis in the DRC.

Ending preventable child deaths

In partnership with the Bill & Melinda Gates Foundation, Unicef UK began a programme of policy, research, and public and private advocacy calling on the UK Government to end preventable child deaths. This partnership has included influencing policy change, rallying political support, and building the commitment of the UK public to investing in global child health and nutrition. Together, we aim for children under age five around the world to have access to the high-quality health services they need to survive and thrive.

In July, we launched a petition calling on Prime Minister Boris Johnson to support our calls for children under five around the world to have access to the high-quality health services they need to survive and thrive. By the end of 2019, over 21,000 people had signed our petition calling on the PM to stand up against disease and enable children to survive and thrive.

In August, over 2,000 campaigners successfully urged the Secretary of State for International Development, the Rt Hon Alok Sharma MP, to attend the 74th UN General Assembly event on Universal Health Coverage and prioritise access to healthcare that supports our ambition to end preventable child deaths of children under age five. We were delighted when the International Development Secretary made a commitment to Universal Health Coverage at the General Assembly.

In October, Alok Sharma committed to prioritise ending preventable deaths of mothers, new-born babies and children by 2030 in line with Sustainable Development Goal 3.2. The Government committed to prioritise investment in vaccines, access to healthcare for women and girls, and research to diagnose and treat diseases. This commitment was later included in the 2019 Conservative Manifesto.

easyJet, helping to end polio

Our Change for Good partnership with easyJet supports Unicef's vital work to end polio. Since 1988, the number of polio cases has fallen by more than 99 per cent. This year saw just 94 cases of wild polio. These cases occurred in just two countries: Afghanistan and Pakistan. The world has never had a better opportunity to end polio, yet while the disease continues to exist anywhere, children everywhere remain at risk.

In 2019, easyJet celebrated helping to vaccinate over 30 million children against polio since the partnership began in 2012

Throughout December and January and also on World Polio Day (24 October), easyJet held on-board collections to support polio vaccines.

Soccer Aid, Ethiopia, Myanmar and Zimbabwe

Through the UK Aid Match scheme, the UK government doubled all public donations made to Soccer Aid in 2016, resulting in a total of over £6 million. In 2019, Unicef UK continued to use the match funding to help reduce maternal and child mortality in Ethiopia, Myanmar and Zimbabwe. By focusing on improving community-based maternal, new-born and child health and nutrition, more than 1.2 million women and children will benefit from the support, throughout the life of the project.

Soccer Aid, Eswatini and Lesotho

In 2019, the UK Government through UK Aid Match, generously doubled donations from the public to Soccer Aid raising a total amount of over £6 million. Unicef UK used the match funding to support women and children in Eswatini and Lesotho. The project will reach over 700,000 beneficiaries through strengthening community-level awareness and knowledge, building capacity of healthcare providers, and improving access to and provision of quality nutrition, health, HIV and Early Childhood Development support and services.

David Beckham and the Shanghai kindergarten

In March, on his first official visit to China as a Unicef Goodwill Ambassador, David Beckham met with pre-school children on a visit to a kindergarten supporting migrant families in Shanghai.

David joined young children in their play and early learning activities at the Xianghuaqiao Kindergarten and he spoke with parents who have migrated to Shanghai in search of better employment and opportunities for their families.

The kindergarten is one of seven in Unicef's Play for Resilience pilot programme where Unicef is using play to strengthen the confidence and social skills of pre-school children aged between three and six who have been affected by migration. Play for Resilience is centred around creating a safe, inclusive, child-friendly, and stimulating environment for children.

David's visit saw Unicef China increase its followers on the Chinese microblogging site Weibo by 20,000. Weibo topic pages on #HowToHaveAHappyChildhood and #UNICEF, which were promoted with David's content, reached six million page views in just over a week.

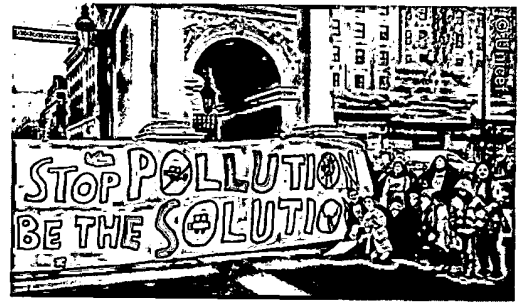
#EarlyMomentsMatter

We launched a new area of policy work on family friendly workplace practices, focusing on supporting children in the earliest moments of their life.

In June, David Beckham supported the global launch of Unicef's Parenting Month, calling for family friendly policies to help parents give their children the best start in life. Unicef UK submitted evidence to the Government consultation on parental leave. We were invited to join the Dove+Care Taskforce on paternity leave, which is a group of businesses working together to increase the number of fathers who take leave to care for their young children.

TOXIC AIR IN THE UK

Our campaign to protect children from Toxic Air continued into 2019. We launched our report **Healthy Air for Every Child: A Call for National Action**. More than 1,800 supporters shared the report with their MP. The report received extensive media coverage, including BBC News, Sky News, The Times, The Express, The Guardian and The Mail Online.



We trained more than 120 Children's Champions to campaign in their local community against air pollution and its impact on children's health through measuring air pollution meeting their MP, and by holding events in their local area. We also had people protesting on the streets in London, Manchester and Birmingham calling for clean air for children.

We also tested showing people air pollution levels in their area in real time, to urge them to take action to tackle this health crisis. By the end of 2019, over 46,000 people had signed our petition calling for children's health to be protected from toxic air.

In February, we partnered with the Mayor of London's office and UK100 (a network of local government leaders) to deliver the second Clean Air Summit, bringing together metro mayors, organisations, the Secretary of State for Environment, Food and Rural Affairs the Rt Hon Michael Gove MP and the Secretary of State for Health the Rt Hon Matt Hancock MP.

In March, we hosted an exhibition in the Upper Waiting Hall of the Houses of Parliament, kindly sponsored by Andrew Selous, MP for South West Bedfordshire. The week-long exhibition was visited by over 50 Parliamentarians – many went on to highlight their concerns in Parliament, on social media and directly with Government Ministers. The exhibition included an interactive touchscreen with localised data for every MP, alongside postcards written and illustrated by the thousands of children and young people who took part in our OutRight campaign.

Clean Air Fund

Unicef UK is incredibly grateful to the Clean Air Fund and the European Climate Foundation for supporting our campaign to build awareness about the connection between air pollution and child health. With their support, we reached more than 9.1 million people with information about the impact of toxic air in their communities, staged youth-led demonstrations in London, Manchester and Birmingham, and secured 10,500 signatures for our petition demanding sustainable solutions to reduce air pollution.

Legal targets

In July, Michael Gove announced a commitment to legal targets on air pollution. Political uncertainty saw several changes of relevant government ministers and delays to the Environment Bill. However, we expect to see legally binding targets to help reduce the levels of air pollution in UK towns and cities to be included in the forthcoming Environment Bill. We continue to work closely with other organisations on this issue to ensure this extends to robust targets in line with the World Health Organization recommended-limit values, and for further, targeted resource for schools and nurseries in areas with high levels of air pollution and a child-focused action plan.

Dove, self-esteem

In 2019, Unicef and Dove launched an exciting new partnership that will see Dove and Unicef adapt modules on self-esteem and body confidence from the Dove Self-Esteem Project for inclusion in Unicef life-skills programmes that teach young people essential life skills. These modules will form part of Unicef's existing life-skills programmes reaching 10 million young people in Brazil, India and Indonesia by 2022, so that they can learn about their rights to education and healthcare, as well as grow their self-confidence.



ICC Men's Cricket World Cup, #OneDay4Children

In 2019, the Unicef and the ICC #OneDay4Children campaign at the ICC Men's Cricket World Cup brought together the world of cricket and its one billion fans to help build a better world for every child. The campaign culminated in the #OneDay4Children England v India match on Sunday 30 June. A Unicef film told the powerful story of Feruza, a 15-year-old girl from Afghanistan who has battled against conflict, poverty and gender discrimination to pursue her dream to play cricket.

UNICEF raised more than \$180,000 through #OneDay4Children. This money will fund a year-long girls' cricket programme in Afghanistan. This consists of a new competitive schools' cricket competition for girls, training for 120 teachers, cricket equipment and a community outreach programme to reinforce the positive impact that playing cricket can have for girls' lives.

Road safety for children and the FIA Foundation

Road traffic injuries are the leading cause of death for children and young people between the ages of five and 29. The FIA Foundation has been a crucial partner in keeping children out of harm's way. The Foundation has supported Unicef to educate children, families and communities about the risks of the road and develop child injury-prevention programmes in nine countries around the world. For example, more than 18,400 girls and boys in Cuba have been now been educated about road safety. The FIA Foundation is currently supporting Unicef with €250,000 to develop global guidance on how to keep children safe from road accidents and ensure this guidance is followed by governments and partners around the world.

CLIMATE CHANGE

Climate change represents an on-going emergency for children, presenting the world with an urgent global challenge. Rising malnutrition, scarce water supplies, increasing disease, and more frequent and severe storms, droughts and floods place great numbers of children in danger. Children are the least responsible for climate change, yet they will bear the greatest burden of its impact. Climate change crisis is a child rights crisis and is a direct threat to a child's ability to survive, grow, and thrive.



Children are disproportionately affected by climate change. Children are the most vulnerable to diseases that will become more widespread as a result of climate change, such as malaria and dengue fever. Close to 90 per cent of the burden of disease attributable to climate change is borne by children under the age of five. Over half a billion children live in areas at extremely high risk of flooding, nearly 160 million live in areas at high or extremely high risk of drought and by 2040, almost 600 million children are projected to live in areas where the demand for water will exceed the amount available.

The drivers of air pollution are the same as those of climate change. Approximately two billion children live in areas where air pollution levels exceed standards set by the World Health Organization (WHO) – causing them to breathe toxic air and putting their health and brain development at risk. Every year, over half a million children under the age of five die from air-pollution-related causes. Even more will suffer lasting damage to their developing brains and lungs. And the regions with the highest number of children, Africa and Asia, also bear the greatest brunt of the impacts of climate change.

In 2018, Unicef, in recognition of the impact that climate change and environmental degradation (such as air pollution) has on children and their rights, introduced a new Strategic Goal, Every child lives in a safe and clean environment, in the Unicef Global Strategic Plan 2018–21.

Unicef UK is working with Unicef globally and with partners to prioritise key actions to help children in a changing climate:

1. Protecting children from the impact of climate change and environmental degradation.

Unicef supports initiatives to make schools, health centres, water and sanitation facilities and other services critical to children's well-being resistant to climate and environmental shocks.

a. Sustainable, resilient and connected schools

Disaster/climate resilient schools with sustainable energy for lighting, heating and energy needs, as well as incorporating air pollution monitoring and mitigation measures; linking also with green jobs for young people through Generation Unlimited (see page 34)

b. Sustainable, resilient health facilities

Reliable sustainable energy for health facilities to strengthen health systems, maintaining cold chains for vaccines and other initiatives

c. Climate-resilient water and sanitation

Use of remote sensing for locating aquifers, rainwater harvesting and recharge of aquifers; solar powered water-pumping programmes, and other initiatives.

2. Reducing emissions and air pollution

Monitoring, mitigation and reducing children's exposure to air pollution in child-centric locations such as schools

3. Making children the centre of climate change strategies and response plans

4. Recognising children as agents of change

Children are not passive victims of climate change, rather than play a key role in addressing climate-related risks by promoting environmentally sustainable lifestyles and setting an example for their communities.



NUTRITION FOR EVERY CHILD

Every 12 seconds, a child somewhere in the world dies of causes related to malnutrition. Of those that survive, millions have to live with the effects for the rest of their lives because of the damage to their physical and mental development.

**£7.8
million
raised
for child
nutrition**

Unicef works to prevent malnutrition as well as provides up to 80 per cent of the world's supply of life-saving food for malnourished children. In 2019, Unicef UK committed £7.8 million to keep children safe from hunger and malnutrition.

The Power of Nutrition, Liberia

In the final year of our three-year US\$10 million co-investment, The Power of Nutrition continued to support our work in Liberia, providing optimal nutrition for children under the age of five as well as support for pregnant women.

In 2019, we added two new programmes to the partnership. Our new partnership in Benin will see us co-invest US\$10 million over six years, ensuring more than 360,000 new-born babies are breastfed, 470,000 children receive appropriate complementary feeding, and more than 450,000 pregnant women have improved antenatal care.

Meanwhile, our new US\$10 million co-investment in Maharashtra, India, aims to reduce wasting from 25% to 10% and stunting from 34% to 24% in Maharashtra over the next five years.

At the UN General Assembly in 2019, Unicef and The Power of Nutrition signed a new Framework Agreement, committing to US\$100 million of co-investment in nutrition programmes around the world over the next five years.

Children's Investment Fund Foundation (CIFF)

The Children's Investment Fund Foundation continues to be an invaluable partner, supporting Unicef to make good nutrition a reality for children, families and communities. In India, CIFF is transforming the care and treatment for children with severe malnutrition by helping Unicef to develop centres of excellence and find new formulations of ready-to-use therapeutic food. Whilst in Bangladesh, CIFF is using data and quality training to improve the national nutrition services and raise standards of care and treatment for children across the country. Unicef UK remains deeply grateful to the CIFF for its continued commitment and support to ending child malnutrition.

State of the World's Children report

Unicef's *State of the World's Children 2019* report examined the triple burden of malnutrition for children: chronic and acute malnutrition, hidden hunger and obesity. On 15 October, we helped launch the global report in London with Unicef Executive Director Henrietta Fore, UK and international government representatives, business leaders, academic experts and global media.

Vitality, life-saving food

Our partnership with health and life insurance company Vitality is helping child nutrition. Vitality is donating packs of life-saving food for severely malnourished children when members make healthy living choices. Thanks to Vitality and their members, Unicef has provided over 1.3 million sachets of life-saving food for children in Burundi, Zimbabwe, South Sudan and Ethiopia since 2016. In 2019 alone, Vitality helped Unicef to provide over 350,000 sachets for severely malnourished children.

Vitality was also an official partner of Soccer Aid for Unicef, taking part in fundraising events, contributing to ticket sales with emails to members and taking part in training week and on the day of the event with pop-up activities and stands in the stadium as well as branding during the match.





CLEAN WATER AND SANITATION

More than 800 children die every day from preventable diseases caused by poor water and a lack of sanitation and hygiene. Unicef works to keep children safe by improving water supplies and sanitation facilities in schools, health facilities and communities, and promoting safe hygiene practices in more than 100 countries around the world.

Check Out for Children

In 2019, Unicef UK's Check Out for Children™ partnership with Marriott International, Inc. raised £400,000 to provide clean drinking water and decent sanitation facilities for children and families across Africa and the Middle East.

Domestos, better sanitation

Since 2012, the global partnership between Domestos, Unilever and Unicef has helped more than 25 million people get cleaner, safer toilets.

The partnership is currently supporting Unicef's sanitation programmes in India. Every specially marked bottle of Domestos sold during the campaign period supported Unicef's work to help children and families have clean, safe toilets

Lifebuoy and Domestos, better sanitation in schools

Unicef, Lifebuoy and Domestos have formed a Partnership for a Clean India that is intended to improve hygiene and sanitation practices in 150,000 target schools across 14 states in India over the next three years. The partnership is part of the broader objective to help ensure the availability and sustainable management of water and sanitation for all (Global Goal 6).

Rainwater harvesting: Honduras

We are grateful to The National Lottery Community Fund for providing a grant of £500,000 for four years to provide safe, clean water for 17,000 indigenous people, including 5,000 schoolchildren, from 60 remote communities in La Mosquitia, eastern Honduras. The programme aims to improve the health of schoolchildren and whole communities through environmentally sustainable rainwater supplies that incorporate basic sanitation and develop local capacities for managing and maintaining water systems.

Arm and the Global Grand Challenge

Arm and Unicef have been in partnership since 2015 with the aim of unlocking the life-changing potential of technology to deliver the Global Goals and transform the lives of children, families and communities around the world.

In partnership with the Bill and Melinda Gates Foundation, the African Academy of Sciences and the Swedish International Development Cooperation Agency, Unicef and Arm launched a 2018 Global Grand Challenge calling for tech solutions to bring clean water and sanitation for the urban poor. A record 547 proposals were submitted and in 2019, 15 were selected and supported with an Innovation Accelerator, to extend their proof-of-concept phase for their digital solutions. Together with Arm, we will identify up to three of the best ideas to transition to scale.

CHILDREN ON THE MOVE

© United Nations

Children are fleeing war and disaster in greater numbers than at any time since World War 2. So many of those on the move have lost their home, their parents, their friends or their school.

Vulnerable children and families urgently need governments and child protection systems to recognise their plight and ensure their long-term safety.



CHILDREN ON THE MOVE

Children are fleeing war and disaster in greater numbers than at any time since World War Two. So many of those on the move have lost their homes, their parents, their friends and their schools. Poverty is also fuelling migration, as families seek a better standard of living. Vulnerable children and families urgently need governments and child protection systems to recognise their plight and ensure their long-term safety.

Migration and displacement are major global phenomena, with increasing social, economic and political impacts. Children are in many ways the most affected group, and at the same time often the most neglected. Unicef UK has continued to support protecting children on the move by highlighting not only that children are on the move as a response to crises, but also that the majority of those on the move are children of migrant workers, looking for a more prosperous life.

The promise of employment in globalized workplaces and economies has resulted in mass migration of people from rural to urban and across national borders. This movement can be at great risk to personal safety. While the economic impact of labour migration can lead to an increase in household income and contribute to poverty alleviation, it can also increase the vulnerability of workers and their families to violence and exploitation, limit their and their children's access to essential services such as education and healthcare, and impact more generally on wellbeing and quality of life.

Global Refugee Forum, schools and colleges pledge

Ahead of the first ever Global Refugee Forum, Unicef UK and Refugee Support Network invited schools and colleges to pledge their support for refugee and asylum-seeking children. The pledge, known as #SchoolsSayWelcome, sought to ensure that every child, no matter where they are from, feel safe, welcome and supported in their school.

Seventy schools, colleges and institutions signed the pledge and committed to being welcoming environments for all children, including refugees and asylum-seekers.

Roundtable on migrant workers

Our Children's Rights and Business Unit held a roundtable *Towards stronger private and public sector action for migrant workers and their families* to discuss how children are impacted by labour migration, highlight best practice and gain a business perspective of what appropriate recommendations and principles the private and public sector can apply to better respect the rights of migrant workers and their families.

There were 23 representatives from fast moving consumer good (FMCG) businesses, civil society organisations, UK retail and brands, and research institutes at the roundtable. Their contribution led to a summary report and recommendation for action both by business and government that has been encapsulated within a global report emphasising the evidence on business' role for children of migrant workers, their responsibilities and best practices in support of children affected by migration. This paper includes key recommendations for the private sector on actions they can take to better respect the rights of migrant workers and their families.



ENDING VIOLENCE AGAINST CHILDREN

unicef.org.uk

Every five minutes it is estimated that a child dies as a result of violence. It's happening now, in countries all over the world. Many children escape wars only to fall into the hands of traffickers where they become victims of sexual exploitation and criminal activity.

In 2019, Unicef UK committed **£0.6 million** for child protection. This includes campaigning for the protection of all children, particularly focusing on the prevention of child trafficking and the rescue and rehabilitation of children who have been trafficked, forced to work, or enlisted by armed groups.

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Many more children face violence in their own homes, schools and communities. It isn't always physical: children are also suffering from emotional abuse and online bullying. Children do not only experience violence at the hands of another person; sometimes systems and structures lead to violence. If they are not registered at birth, if services are not child-friendly, or if they are in conflict with the law and are not treated in a way that protects them, children are at risk of being exposed to violence. And it's a problem in the UK too. For example, fear of crime affects 2.2 million children in this country.

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DLA Piper, child justice and child protection

DLA Piper and Unicef have been working together to protect children's rights since 2013. DLA Piper currently support Unicef's global child protection work through corporate donations and employee fundraising to address harmful practices that impact girls and ensure that children, including those that have been trafficked, are rescued and rehabilitated.

In addition, DLA Piper lawyers globally have generously shared their technical expertise, providing over 27,000 hours of technical child rights expertise to support Unicef's work with children around the world.

Oak Foundation, children's rights in sport

Thanks to a commitment of nearly £390,000 from the Oak Foundation, Unicef UK has continued its work to ensure that the rights of all children connected to sport are safeguarded, respected and promoted. This work will include supporting major sporting organisations to implement policies and practices that safeguard and respect child rights, as well as promote the engagement of children. We also aim to develop new guidance and international standards on child rights and ensure that these are adopted as a benchmark for good practice.

Twinings, supporting adolescent girls in India

Twinings and Unicef have been working in partnership since 2010 to improve the lives of girls and young women living on tea estates in Assam, India. Girls and young women living on tea estates are vulnerable to a range of child protection issues, including abuse, child marriage, poor school attendance and high drop-out rates, and child trafficking. With a contribution of £750,000 over five years from 2018, the current phase three of the programme aims to improve the lives of the most vulnerable women and children living in 63 tea gardens in three districts of Assam. The programme focusing on child protection, maternal health, nutrition and water and sanitation promotes a protective environment in which adolescent girls and boys are encouraged to stay in school and that women and children have access to quality health services and social protection schemes.

Around 60,000 people have been helped by the programme since the start of phase three in 2018. Results include:

- Safe, protective environments for over 9,000 young girls through 134 Adolescent Girls' Groups that meet, learn and discuss sensitive topics, and in turn support and empower others within the wider community
- Prevented 17 cases of child marriage
- Identified 116 children who are out of school and supported the re-enrolment of 43 children.
- Established 63 Child Protection Committees (CPCs), which has strengthened child protection structures and opened up a dialogue within the community. As a result, over 43 cases of violence, exploitation and abuse have been reported by the Adolescent Girls Groups and over 60 cases have been addressed by CPCs.
- Reduced anaemia by 14% through weekly iron folic acid supplements for adolescent girls, pregnant women and breastfeeding mothers. More than 8,000 adolescent girls now regularly take iron folic acid and as a result have more energy and a better attention span.
- Established kitchen gardens in over 280 households and planted fruit trees in 60 tea gardens to promote food diversity and encourage healthy food choices.
- Completed a nutrition baseline survey that identifies the health and nutritional status of adolescent girls in all 63 tea gardens.

Safety for children in football

In 2019, Unicef UK continued to be part of FIFA's expert safeguarding advisory group, helping to make sure football is developed and delivered in a safer and more supportive environment for children. Unicef UK is working with FIFA to develop accredited safeguarding courses that will be available globally to support the implementation of the FIFA Guardians Safeguarding Toolkit.

In August, as part of our *Children before Players* research, which explores how the rights of children on a pathway to professional football are impacted by current practice and regulation, Unicef UK made a series of recommendations to FIFA. These specifically targeted the reform of FIFA regulations related to club licensing, player agents, player transfer, and player education. FIFA has already committed to reintroduce mandatory licencing for player agents and is seeking our input on how best to incorporate elements related to child rights and safeguarding within that process.

Safeguarding in sport, Caribbean

In November, Unicef UK worked alongside colleagues from Unicef Jamaica and Barbados and representatives from NGOs and sports organisations, to develop new approaches to safeguarding in sport in the Caribbean. This will enhance ongoing efforts to make all sport safer across the region, and support safeguarding plans for the Commonwealth Youth Games, hosted by Trinidad and Tobago in 2021.

Ethical Tea Partnership and the children of Assam

Since 2014 the Ethical Tea Partnership (ETP) and Unicef have been working to address some of the most challenging and systemic issues affecting women, children and families living in tea communities and the surrounding areas in Assam, India. In 2019, ETP and Unicef won the Big Impact Award by Third Sector Awards for the first phase of the programme, which provided 35,000 adolescent girls with essential skills to reduce the risk of violence, abuse and exploitation.

Now in its second phase, with funding of \$3 million over three years from 2018, the expanded Improving Lives programme builds on the success of the child protection work in the first phase of the partnership. It aims to improve the lives of women, children and families living on 205 tea estates through child protection, education, health, nutrition, and water and sanitation.

Unicef is also continuing its work with tea garden management and workers to look at the ways in which responsible business practice can lead to better outcomes for children. Further to this, ETP and Unicef are driving forward the Women, Children and Families in Assam Commitment, a declaration by the tea industry to work together to tackle some of the deep-rooted issues facing Assam's tea communities.

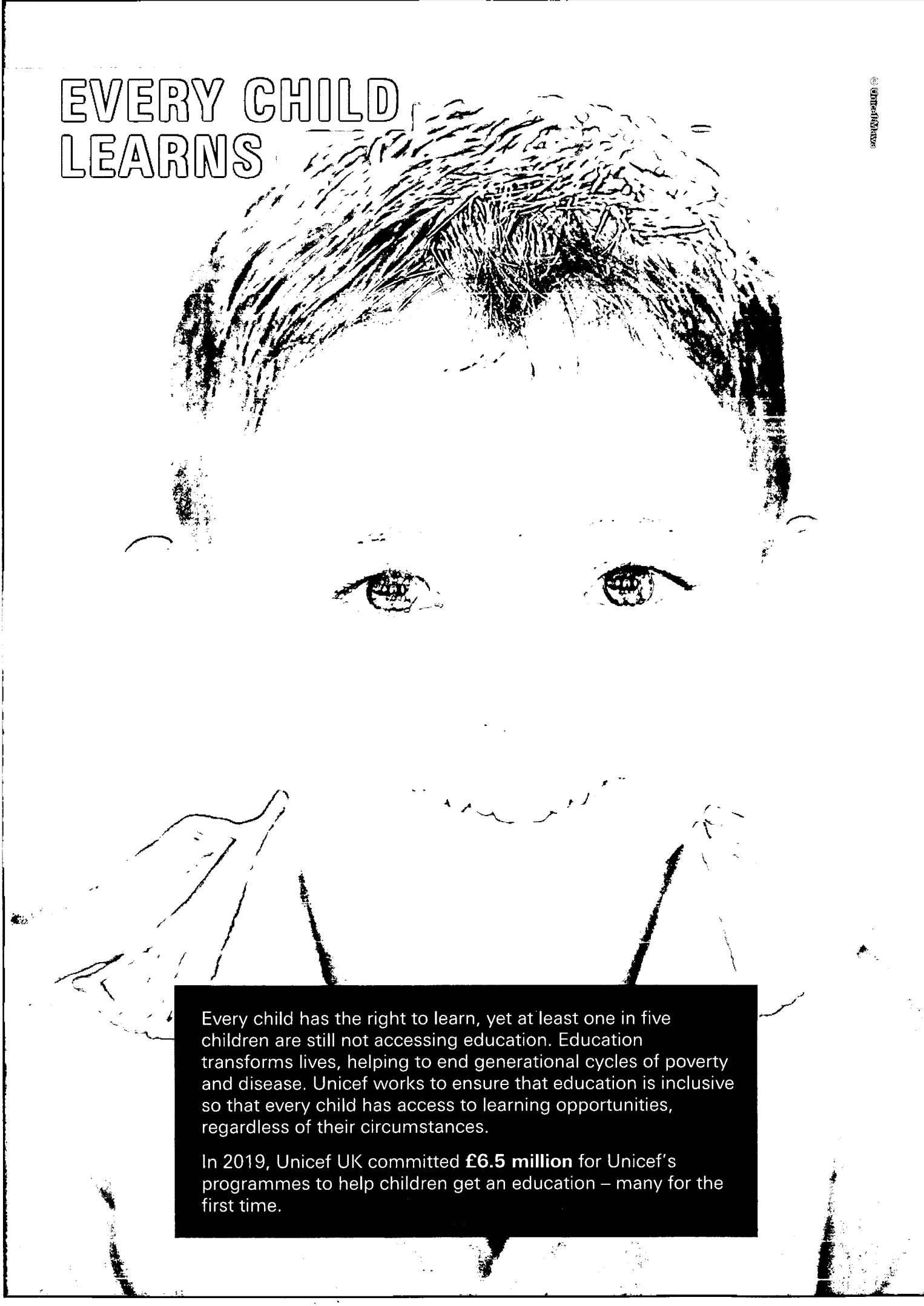
The partnership should reach up to 250,000 people in its second phase. Second phase results include:

- More than 23,000 adolescent girls registered in Adolescent Girls Groups and over 140 out of school children are now back in school
- Almost 400 members of adolescent reporters' groups.
- 49 cases of child marriage averted
- Baseline Survey completed from a sample of 90 tea estates, shining a light on the situation of the tea communities in areas such as health, nutrition, education and sanitary conditions to protection and rights knowledge.



EVERY CHILD LEARNS

© UNICEF/UNHCR



Every child has the right to learn, yet at least one in five children are still not accessing education. Education transforms lives, helping to end generational cycles of poverty and disease. Unicef works to ensure that education is inclusive so that every child has access to learning opportunities, regardless of their circumstances.

In 2019, Unicef UK committed **£6.5 million** for Unicef's programmes to help children get an education – many for the first time.

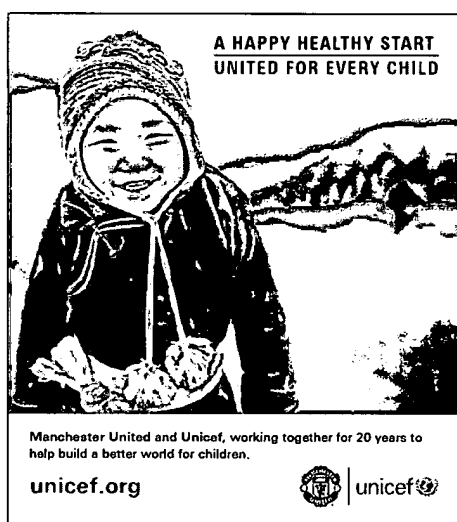
EVERY CHILD LEARNS

Every child has the right to learn, yet at least 175 million pre-primary school-age children and 262 million primary and secondary school-age children – one in five – are still not accessing education. At current rates, by 2030, of the 1.4 billion school-age children in low- and middle-income countries, 420 million will not be on track to learn the most basic skills in childhood, and 825 million will not be on track to acquire the basic secondary-level skills they need to succeed in life, school and work.

Education transforms lives, helping to end generational cycles of poverty and disease. Unicef works to ensure that education is inclusive so that every child has access to learning opportunities, regardless of their circumstances, and that they develop skills that enable them to become agile, adaptive learners and citizens, equipped to navigate challenges in a fast-changing world.

**£6.5
million
for child
education**

In 2019, Unicef UK committed £6.5 million for Unicef's programmes to help children gain access to education – many for the first time.



Manchester United, United for Unicef

We have been in partnership with Manchester United since 1999, the longest running collaboration between a Premiership football club and a global charity. Manchester United are helping to provide education for vulnerable children in Thailand, as well as supporting Unicef's life-skills programmes.

This year, Manchester United held two Gala Dinners to support Unicef's work for children. Funds raised supported Unicef's vital work for children caught up in emergencies.

Since our partnership began, United for Unicef has raised £5 million and helped more than five million children around the world.

ShoeShare at Clarks

Since 2008, Clarks have raised more than £1.6 million for children. Clarks continue to make a donation to Unicef for every tonne of old or unwanted shoes they collect. In 2019, we continued working with Unicef Rights Respecting Schools with over 160 school collections, as well as ShoeShare collection boxes in 450 Clarks stores.

SPARKS for top marks

Marks & Spencer Group plc (M&S) and Unicef have been in partnership since 2011, focusing on delivering programmes and interventions with life-changing results for children and their families.

M&S currently raises valuable funds for Unicef's education programmes through the SPARKS card loyalty scheme, where you can donate to Unicef every time you shop at M&S. In 2019, the partnership raised over £100,000 for Unicef, helping children who have been through traumatic experiences get an education.

BT, skills for a digital world

We have been in partnership with BT since 2014. In 2019, BT committed to support Unicef's programmes in Brazil and South Africa, helping to advance 21st century digital skills for children and young people.

BT employees also raised funds to support the most vulnerable children around the world, helping to provide life-saving food, clean water and vaccines, as well as giving children a safe space to learn and play.

Zambian Girls 2030 and London Stock Exchange Group

Since 2015, London Stock Exchange Group (LSEG) and Unicef UK have been working together to support young people in Zambia. LSEG's generous support of the *Zambian Girls 2030: Realising my potential* programme over the past four years has so far helped Unicef to support more than 9,800 girls (plus over 5,000 boys) through weekly career clubs in school.

The Andan Foundation, innovation in Lebanon

The Andan Foundation supported UNICEF with a grant of €150,000 towards the Generation of Innovation Leaders (GIL) programme in Lebanon.

GIL was created to address the inaccessibility of 21st century skills for the most marginalized segments of the youth population. This overarching programme combines employability courses, income-generating digital work opportunities and social innovation training. GIL also distributes resources and knowledge related to innovation and science, technology, engineering & mathematics (STEM) across Lebanon, reaching even the most remote and under-served areas.

In partnership with local stakeholders, GIL has established a network of youth spaces called Innovation Labs. Through workshops, trainings and events, these spaces empower youth to develop their digital and entrepreneurial skills, while also providing the chance to network with like-minded individuals to discover latent skills and new opportunities.

The Andan Foundation's support will help more than 10,800 young people to receive skills training and over 1,500 innovative ideas to benefit from seed funding, coaching and mentoring over the next three years.

Tanlaw Foundation, inclusive communities and education in Mongolia

The Tanlaw Foundation's generous support enables Unicef Mongolia's vital education programmes, with a focus on enrolling children with disabilities in schools and building the capacity of teachers to develop targeted training materials and inclusive lesson plans for children with alternative needs. In addition to improving access to education, the work has helped to increase awareness of the value of inclusive education to society, improved educational environments and shaped the wider policies that support children and their families.

The Allan and Nesta Ferguson Charitable Trust, education in Uganda

The Allan and Nesta Ferguson Charitable Trust supported Unicef with a grant of £50,000 for our education programme to tackle the root causes of children dropping out of school in the West Nile region of Uganda. A 2015 Department of Health survey found that nearly 90% of 15–19-year olds in West Nile are neither in school nor working. The work includes literacy and numeracy programmes, mobile labs and libraries, and campaigns to enrol out of school children.

The Allan and Nesta Ferguson Charitable Trust's donation contributes towards support for more than 20,500 young people in the West Nile region, and around 41,600 teachers, parents and community members will also benefit.

IKEA, Let's Play for Change

The IKEA Foundation's *Good Cause Campaign: Let's Play for Change* supports six global charity partners, including Unicef's early childhood development and child protection programmes. The campaign supported Unicef programmes in China, India, Indonesia and Kenya.

People's Postcode Lottery, Uganda, DRC and UK



In the third year of our partnership with People's Postcode Lottery, the players of People's Postcode Lottery contributed a generous £2.9 million to support our ambition to provide quality education for children affected by conflict in Uganda and the DRC, as well as helping to transform schools in the UK into places where children feel safe, nurtured and in control of their futures.

In DRC, their support is helping to enable more vulnerable children and adolescents to go back to school and return to a normal routine. In Uganda, it is supporting essential early childhood and adolescent education services in 12 districts that host refugees as well as strengthening general education systems to improve sustainability. While in the UK, People's Postcode Lottery is supporting our Rights Respecting Schools programme, empowering children to learn about their rights and become responsible, active global citizens.

Thank you to the players of People's Postcode Lottery for supporting a child's right to an education. In 2019, 32% of all lottery proceeds went to supporting Unicef's work.

Generation Unlimited

Adolescence presents a critical window of opportunity in shaping who we are to become. In Lebanon, where over 90% of young people aged 15 to 24 are out of education, young people face unemployment and limited life choices. For the fourth year, a Scottish supporter is helping Unicef provide life skills, entrepreneurship and digital skills training for young people in Lebanon. In 2019, their support expanded to Jordan. Over the next three years, more than 6,600 young people will benefit.

Rugby League World Cup 2021

Unicef and the Rugby League World Cup 2021 announced a new ground-breaking partnership, launching Unicef as the official charity of the tournament. The partnership will use the power of sport to raise awareness and funds for Unicef's work for children around the world.

In 2019, Rugby League World Cup 2021 generously donated funds for Unicef's Rights Respecting Schools programme, focusing on reaching children in Newcastle, Sheffield and the Tees Valley. In 2020, the partnership will expand to support children internationally.

PARTNERSHIPS



African Drone and Data Academy

Unicef in Scotland secured a donation of £125,000 per year for three years to support the African Drone and Data Academy programme in Malawi.

The African Drone and Data Academy is an innovative programme designed to respond to a skills deficit in Malawi to maximise the opportunity offered by 'Drones for Good'. Working closely with academic institutions the programme will design and implement a new curriculum allowing young people to learn how to construct and pilot drones as well as how to analyse the data they gather.

Malnutrition in India

India is home to one in every three malnourished children in the world. Nearly half of all children in India suffer from moderate or severe stunting because of malnutrition.

Unicef UK extends a sincere thank you to Megha and Aditya Mittal for their continued partnership of a five-year Unicef initiative that is providing the first comprehensive assessment of the nutritional status of children in India. This assessment, conducted in partnership with the Government of India will establish links between poor nutrition and lower educational outcomes, helping to create a nutrition road map to enable children to get the best start in life, by influencing policies, the government's National Nutrition Mission.

The Eleva Foundation

The Eleva Foundation's collaboration with Unicef is creating transformational change for some of the world's most vulnerable, disadvantaged, isolated and forgotten children. The long-term dedication and commitment of the Foundation has enabled Unicef to reach children with life-saving essential services and the opportunities to reach their full potential. The Eleva Foundation supports a growing portfolio of programmes. In 2019 it supported: a Benin nutrition initiative; match funded by the Power of Nutrition; our Children's Emergency Fund; a solar powered piped water programme in rural Zimbabwe; Unicef's emergency response in Yemen; a water and sanitation programme in southern Madagascar; and newborn and maternal health in Tanzania.

The Foundation are also committing to expanding the number of programmes within the portfolio. We are very proud of this innovative and sector-leading collaboration and thankful for their support as International Council members.

Charlotte and Peter Bolland

We are very grateful to Charlotte and Peter for their generous commitments to Unicef's programmes for children. Their philanthropy is supporting a nutrition programme in Sierra Leone and Unicef's Techno Girls initiative in South Africa that aims to reach adolescent girls with structured coaching, job shadowing and career support. We are very thankful for their support as International Council members and founding board members of the 7 Fund Giving Club

The Data for Children Collaborative

The Data for Children Collaborative launched in September with £3 million funding from the Scottish Government and the University of Edinburgh for a three-year pilot. Unicef Executive Director Henrietta Fore met with Scottish First Minister Nicola Sturgeon to thank her for the Scottish Government's support.

Based in Edinburgh, the Data for Children Collaborative is a partnership for Unicef with the Scottish Government and University of Edinburgh. It will use data science expertise from the University and secure relevant data sets to gain insight into some of the most complex challenges affecting children including nutrition, HIV risk factors in Sub Saharan Africa and adolescent mental health.

Thank you to the Scottish Government and the University of Edinburgh for their generous commitment to the Data for Children Collaborative for UNICEF.





UK incorporation of the UN Convention on the Rights of the Child Unicef is named in the UN Convention on the Rights of the Child (1989) as having a unique role to play in providing technical expertise, advice and support to governments to help them implement their child rights obligations. The realisation of children's rights is Unicef UK's core purpose and fundamental aim, and we have been advocating for the UK and devolved governments to incorporate and implement the Convention since the UK signed it nearly 30 years ago.

We worked to ensure that the Convention is embedded in public policy across the UK. We worked with the governments in Westminster, Cardiff and Edinburgh, supporting them in developing General Measures of Implementation (GMIs) – steps that implement the whole body of the Convention.

Scotland

On 20 November, the Scottish Government committed to incorporate the UN Convention 'fully and directly' and 'using the language of the Convention wherever possible'. The Government also pledged to include proactive implementation measures in the Bill, including awareness-raising and participation duties, and duties on public bodies for Child Rights Impact Assessment. There will be also a duty that ensures that the scope of rights is included if/when further powers are devolved to Scotland.

This model of incorporation will make the Convention part of the Scots law and directly applicable, including in the court of law. All public authorities will be under an obligation to comply with the Convention.

Jersey

The law establishing a Children's Commissioner came into force in July. The Children's Commissioner is now a statutory body with strong powers and independence, in line with the UN standards.

CHILDREN'S RIGHTS ARE EVERYONE'S BUSINESS

The Children's Rights and Business Unit continue to deepen work with UK companies and the government to ensure child rights are better respected by British businesses. Its three goals are:

1. Businesses understand and take action to respect children's rights
2. Sector-wide understanding of risks and action is taken
3. Government holds business to account through effective legislation and policy and upholds state duty to protect children's rights

Modern slavery, supply chains and public procurement

Aligned to our asks, the Government committed to creating a central registry of modern slavery statements and opened a consultation on strengthening the transparency in supply chains clause.

Through continued advocacy on public procurement, DEFRA invited us to contribute to their Information and Communications Technology procurement guide. The guide adopted our recommendations to ensure human rights (including children) and social impact is considered alongside environmental risk factors.

Corporate responsibility to prevent human rights abuses

As members of CORE Coalition, we launched a campaign for mandatory human rights due diligence for UK business. As the only child rights organisation involved in this space, we play a critical role in ensuring that children's rights are front and centre of the campaign.

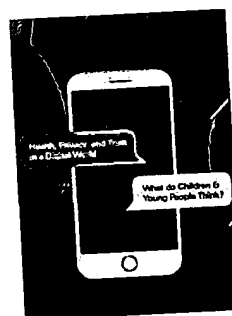
Child safeguarding and business

Our Better Business for Children Initiative (BB4C) worked closely with Unicef UK safeguarding specialists to run two successful workshops for over 30 businesses to build understanding of safeguarding operations.

Children's rights and digital technology

The year saw a significant acceleration in our work to protect children's rights online. We made submissions on the Age Appropriate Design Code of Practice, Online Harms White Paper, and the Joint Committee on Human Rights Inquiry on 'Right to Privacy and the Digital Revolution'.

Unicef UK also played a critical role in a global consultation of children and young people on digital rights by the UN Committee on the Rights of the Child. We conducted participatory workshops with children and young people on their experiences of the online environment, what issues they are most concerned about and what they feel must be done. Through this we helped ensure that the Committee heard directly from affected children about their priorities and experiences.



Future business leaders in fashion

The BB4C initiative is creating transformational change for children by engaging future business leaders to better understand how business impacts on children and young people in the fashion industry. For the past two years, we have lectured post-graduate students at the University of Southampton and Condé Nast College of Fashion & Design, supporting the delivery of their Sustainability modules.

Children's Champions

This year, we also conducted the pilot 'Children's Champions for Better Business' to test a new way of influencing business practice and achieving change for children through our most active campaigners. Learning from this pilot will be used to develop new activities in 2020 and has already led to replication by Unicef US.

WORK FOR CHILDREN IN THE UK

In the UK, Unicef is working with the hospitals where children are born, the schools where they learn and grow, and the services that shape their lives to make sure that every child has the same chance to shine.

In 2019, we helped nine out of 10 maternity units across the UK, supporting around 800,000 new babies as they enter the world.

More than 1.75 million children go to schools that are becoming Rights Respecting, building an environment where every child is safe, respected and nurtured.

And we are working with local governments in all four nations of the UK to help make our cities and communities places where all children, especially the most vulnerable, feel safe, heard, nurtured and able to flourish.

BABY FRIENDLY INITIATIVE



© Unicef/Jennings

RIGHTS RESPECTING SCHOOLS



© Unicef/Dave

CHILD FRIENDLY CITIES AND COMMUNITIES



© Unicef/Bye

OUR WORK FOR CHILDREN IN THE UK

As is the case for so many children around the world, life for children in the UK can be tough. Almost four million UK children live in poverty. Obesity and mental health problems are rising. And every day, many thousands are in danger from violence, abuse and neglect.

So here in the UK, we are putting our years of experience working for children around the world into practice in the places that reach children day in, day out. We're working with the hospitals where they are born, the schools where they learn and grow and the services that shape their lives to make sure that every child has the same chance to shine.

BABY FRIENDLY



Unicef works in UK hospitals, community health services, children's centres and universities to help new parents give their babies the love, care and nourishment they need to get the best start in life.



Over the past 20 years, the Baby Friendly Initiative (BFI) has revolutionised health care for mums and babies in the UK, as part of a wider global partnership between the World Health Organization (WHO) and Unicef.

**700,000
babies
supported
by Baby
Friendly**

The initiative was introduced to address a fall in breastfeeding around the world and the impact that was having on children's health. Across the decades, Baby Friendly has championed breastfeeding and supported women to feed their babies in the UK; but we haven't stopped there. Thanks to our work, care for all babies, whether breast or bottle fed, has been transformed and practices that help new babies to feel loved and secure, such as keeping them close to their mums and encouraging skin-to-skin contact, are now routine in almost every hospital across the UK.

The Baby Friendly team supports a vibrant and active network of around 800 infant feeding specialists and academics responsible for the support and education of 75,000 health professionals and 5,000 students across England and Northern Ireland, who in turn are responsible for caring for over 700,000 babies, mothers and their families every year.

Today, 92% of maternity units and 91% of health visiting services across the UK are working towards Baby Friendly accreditation. In 2019, we awarded 15 Certificates of Commitment, 12 Stage One accreditations, 24 Stage Two accreditations, 28 full accreditations, 65 re-accreditations, 19 Gold Awards and 12 Gold Award revalidations.

We are delighted that 50% of all neonatal units are now engaged with the Baby Friendly process and we have doubled our number of fully accredited neonatal units. In universities, 75% of pre-registration midwifery programmes and 24% of health visiting programmes are working towards the award.

Full accreditation

In the UK, 62% of maternity services, 12 neonatal units, 72% of health visiting services, and 47% of university midwifery courses and 15% of university health visiting courses now have full Baby Friendly accreditation.

NHS Long Term Plan

The new NHS Long Term Plan recommends Unicef UK Baby Friendly accreditation across all maternity services and includes a focus on improved support for families with infants in neonatal care.²

The Unicef UK Baby Friendly Initiative has the knowledge, credibility and infrastructure to work with an organisation the size of the NHS to put standards in place to make a difference for the lives of babies across the UK.

During 2019, we worked with NHS England to develop a support package for all maternity units who have not yet achieved the Unicef UK Baby Friendly Initiative accreditation, with the plan that all babies will be born in a Baby Friendly service in England.

Neonatal services

We are delighted that the recommendations of the Neonatal Critical Care Transformation Review from NHS England and NHS Improvement require Local Maternity Systems (LMSs) and Neonatal Operational Delivery Networks (ODNs) to work together to develop action plans to support neonatal services to seek and acquire Unicef UK Baby Friendly accreditation.

Over the past three years we have been working with six neonatal units across England who received financial and practical support to gain Unicef UK Baby Friendly accreditation – the Burdett Project³. The project received very good evaluation results and has led to the development of other joint neonatal projects in Scotland, Northern Ireland, South West England and the West Midlands.

Achieving Sustainability standards

We have continued to support longer-term implementation of the Baby Friendly Initiative through our Achieving Sustainability (Gold) standards for health services and our newly launched Achieving Sustainability standards for universities.

Qualifications Framework

This year, we were excited to launch our new Qualifications Framework programme. Designed to increase knowledge and capacity related to infant feeding and very early child development across public services, the programme consists of three separate, but complementary qualifications – Advocate, Practitioner and Leader – open to anyone working in UK public services who wants to gain a deeper understanding of infant feeding and very early child development.

² www.longtermplan.nhs.uk/publication/nhs-long-term-plan

³ www.unicef.org.uk/babyfriendly/support-for-neonatal-units-to-achieve-baby-friendly-accreditation

Baby Friendly Conference

On 28–29 November, nearly 1,000 delegates attended our largest-ever Annual Conference in Glasgow to see an inspiring programme of presentations on a range of issues affecting the care of babies, their mothers and families. It was our 22nd Annual Conference, and the event is now the largest conference on infant feeding and parent-infant relationship building in Europe.

Baby Friendly London

The London Health Inequalities Strategy, launched in 2018, recommends that all London boroughs become Baby Friendly accredited in maternity and community services. This year, two London boroughs have achieved the prestigious Unicef UK Baby Friendly Achieving Sustainability (Gold) award and will be included in next year's Good Food for London and Food Poverty report.

Updating education

The core Baby Friendly education courses have been updated to include new and emerging evidence around the microbiome, epigenetics and compassionate care. The Baby Friendly team re-introduced an audit workshop and developed a new e-learning course to support practitioners to carry out effective audits.

Learning outcomes for allied health professionals

This year, we launched learning outcomes for allied health professionals, available for medical, dietetic, pharmacy, and children's nursing students, as well as maternity support and nursery nurses. These learning outcomes were developed by relevant clinical and academic experts to articulate the minimum knowledge and understanding of infant feeding that it would be reasonable to expect from a health practitioner at the point of qualification.

Learning pack for dietitians

In November, we launched a new learning pack for dietitians. The pack allows dietetic students and university lecturers to meet the learning outcomes and ensure they gain the level of knowledge and understanding it would be reasonable to expect of a dietitian at point of qualification.

RIGHTS RESPECTING SCHOOLS



Around 1.75 million children in the UK now attend school that are rights respecting registered.

**1.75
million
children
in Rights
Respecting
Schools**

The Unicef Rights Respecting Schools Award improves the lives of children in the UK by taking a whole school approach to putting children's rights at the heart of school policy and practice.

By embedding children's rights in daily school life, RRS aims to equip every child with an understanding of their rights and the ability to speak up for them. This gives them a voice to challenge injustice and abuse - whether in their own lives or in the lives of others - and enables them to build stronger mutually respectful relationships with adults and peers.

This gives children a better chance of leading safe and happy lives, and of being responsible and active citizens.

In 2019 623 schools newly registered, bringing the total of rights respecting schools to around 5,000 (nearly one in five of all schools in the UK. In Scotland, more than half of all primary and secondary schools are registered.



Going for gold

In 2019 we awarded 158 Gold (Rights Respecting) accreditations, 264 Silver (Rights Aware) and 487 Bronze (Rights Committed). There are now 572 schools in the UK that have achieved our highest Gold accreditation and 1,536 schools that have achieved Silver.

Making the difference for UK children

Our 2018 Impact report canvassed the views of over 80,400 children and young people and 12,800 adults from over 600 schools across the UK.

Our 2018 survey results showed that child rights education plays a key role in developing children and young people as active, engaged local and global citizens. Children at Rights Respecting Schools feel safe in school, respected by and enjoy supportive relationships with the adults who care for them, and engaged with their local community, their education and the global agenda. These results remain consistent with previous years.

- 82% of children and young people at Gold schools say they are taught about their rights, a rise of 40% from before work began.
- 71% of children and young people at Gold schools say they can help others locally and globally, a rise of 22% from before work began.
- 78% of children and young people at Gold schools say they feel happy in themselves, an increase of 5% from before work began.
- 93% of headteachers at Gold schools report a noticeable reduction in exclusions and bullying, an increase of 23% from Silver.
- 80% children and young people at Gold schools feel listened to, an increase of 6% from before work began.

CHILD FRIENDLY CITIES AND COMMUNITIES



Child Friendly Cities and Communities works with councils across the UK to put children's rights into practice. The programme aims to create cities and communities where all children – whether they are living in care, using a children's centre, or visiting their local library – have a meaningful say in, and truly benefit from, the local decisions, services and spaces that shape their lives.



The programme is part of Child Friendly Cities – a global Unicef initiative that reaches around 30 million children in 40 countries.

In the UK, Unicef supports councils, their partners and children and young people, as they work together towards international recognition as a Unicef Child Friendly City or Community. There are now seven Child Friendly Cities and Communities (CFC) partnerships across all four UK nations. In 2019 two new Local Authorities joined the programme: the London Borough of Redbridge and Liverpool City Council. They joined Aberdeen, the London Borough of Barnet, Cardiff, Derry City & Strabane District and Newcastle.

CFC Annual Event

Our inaugural CFC Annual Event celebrated the 30th anniversary of the UN Convention on the Rights of the Child, while shining a light on the reality of life for children and young people growing up in the UK in 2019.

Logo, badges and new resources

The CFC website launched in May, incorporating a new logo and set of icons to represent the 13 badges Local Authorities choose from on their CFC journey. These were created in collaboration with children and young people.

Training and capacity building

The CFC team developed new training programmes focused on the Convention: *Equal Partners and Introduction to Children's Rights in Practice*. In 2019 training was delivered through the programme and in consultancy sessions to over 650 people, a 20% increase from 2018. Those trained included:

- Seven police command units across South Wales
- 50 youth practitioners
- The newly instated Children's Commissioner in Jersey
- Elected members in Glasgow.

In addition, 120 children and young people were engaged through workshops on child rights in practice. In order to expand the reach of this training, a remote participation pack was also created for those who could not physically attend.

Real Play Coalition

The CFC team supported Barnet Council in their involvement with the Real Play Coalition; a group made up of The Lego Foundation, National Geographic Kids, ARUP, IKEA and Unicef UK. Children and young people from Barnet took part in workshops to share their understanding, ideas and experiences of play and safety in their communities. Similar workshops were held in Cape Town and Mumbai, providing insight into what play looks like in cities across the world.

Global Summit

The first CFC global summit welcomed a large delegation from the UK. Unicef UK's youth delegation shared their perspective in a variety of sessions.

FUNDRAISING FOR CHILDREN

Our total income for 2019 was £101.4 million. Unicef UK depends entirely on voluntary contributions to support Unicef programmes worldwide.

**£101.4
million
raised**



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 2019 income, the contribution of Unicef UK to Unicef's core programmes amounts to £21.6 million.

7: The David Beckham Unicef Fund

2019 marked the fourth year of 7: The David Beckham Unicef Fund and the first full year of implementation of the new 7 Fund programmes that are helping to break down barriers and unlock the incredible potential of children in El Salvador, Indonesia, Nepal, and Uganda.



Additionally, in his Goodwill Ambassador capacity, David supported key global moments including Parenting Month, his first visit to China to support early childhood development (see page 19) and delivered a keynote speech at the United Nations on World Children's Day.

Philanthropists, private fundraising events, Trusts and corporate support raised £1.7 million for the Fund in 2019 and introduced new supporters to Unicef.

For more information and details about the Fund, please visit www.7.org

The 7 Fund Giving Club

In November, Unicef UK launched the 7 Fund Giving Club in partnership with David Beckham. We want to give a sincere thank you to the founding members of the 7 Fund Giving Club, who are helping Unicef to reach 200,000 children and their families over the next three years by supporting four programmes in El Salvador, Indonesia, Nepal, and Uganda.

These projects aim to break down the barriers that prevent children from reaching their potential, with a particular focus on girls. We are very grateful for the £700,000 of pledges and support received in 2019 towards the Club's ambitious £5 million goal.

Paddington™

Our brand partnership with Paddington Bear went from strength to strength in 2019, raising more than £400,000 for children.

In August, we launched Paddington's Postcards, a new subscription product for parents with primary school aged children. Each month, a child receives personalised post, marmalade-packed with stories, fact cards and stickers, encouraging learning of Unicef's work for children in different countries around the world.



Paddington's Postcards now has more than 6,000 monthly subscribers and is set to raise hundreds of thousands of pounds across the product's lifespan.

For a second year, Paddington's Parcels offered supporters the opportunity to send parcels full of Inspired Gifts to children in danger. We redesigned and optimised the website, creating new targeted marketing materials including placement at Winter Wonderland, the Paddington Store and the Radio Times Christmas edition, ultimately leading to sales of over 4,300 parcels. We also created and sold 2,100 new Paddington branded advent calendars during the Christmas period.

Individual supporters

Our regular givers and other members of the public donated £41.9 million to our work for children via our direct marketing campaigns.

We inspired more than 65,495 new regular givers to start supporting Unicef. Regular giving now generates nearly £34 million per year (including Gift Aid) for our work for children.

Corporate supporters

In 2019, Unicef UK corporate partners donated more than £14.9 million with valued support from Arm, ATP, BT, Clarks, Disney, DLA Piper, easyJet, Ethical Tea Partnership, Garnier, H&M, L'Occitane, LSEG Foundation, GSK, IKEA, Louis Vuitton, M&S, Manchester United, Paddington™, Rangers, Marriott, Twinings, Unilever, and Vitality.

Community fundraising

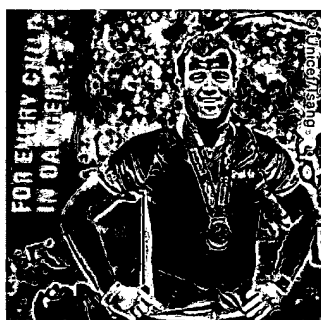
Individuals, schools, faith groups and organisations such as the Rotary and Lions clubs volunteered their energy, enthusiasm, time and passion to raise money for children in danger. Our community fundraising groups continued to humble us with their dedication. Our On Campus societies at around 50 universities, with a network of more than 12,000 students, supported us to raise awareness, fundraise and campaign for children.

These dedicated and inspiring community supporters raised over £700,000 for children in 2019.

Clipper Race

Unicef is the chosen Charity Partner for the 2019–20 Race Edition. Unicef has been the Charity Partner since the 2015–16 edition and through our partnership with the Clipper Race we have raised over £900,000 to date, including more than £200,000 in 2019. We hope to pass the £1 million mark during this current Race Edition.

One particularly inspiring activity was the crew visit to the Isibindi Safe Park in Grabouw, during the Cape Town stopover in South Africa. The safe park is a place where vulnerable children from the local community can come to learn, play and get the support and care they need in a safe place. The children from the project also got the chance to visit the Unicef yacht. This raised awareness of our work and boosted fundraising, with the Unicef yacht raising double their income target.



Challenge events

In 2019 our challenge eventers continued to amaze with their determination and endurance: from running the 26.2 miles of the London Marathon to cycling 100 miles in RideLondon-Surrey 100. We also secured the Royal Parks Copper Beech partnership, with just under 200 runners flying the flag for Unicef UK on the day and collectively raising over £95,000 for children in danger. Neil Hawkins, Principal of Concord College, completed his sixth Royal Parks Half Marathon in aid of Unicef UK. To date, Neil and the Concord College community have helped raise nearly £240,000 for our work for children.

In addition, Autovista continued their support by trekking Mount Kilimanjaro. The teams have so far raised more than £80,000, with more challenges planned for 2020.

Third party events

On 4 July, The House Festival at Kenwood House, London, raised £50,000 for Unicef's work for children in partnership with Soho House.

On 19 October, Unicef UK partnered with DJ Mag for the fourth year, raising £30,000 for children.

Gifts in Wills

Supporters could engage with our multi-channel campaign on TV, radio, online and in the press. We also held events where our supporters could find out more about the impact of gifts in wills, such as our Summer Garden Party at Hatfield House.

Legacies continued to provide a large proportion of the unstructured funds for Unicef UK in 2019. We are so grateful to the 140 people who left a gift in their will to the world's children in 2019. Together, these generous gifts totalled £6.7 million, which will go towards our programmes empowering children across the world to reach their potential. We extend our sympathy and heartfelt thanks to their loved ones. We will be forever grateful for these genuine acts of kindness in helping us to create a safer world for tomorrow's children.

Philanthropy

In 2019, Unicef UK received significant support from individual philanthropists and their families. We are sincerely grateful for the generosity of these individuals towards our work for children: Michael Rosenberg; Naza Alakija; The Fraxinus Trust; The Eleva Foundation; Charlotte and Peter Bolland; Megha and Aditya Mittal; Gavin Boyle; Ross and Gemma Turner; Joe Jarvis; The Bradley and Katherine Wickens Foundation; Paul Edwards; Nigel, Sarah, Amelia, Annabel and Olivia Hammond; Colin and Sue Stone; and SJM Concerts.

Thank you to our Scotland Advisory Board for their support: Gordon Arthur; Fiona Burrough; Lynne Cadenhead; David Duke MBE; Fiona Mcfarlane and Malcolm Robertson. Thank you also to our very generous supporters who wish to remain anonymous.

Trusts, foundations and statutory partners

In 2019, Unicef UK received invaluable support from charitable trusts, foundations and statutory partners, including The Band Aid Charitable Trust, FIA Foundation, Jersey Overseas Aid, Latin American Children's Trust, People's Postcode Lottery, ShareGift, The Children's Investment Fund Foundation, The Constance Travis Charitable Trust, The Hilden Charitable Fund, The John & Sally Reeve Charitable Trust, The Oak Foundation and The Power of Nutrition.

We are extremely grateful for this dedicated support that enabled us to undertake a range of important programmes for children. Thank you also to our very committed supporters who wish to remain anonymous.

Global Guardians

Unicef UK is enormously grateful to our Global Guardians, a special group of supporters who make regular gifts to our core programmes for children around the world. Global Guardians give us the flexibility to respond wherever the need is most urgent, whether this is essential funding for a long-term programme or a humanitarian emergency for children.

In 2019, Global Guardians gave more than £930,000 to support Unicef's work for children.

Cards and gifts

Thanks to our generous supporters, £285,000 was raised through sales of Unicef cards and gifts, as well as donations added to orders.

Inspired Gifts

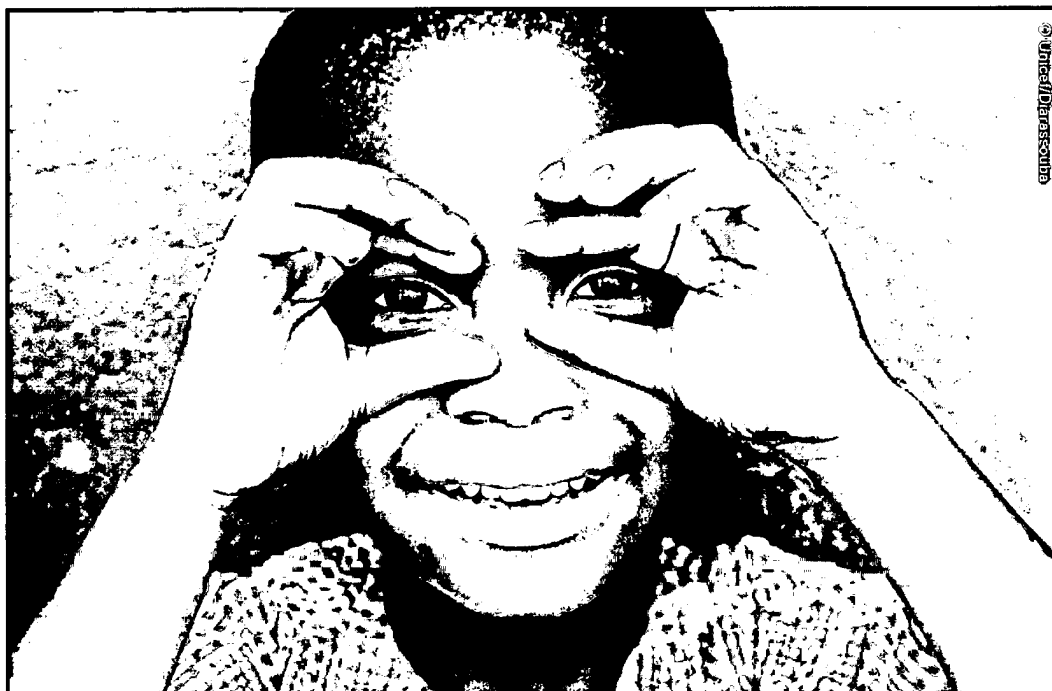
In 2019 our supporters gave £1 million in Inspired Gifts for children in danger. Inspired Gifts are real, life-saving and life-changing supplies that Unicef supplies for children and communities around the world.

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

- 334,900 doses of polio vaccine
- 1 million pencils to help children learn
- 106,000 sachets of life-saving food for severely malnourished children
- Enough warm hats and gloves to keep 11,936 Syrian children warm
- 2,988 footballs to help children exercise and play



LOOKING AHEAD: STRATEGIC PLAN 2019–22



Our vision: A world fit for every child

Our mission

We are here for every child, particularly the most vulnerable. All over the world, including the UK, we uphold the Convention on the Rights of the Child and work with partners and supporters to:

- Promote children's voices
- Unlock resources for children
- Advocate for and create change for children

Strategic context analysis

Unicef UK operates within a challenging external environment. A sustained period of profound political, social and economic uncertainty continues to result in slow economic growth, stagnant household incomes and a steady decline in public giving. Brexit negotiations will continue to consume parliamentary business and the ongoing debate continues to drive increasing polarisation across both parliament and the wider society. The fundraising market is mature, with fierce competition, and the sector has been affected by negative media publicity, which has contributed to a fall in trust in charities and NGOs – although it is noteworthy that public trust remains high in Unicef UK. Increasing scrutiny and regulation related to, for example, charity governance and use of data means we continue to invest time and resource in evolving our systems, approaches and ways of working, and rapid technological change remain both an opportunity and a threat.

Strategic plan

Within this challenging context, our 2018–22 Strategic Plan provides the framework to continue to deliver increasing income, influence and impact. It enables us to deliver against our vision and mission while responding to the environment we operate within.

Four strategic objectives

At the centre of Unicef UK's strategic plan are the four strategic objectives that enable us to deliver our mission and vision for children:

STRATEGIC OBJECTIVE 1: ACHIEVE EXCEPTIONAL PUBLIC ENGAGEMENT	STRATEGIC OBJECTIVE 2: BUILD ON GREAT PARTNERSHIPS	STRATEGIC OBJECTIVE 3: DEVELOP TOMORROW'S SUPPORTERS	STRATEGIC OBJECTIVE 4: BUILD AN ORGANISATION FOR THE DIGITAL AGE
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During 2019 and 2020 we continue to focus particularly on income generation and identifying efficiencies in our approaches, ways of working, and systems and processes. This will enable us to direct more resource and capacity to delivering our mission and vision for children. We are also focused on developing the platform for future sustainable growth based on the opportunities and challenges presented by the wider context in which we operate.

The Cause Framework

The Cause Framework is a way of focusing Unicef UK's work on clear themes (or causes) to maximise the impact of everything we do to save and change children's lives, and to promote and protect children's rights.

CROSS ORGANISATIONAL CAUSES:	■ Protecting children on the move ■ Happy, healthy lives	■ Ending violence for every child ■ Education for every child
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These cover Unicef's global change goals for children. Success measures for each cause have been defined under income, influence and impact criteria.

Enablers

In addition to our strategic objective to Build an Organisation for the Digital Age we have further identified five key enablers that will help create a culture and capability that embraces change, empowers employees and delivers the right results fast:

ORGANISATIONAL INITIATIVES & ENABLERS:	1 Agile and Lean 2 Talent and culture 3 Evidence and insight	4 Trusted brand 5 Digital innovation
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In 2019 and 2020, we will continue to embed and embrace a new project management methodology, recruit and retain the best talent with a focus on building greater diversity and inclusion, improve the organisation's business intelligence capabilities, find innovative ways to tell Unicef's story and explore new technologies that enable better engagement with our supporters.

As a result, we will make decisions better and faster; be more able to effectively and flexibly align resource behind our priorities and create the platform for continued and sustainable high performance that delivers on our ambitions for growth.

FINANCIAL REVIEW

Income

In describing our activities and achievements above, we have reported that Unicef UK's total income for 2019 was £101.4 million. This was 2.0% up compared to the income of £99.4 million raised in 2018.

Costs of generating funds

Charities have to spend money to raise money. Over the past five years, excluding fundraising development funds provided by UNICEF, Unicef UK has spent an average of 30 pence to raise the next pound. This covers the costs of raising funds through mail campaigns, supporting our existing donors and recruiting new donors.

It also covers the cost of ensuring Unicef UK is an organisation built for the future, able to evolve and respond to changes, for example in technology and regulation. Spending money today to secure the future ensures we can continue to maximise the impact we have for children around the world.

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 or fundraising activities or investments that yield income or impact over a longer period than a single financial year.

Charitable expenditure

Of the total income raised in 2019, £65.0 million was available for programmes to benefit children. Of this, £34.8 million was for specific overseas programmes or countries chosen by our donors, £21.6 million for Unicef core programmes and £8.1 million for Unicef UK's advocacy and programmes in the UK, such as our Baby Friendly Initiative and Rights Respecting Schools Initiative.

Excluding fundraising development costs provided by UNICEF, on average, over the last five years, 69 per cent of Unicef UK's gross income was available for programmes, after fundraising, sales and administration costs.

Governance costs

On average over the last five years, governance costs have amounted to 1 per cent of total income.

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

Unicef UK Enterprises Limited

The charity's wholly owned trading subsidiary carries out commercial trading activities for the charity. During the year, income of £280,000 (2018: £261,000) was raised from event registration fees, corporate cause-related marketing arrangements, commissions and royalties. After allowing for associated expenditure and management charges, £182,000 (2018: £154,000) was covenanted under Gift Aid to Unicef UK.

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

FUNDS

Total funds at the year-end amounted to £3,540,000. Unicef UK's policy on reserves is to:

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

Ethical investment policy

Other than holding money on deposit at the bank for short fixed periods, Unicef UK does not have any other investments such as stocks and shares and does not invest in properties. We sell any shares or similar investments donated to Unicef UK as soon as possible to limit our exposure to changes in their value and 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 cash at bank held by the group at the year-end amounted to £11.3 million, compared to £10.4 million at the end of 2018. A large percentage of income is received in the last month of the accounting period and fluctuations in the bank balance year on year arise depending on the days the December bank holidays fall, which affects the timing of payments for overseas programmes and UK suppliers around the year end.

Volunteers

Our volunteers contribute in many important ways to Unicef UK's success and achievements. Volunteers including our Trustees, regional Unicef groups, special advisers, high profile supporters donated thousands of hours of their time during 2019.

Post balance sheet events

The Coronavirus emergency, which began to spread across the world at the beginning of 2020, falls under the definition of a post balance sheet event and has been considered when preparing the financial statements.

The impact on our level of reserves has been considered. Our policy remains unchanged and our latest forecast position indicates the level of reserves retained at the end of 2019 remains appropriate and provides sufficient funds, in line with our policy.

PRINCIPAL RISKS AND UNCERTAINTIES

Risk oversight and management

Unicef UK has a strong record of achievement in unlocking resources for Unicef's programmes and achieving real progress in advancing the rights of all children, in particular the most vulnerable. Given the significant threats and challenges faced by children all over the world, risk awareness and management together with robust safeguarding procedures are crucial elements of our approach to good governance and the effective delivery of our aims for children. This is of more particular relevance given the fast-moving and sometimes dangerous settings in which Unicef itself operates, coupled with evolving regulation, legislation and complexity within the UK charity sector context.

The Board of Trustees is responsible for overseeing the management and control of risks for Unicef UK. This includes leading and setting the mandate and culture for risk management. The Board has a standing item on risk at each of its meetings, and updates Unicef UK's risk appetite statement every two years - including in 2019. The Board is supported in these duties by the Audit and Risk Committee, who scrutinise and advise on risk and control policies and procedures.

Day-to-day risk management is led by the Executive, who are supported by a Risk Management Group comprising key senior staff from across Unicef UK. The Group meets quarterly to oversee the identification and assessment the major risks to the charity, and their mitigation. The Group reports quarterly to the Audit and Risk Committee and is regularly attended by the Treasurer and Trustee legal counsel.

Additionally, risk management is an integral part of planning processes at a strategic, departmental and project level.

Risk mitigation in 2019

The three principal risks and uncertainties impacting Unicef UK in 2019 were as follows:

1. The management and optimisation of data in an evolving regulatory environment has been a key risk area in 2018 and significant resources were devoted to mitigating these risks during the year, which we will continue to monitor closely going forward.
2. The ability to maintain and grow income in line with our plans in a challenging fundraising environment required adoption of more flexible and agile approaches to fundraising to mitigate the potential impact.
3. The risk of harm being caused to a child, staff member or other people associated with our work has continued to be an important consideration and during 2019 new monitoring, oversight and whistleblowing methods were embedded to continually reinforce our zero tolerance approach in relation to safeguarding.

The risks affecting Unicef UK were satisfactorily managed and there were no significant operational problems affecting the charity during the year.

Risk mitigation in relation to coronavirus

The coronavirus pandemic, which has spread across the world since the beginning of 2020, is affecting the worldwide economy and resulting in challenges for all organisations, including those in the charity sector.

The principal risks and uncertainties for Unicef UK outlined for 2019 remain valid for 2020, however there is increased focus on the risks to income generation and overall financial position, as well as the risks to operational continuity, including data security

and staff well-being. To manage these risks, increased scrutiny and controls are being applied where required.

Key income streams that are likely to be threatened in 2020 include face-to-face fundraising, income from events, particularly Soccer Aid for Unicef, which has been postponed until later in the year, and income directly associated with programme delivery (UK and international) that may be disrupted due to the coronavirus emergency.

To mitigate the impact of this and to ensure we can continue to maximise our support for children around the world at this uncertain time, we have taken several measures. From an income generation perspective, these have included the reallocation of budgeted expenditure on activities such as face-to-face fundraising, which we are unable to pursue, to alternative effective activities. We have launched an emergency coronavirus appeal using broadcast and digital routes to the public, engaged with key partners, instigated a temporary cessation of non-essential activities, as well as increasing financial and cashflow reporting to provide insight to support key decisions.

Although the overall long-term impact of the pandemic is yet unknown, the risks affecting Unicef UK in the short to medium term will continue to be managed appropriately.

STRUCTURE, GOVERNANCE AND MANAGEMENT

STRUCTURE AND ADMINISTRATIVE DETAILS

Unicef and Unicef UK

Unicef (the United Nations Children's Fund) is an international inter-governmental organisation established by the General Assembly of the United Nations as a subsidiary organ of the United Nations. Established in 1946, Unicef works in more than 190 countries and territories and in the world's toughest places to reach the children and young people in greatest need.

Unicef's work is funded entirely through the voluntary support of millions of people around the world and our partners in government, civil society and the private sector. A significant proportion of Unicef's fundraising and impact is supported by its 33 National Committees – of which Unicef UK is one. A Co-operation Agreement sets out how Unicef and its National Committees work together.

Unicef UK is a charitable company limited by guarantee, incorporated under the name The United Kingdom Committee for Unicef. In line with Unicef UK's Articles of Association (available on the website), the business of the charity is governed by a Board of Trustees, which is elected by UNICEF UK's members. The Trustees are also Directors for the purposes of company law.

The Board is responsible for overseeing the management of all the affairs of Unicef UK. It delegates day-to-day management to the Executive Director and the Executive Team.

Trustees

The Trustees who served during 2019 and up to the date of this report were as follows:

	Committees*
The Right Honourable Douglas Alexander (Chair)	SC (Chair), N, R
Justin Cooke (Vice-Chair, resigned 24 June 2019)	
Sarah Davis (Vice-Chair)	SC
Caroline Underwood, OBE (elected Vice-Chair 12 August 2019)	SC, N (Chair), R
Sir Anthony Redmond, Treasurer	SC, ARC, R
Baroness Sal Brinton (resigned 26 June 2019)	
Sean Carney (co-opted 14 November 2019)	
Dr Alex Connock	
Margaret Cund (resigned 26 June 2019)	
Steven Day	SC
Kirsty Gill (elected 26 June 2019)	N
Cosette Reczek	SC, ARC (Chair)
Professor Surinder Sharma (resigned 26 June 2019)	

* committee membership as at 31 December 2019

SC = Board Sub-Committee

ARC = Audit & Risk Committee

N = Nominations Committee

R = Remuneration Committee

Executive team

Mike Penrose	Executive Director (until 1 October 2019)
Sacha Deshmukh	Executive Director (from April 2020)
Nick Russell	Interim Executive Director (from October 2019 to April 2020)
Claire Fox	Chief People Officer (until March 2019), Chief Operating Officer (from April 2019)
Steven Waugh	Chief Financial Officer (from April 2020)
David Bletso	Commercial Lead
Mike Flynn	Deputy Executive Director, Individual Giving
Sophie Gallois	Deputy Executive Director, Communications, Advocacy and Programmes
Sarah Ward	Deputy Executive Director, Partnership

Professional advisers

Unicef UK's principal professional advisers include:

- Independent auditor: Haysmacintyre LLP, 10 Queen St Place, London EC4R 1AG
- Internal auditor: RSM, 25 Farringdon Street, London EC4A 4AB
- Principal bankers: HSBC Bank plc, 133 Regent Street, London W1A 4HX
- Principal legal advisers: DLA Piper International LLP, 160 Aldersgate Street, London EC1A 4HT; Russell-Cooke LLP, 2 Putney Hill, London SW15 6AB

Company secretary

Mike Penrose (until 30 September 2019)
Rachel Devitt (from 30 September 2019)

GOVERNANCE

The Board of Trustees and its Committees

The Board is responsible for ensuring 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. It is responsible for ensuring that all UNICEF UK's charitable objectives and activities are within UK law.

The Board acts on the advice and information from its regular meetings with the Executive Director and Executive Team. In 2019, the Board held five formal meetings with the Executive to review performance against the agreed strategic plans of the charity, to assess the charity's financial health, and to consider policies and procedures in areas such as risk management and legal and regulatory compliance.

The Board has delegated specific responsibilities to four committees whose membership is appointed by the Board.

- The Board Sub-Committee comprises the Chair of the Board, the two Vice-Chairs, the Treasurer, the Chair of the Audit & Risk Committee and two other Trustees. It has delegated authority to consider strategic and operational matters, including governance, policy, external relationships and performance, and make recommendations to the Board.
- The Audit and Risk Committee reviews the audited financial statements of the charity and recommends them to the Board. It also reviews the charity's annual statement on internal control and risk management and recommends it to the Board. It reviews reports from the internal and external auditors, monitoring management actions to implement their recommendations. The Committee determines the process of tendering for both external and internal audit services and considers their appointment, fees and independence and objectivity. The work of the Committee is supported by an Independent Member, Saf Rahbour.

- The Nominations Committee oversees the appointment and engagement of all high-level volunteers for Unicef UK, such as the President, Vice-Presidents, Advisers, and celebrity supporters. It also reviews the structure, size and composition of the Board and makes recommendations to the Board regarding succession and recruitment.
- The Remuneration Committee has delegated responsibility to review and recommend proposals regarding the annual pay award to employees.

Impact of the charity's operations on the community and the environment

Our extensive UK programming helps to make sure that every child has the same chance to thrive. We work with the hospitals where they are born, the schools where they learn and grow, and the communities that shape their lives.

We are developing relationships within the local community. We have engaged with our local Mayor, participated in local career fairs and co-ran an event with the London Legacy Development Corporation for World Children's Day with a number of local schools involved.

Our main office has attained an Excellent rating (New Construction) under BREEAM, the world's leading sustainability assessment. We are committed to recycling all of the waste created from our activities. We have adopted the building waste management system to align with our intention of promoting a zero-to-landfill waste solution.

We are developing a new Environmental Policy to take a broader and more far-reaching approach in recognition that climate change and environmental degradation undermine the rights of every child.

Maintaining a reputation for high standards of business conduct

We have developed a new Ethics Framework to bring together our values, code of conduct, policies and procedures, which articulate ethical practices, standards and behaviours. It gives guidance and a point of reference from which the organisation can make difficult decisions and complex judgements.

Informed employees

We have several collective and individual routes of communication. This includes an annual away-day for all employees, monthly all colleague briefings, monthly briefings for line managers, weekly internal communications updates, team meetings, opportunities to meet our Trustees and Executive Director and individual quality 121s with line managers.

Regular consultation with employees

Colleagues complete a monthly employee engagement survey that provides a platform to make opinions known and provide a wide range of insights for leaders.

Our Staff Association promotes and safeguards the rights, interests and welfare of colleagues. All feedback mechanisms are underpinned by The Unicef Way, our organisational values and behaviours, which guide how we work together.

Encouraging the involvement of employees in the charity's performance

Colleagues agree individual performance outcomes that are aligned with our broader strategy and priorities. We all work hard throughout the year to deliver our upmost for children and every year a small number of people receive an Exceptional Performance Award. This award considers consistent exceptional delivery in a role, performance outcome, how the employee has amplified our organisational values and demonstrated a continued commitment to personal growth. For our Senior Leadership Team, part of this award relates to organisational performance, as assessed by our over-arching KPIs.

Employees awareness of the financial and economic factors affecting the performance of the charity

We have several collective and individual routes of communication, which includes updating on our finances and performance. This includes monthly all colleague briefings, monthly briefings for line managers, weekly internal communications updates, team meetings, opportunities to meet our Trustees and Executive Director, and individual quality 121s with line managers.

Trustee engagement with charity matters

The Trustees regularly engage with a variety of organisations and individuals associated with the Charity. By way of example, the Chair and Vice-Chair of Unicef UK supported our partnership with People's Postcode Lottery and also visited a Rights Respecting School to learn about the impact of Unicef UK's work. As part of the October 2019 Board Away Day, the Board were actively involved in strategic discussions with a DFID representative.

Trustees responsibilities

The Trustees (who are also Directors of Unicef UK for the purposes of company law) are responsible for preparing the Trustees' Annual Report, including the Strategic Report, and the Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

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

In so far as the Trustees are aware:

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

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

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 2019 was 61 (2018 – 65). The Trustees have no beneficial interest in the charity or the group.

Trustees succession and development

In 2019, the Board of Trustees recruited two new Trustees using external search firms. Kirsty Gill was elected by Unicef UK members at the Annual General Meeting in June. Sean Carney was co-opted by the Board of Trustees and will be eligible for election at the 2020 Annual General Meeting. Unicef UK is grateful for the service of the four Trustees who stood down from the Board in 2019. The Trustees appoint two Vice-Chairs from among their ranks.

All new Trustees undergo an induction programme that includes meetings with each of the Executive Team, a briefing on their role and responsibilities, and a comprehensive set of documents that includes detailed information about Unicef as well as general guidance from the Charity Commission. Unicef UK allocates an annual budget for training and support to Trustees and they receive regular briefings on their legal responsibilities and duties.

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

Charity Governance Code

The Board of Trustees is committed to aspiring to the best standards in governance, particularly as set out in the charity governance code. In 2019, the board carried out two reviews of its effectiveness and of its governance arrangements. One was a self-assessment conducted in March. Additionally, the board commissioned NCVO (the national council for voluntary organisations) to carry out an independent external review. Both reviews were closely aligned to the charity governance code. The conclusion of both reviews is that the charity's governance is aligned with the code. Based on the recommendations of the two reviews, the board has agreed an action plan and board effectiveness road map that it will implement in 2020 with the support of the executive and executive director's office.

Public benefit

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

EXTERNAL AUDIT

Haysmacintyre LLP continued as the group's and charity's auditors during the year.

The report of the Trustees including the Strategic Report was approved by the Trustees on 13 May and signed on their behalf by Douglas Alexander and Sir Anthony Redmond.



Douglas Alexander



Sir Anthony Redmond

MANAGEMENT

The Executive Team has delegated responsibility from the Board of Trustees for the day-to-day management of Unicef UK. It comprises the Executive Director supported by a Chief Operating Officer, a Commercial Lead, and three Deputy Executive Directors. The Deputy Executive Directors have specific responsibility for Individual Giving; Partnerships and Philanthropy; and Communications, Advocacy and Programmes.

In October 2019, Mike Penrose stepped down as Executive Director. The Board of Trustees enlisted external search firms to support with recruiting a permanent Executive Director. Nick Roseveare acted as Interim Executive Director from October 2019 to April 2020, when Sacha Deshmukh took up his post as permanent Executive Director.

MANAGING OUR FUNDRAISING

A key purpose for Unicef UK is to raise funds in the UK to fund Unicef's work with children around the world. To achieve this, it is essential that we manage our fundraising activities well – to ensure that our supporters have a great experience and that should something go wrong, we take the right steps immediately to resolve, act on and learn from the issue.

The fundraising activities we undertake include a wide range of channels, products and partnerships to maximise the opportunities for our supporters, the general public and businesses to engage with our work. These include face to face and telephone fundraising, television appeals, email and SMS fundraising, online advertising and postal marketing as well as challenge and community events, opportunities with our corporate partners and telethons such as Soccer Aid.

As part of our commitment to ensuring the highest standards in fundraising, Unicef UK is registered with the Fundraising Regulator, and we adhere to the regulations of, and follow best practice guidelines outlined by the Regulator and other bodies such as the Institute of Fundraising. We proactively participate in sector wide events to stay up to date with the latest work of the Fundraising Regulator. With the publication of an updated Code of Fundraising Practice by the Fundraising Regulator in 2019, we ensured our fundraising teams were aware of the Code's requirements and any revisions, and where necessary made changes to our fundraising activities.

WORKING WITH THIRD PARTIES

Like many charities, we work with third-party fundraising partners to support and deliver our fundraising with expertise and professionalism, and to help ensure these activities deliver the best financial return for children. We require our fundraising partners to be registered with the Fundraising Regulator, and we hold robust contractual agreements which outline our expectations for compliance with all regulatory requirements.

During 2019 we have reviewed how we oversee our work with our fundraising partners, including the setting of new targets for quality monitoring activities as well as implementing new monthly reporting. We have increased the opportunities for those fundraising for us to engage with our mission, vision and values; in order to enhance the overall supporter experience.

Unicef UK staff are directly involved in training those representing Unicef UK, as well as undertaking mystery shopping, call listening and observing fundraisers in action to assess the quality of their work and their adherence to agreed codes of conduct. We additionally utilise an independent professional mystery shopping service to regularly assess our fundraisers' quality and compliance. When talking to members of the public face to face, our fundraisers offer feedback cards to invite supporters' comments and feedback. We

also undertake welcome calling which ask our newly signed-up supporters how they felt during the conversation with our fundraiser, and to gather their feelings about the experience. This direct feedback is used to continually improve our fundraising.

Additionally, this year we have continued to invest in our systems and processes that support the management of fundraising. This has included the successful implementation of a new platform to better manage our supporters' marketing permissions.

COMPLAINTS AND FEEDBACK

Within Unicef UK we are transparent in our reporting of complaints, tracking them through real time dashboards, and sharing monthly summary reports with our Executive Team and senior stakeholders. We submit a detailed report and breakdown of our complaints to the Fundraising Regulator on an annual basis.

In 2019, Unicef UK received a total of 658 complaints, of which 563 related to fundraising activities. This represents an increase in fundraising complaints of 8% compared to 2018 (519). In 2019 our target was to resolve complaints within 10 days, and this was achieved in 93% of cases, the remaining 7% being more complex cases that took longer to resolve.

Unicef UK welcomes feedback from our supporters, positive and negative. We actively use this feedback, including any complaints, to continuously review and improve our ways of working. In 2019 we have comprehensively reviewed and updated our Complaints Policy to incorporate learnings gained during the year, and to ensure responsibilities in complaint management are well understood across the charity. This includes our expectations of fundraising agencies and other associates representing Unicef UK.

We follow the Fundraising Regulator's guidance of what we define as a complaint, and our approach to complaints handling is informed by guidance published by the Fundraising Regulator and the Charity Commission. Our Complaints Policy is available internally to staff via our policy portal, and we have a clear Complaints Process externally published on our website, along with our Supporter Promise, both easy to find in a Google search. These outline to our supporters and the general public the standards that they can expect Unicef UK to uphold in our supporter interactions.

In 2019 Unicef UK processed all requests to change or halt communications via the Fundraising Preference Service on a weekly cycle. In 2019 we received 55 such requests.

PROTECTING THE VULNERABLE

At all times, we work to ensure that our fundraising approaches do not apply undue pressure upon people to donate. Naturally, our fundraising includes a persuasive proposition on how a donor's support can directly save the lives of children, however we set clear guidance to ensure any gifts are freely given without undue pressure. We train Unicef UK and our fundraising agency staff on the standards we expect them to uphold when approaching potential donors. Unicef UK would not accept a donation if we believed that the donor had not freely made an informed decision about their gift.

From time to time, Unicef UK will have a concern that a donor may not be able to afford a donation they have pledged or may not have been fully informed in the decision they have made. This could be alerted to us by a family member or other third party. During 2019 we reviewed and updated our Vulnerable Circumstances Policy to incorporate learnings gained since the previous revision, and the guidance published by the Institute of Fundraising. Our Policy outlines the process we follow when we are alerted to a potential vulnerable circumstance, the steps we take to clarify this and the situations in which we may cancel or return a gift.

As we work with fundraisers in a variety of settings, our training includes characteristics to look out for to identify a donor in a potential vulnerable circumstance. If these characteristics are noted, our fundraisers are trained to end the conversation without taking a donation. In cases where a donation has already been made, these are alerted internally and we peer review the donor interactions for quality assurance. All telephone calls are recorded to help facilitate this process. Where there are suggestions a donor may be in a potential vulnerable circumstance, these are escalated to our Supporter Care Team for an assessment. This will normally include contacting the donor to check their understanding of any commitment they have made, and that this was a free and informed choice.

SUPPORTER CARE

Unicef UK hopes that our fundraising activities continue to meet the highest standards and are not considered to be unduly intrusive or persistent; and we welcome feedback from any of our supporters.

Our supporters, and the general public can contact us directly by telephone, email, online live chat, SMS message, and social media via Facebook, Twitter or Instagram. We also offer web forms for specific enquiries and complaints. Through these channels we welcome conversations about any aspect of Unicef's work and our fundraising. All our contact details are published on our website and easily found in a Google search.

Our Supporter Services Team are available 8am to 6pm Monday to Friday to engage with our supporters on any aspect of their giving. We run an 'out of hours' service with a partner in Ipswich to ensure that representatives of Unicef UK are available 24 hours a day, seven days a week to talk to our supporters and receive donations.

In 2019 our Supporter Services Team handled over three million donations, and responded to over 36,500 individual enquiries, with 68% resolved within 24 hours. All our interactions are logged on our database and we use real time dashboards to monitor our quality and performance. We invite supporters to provide feedback on our responses and to rate the service they receive via a one-click survey or SMS message. In this way, an average of 88% of responding supporters have rated our service as Good or Excellent during 2019.

The Unicef Way

We pull together to achieve the best possible results for children in danger around the world. We believe in a happy workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children. This belief is key to our continued success and the achievement of great outcomes. The Unicef Way is a shared set of interlocking principles and behaviours guiding our work and setting out how we work together and the culture we aspire to create. It is embedded in our leadership development, management practice, day-to-day working and our internal communications.

Safeguarding children

In 2019 we continued our work to embed best safeguarding practice throughout all of Unicef UK activities. This included:

- Maintaining our effective relationship between Unicef UK and the NSPCC to ensure all safeguarding concerns regarding members of the public are swiftly dealt with.
- Embedding comprehensive guidance on safeguarding across all of Unicef UK's communications activities.
- Working across all areas of our business to ensure safeguarding is considered appropriately in every interaction between Unicef UK and children, including

leading the Team Safeguarding Focal Point group to ensure best practice is fully embedded at all levels of the organisation.

- Working with Unicef Private Fundraising and Partnerships in Geneva to support the other 33 National Committees to strengthen safeguarding practice, including providing ongoing expertise to the full-time safeguarding consultant.
- Working with a number of key corporate partners to strengthen their safeguarding practice both as part of ongoing partnerships with Unicef UK and as standalone pieces of consultancy work, in order to maximise impact for children and generate income for Unicef UK's work.
- Working with Unicef headquarters to support the development of their safeguarding strategy, including sharing Unicef UK examples of best practice and providing expert contributions to global safeguarding policies and procedures.

Remuneration statement

Remuneration arrangements and processes for all employees at Unicef UK are set out in line with our organisation approach to pay and benefits. This approach is aligned to the principles of The Unicef Way. Pay and benefits are reviewed annually or at the point of changes to legislation. We review pay and benefits to reinforce our organisational outcomes, support the recruitment and retention of talent and reflect and promote equality, diversity and inclusion, while balancing the responsibility to deliver the best possible results for children.

We used the Top Charities Salary Survey to benchmark salaries against similar roles in comparable organisations in the voluntary sector.

Pay and benefits for the Executive Director and Deputy Executive Directors are determined by the Remuneration Committee, which is made up of the Chair of Trustees, the Treasurer and two other Trustees. When deciding pay and benefits for the Executive team, the Remuneration Committee considers executive pay salary survey data, increases provided across Unicef UK, and affordability. Individual executive team member salaries and staff costs are set out in note 13 of the accounts.

Equal opportunities and diversity

Unicef UK is committed to creating a working environment and culture that supports and promotes equality, diversity and inclusion. Our goal is to ensure that this commitment is lived out through The Unicef Way and our working practices. We provide equality of opportunity and will challenge discrimination on any grounds. In 2019, we created a diversity action plan, which helped us make considerable strides and also set the foundations for even more progress in 2020 and beyond, including the formation of a steering committee, staff body focused on this area alone and new networks (e.g. for BAME colleagues and allies).

Employee engagement

Unicef UK is committed to ensuring that The Unicef Way principles are embedded in all relationships between colleagues in the organisation. We believe that open, honest and timely communication between all colleagues is key to our success. We collect quantitative and qualitative data on engagement levels eight times a year, and act on the findings. A Staff Association, consisting of elected members of staff, is a formal channel for consultation and dialogue to promote better understanding at all levels of the organisation, and to safeguard the rights, interest and welfare of all Unicef UK colleagues. In addition, all colleagues are invited to regular briefings, which are designed to inform them of matters that concern them, achieve a common awareness of the factors affecting Unicef UK's performance and provide them ample opportunity to ask questions and have their voice heard.

Related parties and connected organisations

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

Unicef UK owns 50% of the share capital of Soccer Aid Productions Limited, a company whose business is the development, production and marketing of the Soccer Aid fundraising event. Unicef UK's share of the income and expenditure of this joint venture company is incorporated into the group accounts of Unicef UK.

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

Opinion

We have audited the financial statements of The United Kingdom Committee for UNICEF for the year ended 31 December 2019, which comprise the Consolidated Statement of Financial Activities, the Balance Sheets, the Consolidated Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 31 December 2019 and of the group's and parent charitable company's net movement in funds, including the 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 requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on page 60, 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, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or the parent charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Trustees' Annual Report and the Message from the Chair. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Annual Report (which incorporates the strategic report and the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The strategic report and directors report included within the Trustees' Annual Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report (which incorporates the strategic report and the directors' report).

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

- adequate accounting records have not been kept by the parent charitable company, 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.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and regulation 10 of the Charity Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's 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 as a body, for our audit work, for this report, or for the opinions we have formed.



Anna Bennett (Senior Statutory Auditor)
For and on behalf of Haysmacintyre LLP, Statutory Auditors
20 May 2020
10 Queen Street Place
London
EC4R 1AG

The United Kingdom Committee for UNICEF

Consolidated statement of financial activities

(incorporating an income and expenditure account)

For the year ended 31 December 2019

				2019			2018
	Notes	Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
Income from:							
Donations and legacies	2	52,039	38,773	90,812	49,487	40,052	89,539
Charitable activities:							
UK Programmes	3	2,253	22	2,275	2,088	-	2,088
Other trading activities	4	112	173	285	111	80	191
Investments	5	47	-	47	38	-	38
Other income	6	271	7,701	7,972	441	7,096	7,537
Total income		54,722	46,669	101,391	52,165	47,228	99,393
Expenditure							
Expenditure on:							
Raising funds	7	25,976	2,353	28,329	26,602	3,532	30,134
Charitable activities							
Core UNICEF programmes	8	21,638	-	21,638	19,784	-	19,784
Specific UNICEF programmes	8	-	34,749	34,749	-	36,117	36,117
UK programmes & advocacy	8	7,010	1,122	8,132	6,415	647	7,062
		28,648	35,871	64,519	26,199	36,764	62,963
Other expenditure	9	98	7,568	7,666	-	7,203	7,203
Total expenditure		54,722	45,792	100,514	52,801	47,499	100,300
Net income/ (expenditure) for the year		-	877	877	(636)	(271)	(907)
Transfers between funds		-	-	-	-	-	-
Net movement in funds		-	877	877	(636)	(271)	(907)
Total funds brought forward		2,663	-	2,663	3,299	271	3,570
Total funds carried forward		2,663	877	3,540	2,663	-	2,663

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 22 to the financial statements.

Balance sheets

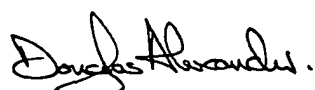
As at 31 December 2019

	Note	Group		Charity	
		2019 £'000	2018 £'000	2019 £'000	2018 £'000
Fixed assets					
Tangible assets	14	2,620	2,935	2,620	2,935
Investments	15	-	-	20	20
		2,620	2,935	2,640	2,955
Current assets					
Debtors	17	21,905	17,953	22,023	17,936
Cash at bank and in hand		11,329	10,400	11,191	10,397
		33,234	28,353	33,214	28,333
Current Liabilities					
Creditors: amounts falling due within one year	18	7,838	6,326	7,838	6,326
Amounts due to Unicef		24,431	22,299	24,431	22,299
		32,269	28,625	32,269	28,625
Net current assets/ (liabilities)		965	(272)	945	(292)
Total assets less current liabilities		3,585	2,663	3,585	2,663
Creditors: amounts falling due after one year	19	45	-	45	-
Total net assets	21	3,540	2,663	3,540	2,663
Funds	22				
Unrestricted funds					
General funds		2,650	2,650	2,650	2,650
Designated funds		13	13	13	13
Restricted funds		877	-	877	-
Total funds		3,540	2,663	3,540	2,663

A separate statement of financial activities for the charitable company itself has not been presented because the charitable company has taken advantage of exemptions afforded by section 408 of The Companies Act 2006. The net income of the charitable company for the year was £877,000 (2017: net expenditure £907,000)

The notes on pages 73 to 88 form part of these financial statements.

These financial statements were approved by the Trustees on 13 May 2020 and were signed on their behalf by:



Douglas Alexander
Chairman



Sir Anthony Redmond
Treasurer

The United Kingdom Committee for UNICEF

Consolidated statement of cash flows

For the year ended 31 December 2019

	2019	2018
	£'000	£'000
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	877	(907)
Interest from investments	(47)	(38)
Depreciation charges	510	390
Increase in debtors	(3,952)	(2,770)
Increase in creditors	3,690	3,031
Net cash provided by/ (used in) operating activities	1,078	(294)
Cash flows from investing activities		
Interest from investments	47	38
Proceeds from disposal of fixed assets	-	105
Purchase of fixed assets	(196)	(2,921)
Net cash provided by/ (used in) investing activities	(149)	(2,778)
Increase/ (decrease) in cash and cash equivalents	929	(3,072)
Cash and cash equivalents at the beginning of the year	10,400	13,472
Cash and cash equivalents at the end of the year	11,329	10,400

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2019

1 Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

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

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

Transactions and balances between the charitable company and its subsidiary have been eliminated from the consolidated financial statements. Balances between the two entities are disclosed in the notes of the charitable company's balance sheet.

The results of the joint venture company Soccer Aid Productions Limited are consolidated based on the charitable company's share of the income, expenditure, assets and liabilities and included in Unicef UK's consolidated accounts using the equity method of accounting.

The financial currency of the charitable company is pound sterling and figures in the accounts are presented to the nearest thousand.

b) Public benefit entity

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

c) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. Future forecasts and business plans have been considered in coming to this conclusion, including the impact of the Coronavirus pandemic.

Key income streams at risk as a result of Coronavirus include face-to-face fundraising, income from events, particularly Soccer Aid for Unicef, which has been postponed from June to later in the year, and income directly associated with programme delivery (UK and international) which may be disrupted due to the Coronavirus emergency.

These risks are being considered through increased financial monitoring and scrutiny processes, and mitigating actions have been put in place. Despite reduced forecast income in some areas, we have experienced increases in others, which combined with stringent cost control measures, is offsetting the impact of any significant downturn.

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

The most significant judgement used in preparation of the financial statements relate to the recognition and recoverability of legacy and legacy debtors.

d) Income

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

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

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

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

e) Donations of gifts, services and facilities

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

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

Lottery income: Unicef UK received proceeds of lotteries held by People's Postcode Lottery (PPL). Unicef UK has no ability to alter the price of tickets, determine the prizes or reduce the management fee. As such, PPL is treated as acting as the principal. Net proceeds due to Unicef UK are recognised under major supporters, charitable trusts and foundations income in the statement of financial activities. The analysis of the proceeds is detailed in note 26. Where lotteries are run by Unicef UK as principal, the proceeds from these are reported gross of any prize monies or other expenditure.

f) Interest receivable

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

g) Fund accounting

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

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes. Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

h) Expenditure and irrecoverable VAT

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

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

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

i) Allocation of support and governance costs

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

- | | |
|------------------------------|-----------------|
| • Raising funds | 70% (2018: 71%) |
| • UK programmes and advocacy | 20% (2018: 19%) |
| • Governance costs | 10% (2018: 10%) |

j) Operating leases

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

k) Tangible fixed assets

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

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

- | | |
|----------------------|----------|
| • Leasehold property | 12 years |
| • Office equipment | 5 years |
| • Computer hardware | 3 years |

l) Debtors

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

m) Cash at bank and in hand

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

n) Creditors and provisions

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

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

o) Pensions

The charitable company operated one defined contribution pension scheme during the year. The assets of the scheme is held separately from the charitable company 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.

p) 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.

q) Volunteers

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

r) Investments

Investments in subsidiaries and joint ventures companies are stated at cost on the basis that no reliable estimate of market value is available.

Unicef UK Enterprises Limited - subsidiary

Unicef UK owns 100% of the issued ordinary share capital of Unicef UK Enterprises Limited, a company registered in England (company number 02736690). This subsidiary is used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are given under Gift Aid to Unicef UK, and there is a deed of covenant in place.

Soccer Aid Productions Limited - joint venture

The business of Soccer Aid Productions Ltd is the development, production and marketing of a series of events and activities culminating in an annual televised fundraising event called Soccer Aid for Unicef. This event is intended to raise money for distribution under Gift Aid to Unicef UK for use in accordance with its charitable objectives for the benefit of children worldwide. Soccer Aid Productions Ltd is incorporated in England (company number 10928864) with an issued share capital of 2 ordinary shares of £1 each. Unicef UK owns 50% of the share capital in this joint venture.

s) Company information

The United Kingdom Committee for UNICEF is a company limited by guarantee registered in England and Wales, and a charity registered with the Charity Commission. Its registered address is 1 Westfield Avenue, Stratford, London E20 1HZ.

2 Income from donations and legacies

	2019			2018		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£'000	£'000	£'000	£'000	£'000	£'000
Gifts (by source):						
Direct marketing	35,919	5,989	41,908	35,191	6,674	41,865
Corporate partnerships	1,532	13,344	14,876	1,497	12,231	13,728
Major supporters, charitable trusts and foundations	2,058	16,071	18,129	1,284	17,044	18,328
Fundraising initiatives and regional fundraising	999	306	1,305	1,276	764	2,040
Special events	4,634	110	4,744	2,757	543	3,300
Inspired Gifts	191	981	1,172	190	616	806
Sports partnerships	-	-	-	30	66	96
Other	-	134	134	36	114	150
Legacies	6,706	3	6,709	7,226	101	7,327
Government grants:						
The Department for International Development	-	1,414	1,414	-	1,111	1,111
Guernsey Overseas Aid & Development Commission	-	-	-	-	20	20
Jersey Overseas Aid (JOA)	-	237	237	-	557	557
Donated services	-	184	184	-	211	211
Total income from donations and legacies	52,039	38,773	90,812	49,487	40,052	89,539

Donated services represent legal services provided for free of charge.

3 Income from charitable activities

	2019			2018		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£'000	£'000	£'000	£'000	£'000	£'000
UK Programmes:						
Fees for Baby Friendly Initiative materials and services	1,286	-	1,286	1,196	-	1,196
Fees for Rights Respecting Schools materials and services	742	-	742	823	-	823
Safeguarding consultancy fees	-	22	22	-	-	-
Child Rights Partners fee	225	-	225	69	-	69
Total income from charitable activities	2,253	22	2,275	2,088	-	2,088

4 Income from other trading activities

	2019			2018		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£'000	£'000	£'000	£'000	£'000	£'000
Unicef cards and gifts						
Sales of cards and gifts	96	41	137	88	-	88
Donations alongside orders	16	132	148	23	80	103
Total income from other trading activities	112	173	285	111	80	191

5 Income from investments

	2019			2018		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£'000	£'000	£'000	£'000	£'000	£'000
Interest on bank deposits	47	-	47	38	-	38
Total income from investments	47	-	47	38	-	38

6 Other income

	2019			2018		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£'000	£'000	£'000	£'000	£'000	£'000
Foreign exchange gains	-	-	-	344	-	344
Unicef fundraising development	-	7,701	7,701	-	7,096	7,096
Share of profit in joint venture	-	-	-	97	-	97
Rental Income	271	-	271	-	-	-
Total other income	271	7,701	7,972	441	7,096	7,537

7 Expenditure on raising funds

2019 Expenditure:	Staff costs £'000	Direct costs £'000	Support costs £'000	Governance costs £'000	2019 Total £'000
Direct marketing	1,594	7,512	2,321	402	11,829
Corporate partnerships	1,311	556	1,838	130	3,835
Major supporters, charitable trusts and foundations	1,119	136	1,301	90	2,646
Fundraising initiatives and regional fundraising	306	459	872	58	1,695
Special events	1,842	2,167	1,666	199	5,874
Inspired Gifts	-	806	-	28	834
Legacies	285	369	512	41	1,207
Unicef cards and gifts	55	174	166	14	409
Total expenditure on raising funds	6,512	12,179	8,676	962	28,329

2018 Expenditure:	Staff costs £'000	Direct costs £'000	Support costs £'000	Governance costs £'000	2018 Total £'000
Direct marketing	1,434	10,887	1,571	387	14,279
Corporate partnerships	1,668	455	1,565	103	3,791
Major supporters, charitable trusts and foundations	1,133	198	1,148	69	2,548
Fundraising initiatives and regional fundraising	527	737	644	53	1,961
Special events	1,941	1,875	1,640	152	5,608
Inspired Gifts	-	345	-	10	355
Legacies	307	406	498	34	1,245
Unicef cards and gifts	76	120	142	9	347
Total expenditure on raising funds	7,086	15,023	7,208	817	30,134

8 Expenditure on charitable activities

2019 Expenditure:	Staff costs	Direct costs	Support costs	Governance costs	2019 Total
	£'000	£'000	£'000	£'000	£'000
Core Unicef programmes	-	21,638	-	-	21,638
Specific Unicef programmes:					
Humanitarian emergencies	-	8,158	-	-	8,158
Health	-	6,729	-	-	6,729
Water, sanitation and hygiene	-	3,845	-	-	3,845
Nutrition	-	7,750	-	-	7,750
Education	-	6,481	-	-	6,481
Child protection	-	576	-	-	576
Social inclusion	-	108	-	-	108
Gender equality	-	1,102	-	-	1,102
	-	34,749	-	-	34,749
UK programmes & advocacy:					
Development education and youth work	1,323	294	664	80	2,361
Baby Friendly Initiative	600	517	539	58	1,714
Campaign and parliamentary work	1,352	465	782	91	2,690
Unicef programme engagement	798	43	480	46	1,367
	4,073	1,319	2,465	275	8,132
Total expenditure on charitable activities	4,073	57,706	2,465	275	64,519

2018 Expenditure:	Staff costs	Direct costs	Support costs	Governance costs	2018 Total
	£'000	£'000	£'000	£'000	£'000
Core Unicef programmes	-	19,784	-	-	19,784
Specific Unicef programmes:					
Humanitarian emergencies	-	9,010	-	-	9,010
Health	-	3,051	-	-	3,051
HIV & AIDS	-	84	-	-	84
Water, sanitation and hygiene	-	4,120	-	-	4,120
Nutrition	-	11,885	-	-	11,885
Education	-	5,620	-	-	5,620
Child protection	-	1,608	-	-	1,608
Social inclusion	-	113	-	-	113
Gender equality	-	626	-	-	626
	-	36,117	-	-	36,117
UK programmes & advocacy:					
Development education and youth work	1,221	344	559	59	2,183
Baby Friendly Initiative	666	485	481	45	1,677
Campaign and parliamentary work	1,337	421	561	65	2,384
Unicef Programme Engagement	506	25	265	22	818
	3,730	1,275	1,866	191	7,062
Total expenditure on charitable activities	3,730	57,176	1,866	191	62,963

9 Other expenditure

2019 Expenditure	Staff costs £'000	Direct costs £'000	Support costs £'000	Governance costs £'000	2019 Total £'000
Unicef fundraising development	206	7,362	-	-	7,568
Share of loss in joint venture	-	98	-	-	98
Total other expenditure	206	7,460	-	-	7,666

2018 Expenditure	Staff costs £'000	Direct costs £'000	Support costs £'000	Governance costs £'000	2018 Total £'000
Unicef fundraising development	235	6,968	-	-	7,203
Total other expenditure	235	6,968	-	-	7,203

10 Analysis of support and governance costs

	Basis of allocation	Core team costs £'000	Governance costs £'000	2019 Total £'000
Finance	Income and expenditure	1,731	192	1,923
Information technology	Headcount	2,434	270	2,704
People and development	Headcount	1,371	152	1,523
Facilities management	Headcount	2,198	244	2,442
Supporter care	Staff time	659	73	732
Directorate	Staff time	2,748	305	3,053
Total support and governance costs		11,141	1,236	12,377

	Basis of allocation	Core team costs £'000	Governance costs £'000	2018 Total £'000
Finance	Income and expenditure	1,133	126	1,259
Information technology	Headcount	973	108	1,081
People and development	Headcount	1,300	144	1,444
Facilities management	Headcount	2,133	237	2,370
Supporter care	Staff time	658	73	731
Directorate	Staff time	2,875	319	3,194
Total support and governance costs		9,072	1,007	10,079

11 Net expenditure for the year

This is stated after charging / (crediting):

		2019 £'000	2018 £'000
Depreciation		510	390
Loss on disposal of fixed assets		2	105
Operating lease rentals:			
	Property	1,280	1,368
Auditors' remuneration:			
	Audit	35	32
	Other services	5	6
Foreign exchange losses/ (gains)		399	(344)

12 Unicef fundraising development programme

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

	2019 £'000	2018 £'000
Fundraising development programme		
Legacy development	2,256	1,842
Major donor development	50	-
Other donor recruitment	5,395	5,254
Total funding for year	<u>7,701</u>	<u>7,096</u>
Unutilised funding to return to Unicef	-	7
Total funding in year	<u>7,701</u>	<u>7,103</u>

Movements on Unicef fundraising development programme funds:

	Total 2019 £'000	Total 2018 £'000
At the start of the year	1	108
Funding received	<u>7,701</u>	<u>7,103</u>
Funding available	<u>7,702</u>	<u>7,211</u>
Funding utilised	(7,568)	(7,203)
Funding to return to Unicef	-	(7)
At the end of the year	<u>134</u>	<u>1</u>

13 Staff costs

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

	2019	2018
	Number	Number
Fundraising	132	123
UK Programmes and advocacy	157	161
Support teams	69	66
Total	358	350

Staff costs were as follows:

	2019	2018
	£'000	£'000
Salaries and wages	12,698	12,272
Redundancy and termination costs	86	204
Social security costs	1,390	1,320
Pension contributions	841	633
Total salary costs	15,015	14,429
Other staff costs	1,420	924
Total staff costs	16,435	15,353

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

Total costs (salary, benefits, social security costs and employers pension contributions) paid to key management personnel was £707,590 (2018: £683,360). The key managerial personnel of the charity are the trustees and the executive team.

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

	2019	Restated 2018
	Number	Number
£120,001 - £130,000	0	1
£110,001 - £120,000	0	1
£100,001 - £110,000	3	0
£90,001 - £100,000	3	1
£80,001 - £90,000	2	2
£70,001 - £80,000	5	2
£60,001 - £70,000	8	7

There were 21 employees in the year (2018: 14 employees) with emoluments over £60,000 who accrued retirement benefits under the charity's defined contribution scheme. The combined contributions for the year from UNICEF UK for those employees totalled £112,592 (2018: £70,991)

Executive Remuneration

The executive team's actual remuneration (gross pay and employers pension contributions) in 2019 was as follows:

Name	Position	Gross Pay	Employer's Pension Contribution	2019 £ Total
Claire Fox	Chief People Officer	106,575	8,952	115,527
Sophie Gallois	Deputy Executive Director	106,575	3,728	110,303
Michael Flynn	Deputy Executive Director	101,500	8,526	110,026
	Individual Giving			
¹ Michael Penrose	Executive Director	94,203	7,913	102,116
Sarah Ward	Deputy Executive Director	95,918	5,283	101,201
	Partnerships			
² Roseveare Nick	Executive Director	25,043	2,104	27,147

¹ Left Unicef UK on 1st October 2019

² Appointed on 30th October 2019

13 Staff costs (continued)

The executive team's actual remuneration (gross pay and employers pension contributions) in 2019 was as follows:

Name	Position	Gross Pay	Employer's Pension Contribution	Restated 2018 £ Total
Michael Penrose	Executive Director	124,745	10,277	135,022
¹ Mark Devlin	Chief Operating Officer	117,706	3,983	121,689
² Lily Caprani	Deputy Executive Director	32,671	788	106,621
³ Michael Flynn	Deputy Executive Director Individual Giving	93,026	7,665	100,691
⁴ Catherine Cottrell	Deputy Executive Director Fundraising	24,496	1,835	90,663
⁵ Sophie Gallois	Deputy Executive Director Communications Advocacy	26,803	-	26,803
⁶ Sarah Ward	Deputy Executive Director Partnerships	25,099	-	25,099
⁷ Claire Fox	Chief People Officer	8,750	735	9,485

¹ Left Unicef UK on 31st December 2018.

⁵ Joined Unicef UK on 16th November 2018.

² Left Unicef UK on 27th April 2018.

⁶ Joined Unicef UK on 26th September 2018.

³ Appointed on 22nd January 2018.

⁷ Appointed on 1st December 2018.

⁴ Left Unicef UK on 9th April 2018.

2018 numbers have been restated to ensure consistency with preparation of 2019 numbers

Remuneration Ratio

The remuneration of the highest-paid employee in Unicef UK was 3.8:1 (2018:3.4:1) times the median remuneration of the workforce.

Pension and retirement benefits

The charity operated one defined contribution pension scheme during the year with Aviva. The pension cost charge for the year represents contributions payable to this scheme and amounted to £841,099. (2018 £632,736). 2018 Comparative included a second pension scheme with Phoenix for one member who left in 2018. There was no activity in this scheme in 2019.

There were £nil outstanding contributions at the end of the financial year (2018: £nil).

Trustees

The charity Trustees were not paid and did not receive any other benefits from employment with the charity in the year (2018: £nil). No charity Trustee received payment for professional or other services supplied to the charity (2018: £nil).

Trustees' expenses represent the payment or reimbursement of travel and subsistence costs totalling £3,392 (2018: £7,098) incurred by 4 (2018: 8) members relating to attendance at meetings of the trustees.

14 Tangible fixed assets

The group & charity

	Short leasehold property £'000	Fixtures and fittings £'000	Computer equipment £'000	Total £'000
Cost				
At the start of the year	2,129	1,136	808	4,073
Additions in year	20	3	173	196
Disposals in year	-	(375)	(128)	(503)
At the end of the year	2,149	764	853	3,766
Depreciation				
At the start of the year	61	558	519	1,138
Charge for the year	178	155	177	510
Eliminated on disposal	-	(375)	(127)	(502)
At the end of the year	239	338	569	1,146
Net book value				
At the end of the year	1,910	426	284	2,620
At the start of the year	2,068	578	289	2,935

All of the above assets are used for charitable purposes.

15 Subsidiary undertaking and Joint Venture Company

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

	2019 £'000	2018 £'000
20,000 £1 ordinary shares Unicef UK Enterprises Limited at cost	20	20

The subsidiary undertaking is used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are gift aided to the charitable company. A summary of the results of the subsidiary is shown below:

	2019 £'000	2018 £'000
Turnover	280	261
Cost of sales	-	-
Gross profit	280	261
Administrative expenses	(98)	(107)
Other operating income	-	-
Operating profit	182	154
Profit on ordinary activities	182	154
Deed of covenant to parent undertaking	(182)	(154)
Profit / (loss) for the financial year	-	-
The aggregate of the assets, liabilities and funds was:		
Assets	226	138
Liabilities	(206)	(118)
Funds	20	20

15 Soccer Aid Productions Limited (continued)

During the year ended 31 December 2017, Unicef UK entered into a joint venture agreement. As a result of the agreement, Unicef UK holds a 50% share in Soccer Aid Productions Limited (company number: 10928864) which was incorporated in August 2017. The carrying amount of the investment in Soccer Aid Productions Ltd is £1. The accounts of Soccer Aid Productions for the period ending 30 June 2019 have been filed with Companies House and included in UNICEF UK's consolidated accounts using the equity method of accounting. Soccer Aid Productions Limited didn't make a profit in 2019 and £98k has been recognised as UNICEF UK's share of the loss for the year ended 31 December 2019.

16 Parent charity

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

	2019	2018
	£'000	£'000
Gross income	101,111	99,132
Net income/ (expenditure) for the year	877	(907)

17 Debtors

	Group		Charity	
	2019	2018	2019	2018
	£'000	£'000	£'000	£'000
Trade debtors	3,084	1,520	3,050	1,438
Other debtors	1,996	2,623	1,996	2,623
Prepayments	367	442	345	421
Accrued income	16,458	13,368	16,426	13,336
Amounts due from subsidiary undertaking	-	-	206	118
Total debtors	21,905	17,953	22,023	17,936

18 Creditors: amounts falling due within one year

	Group		Charity	
	2019	2018	2019	2018
	£'000	£'000	£'000	£'000
Trade creditors	4,260	3,788	4,260	3,788
Taxation and social security	508	464	508	464
Other creditors	7	4	7	4
Accruals	2,383	1,323	2,383	1,323
Deferred income	680	747	680	747
Total creditors	7,838	6,326	7,838	6,326

19 Creditors: amounts falling due after one year

	Group		Charity	
	2019	2018	2019	2018
	£'000	£'000	£'000	£'000
Provision for dilapidations	45	-	45	-
	45	-	45	-

20 Deferred income

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

	Group		Charity	
	2019	2018	2019	2018
	£'000	£'000	£'000	£'000
Balance at the beginning of the year	747	785	747	785
Amount released to income in the year	(488)	(428)	(488)	(428)
Amount deferred in the year	421	390	421	390
Balance at the end of the year	680	747	680	747

21 Analysis of group net assets between funds

	General unrestricted	Designated funds	Restricted funds	Total funds
	£'000	£'000	£'000	£'000
Tangible fixed assets	2,935	-	-	2,935
Current assets	28,340	13	-	28,353
Current liabilities	(28,625)	-	-	(28,625)
Non-current liabilities	-	-	-	-
Net assets at the end of the year 2018	2,650	13	-	2,663
Tangible fixed assets	2,620	-	-	2,620
Current assets	32,344	13	877	33,234
Current liabilities	(32,269)	-	-	(32,269)
Non-current liabilities	(45)	-	-	(45)
Net assets at the end of the year 2019	2,650	13	877	3,540

22 Movements in funds

2019 Movements in funds

	At the start of the year	Income & gains	Expenditure & losses	Transfers between funds	At the end of the year
	£'000	£'000	£'000	£'000	£'000
Unrestricted funds:					
General funds	2,650	54,722	(54,722)	-	2,650
Designated funds:					
UK programmes action research	13	-	-	-	13
Total designated funds	13	-	-	-	13
Total unrestricted funds	2,663	54,722	(54,722)	-	2,663
Restricted funds:					
Specific Unicef programmes	-	34,054	(34,054)	-	-
Youth Justice Pilot (Children's Rights In Scotland)	-	50	-	-	50
Rights Respecting School uptake and programme in UK	-	28	(13)	-	15
Rights Respecting School update and programme in North East Region UK	-	60	-	-	60
Advocacy & Policy Programmes (Child Health Advocacy)	-	254	(51)	-	203
Child Rights & Sports Programme	-	187	(47)	-	140
¹ Department for International Development (DFID)	-	1,414	(1,414)	-	-
Unicef fundraising development	-	7,701	(7,569)	-	132
People's Postcode Lottery	-	2,921	(2,644)	-	277
Total restricted funds	-	46,669	(45,792)	-	877
Total funds	2,663	101,391	(100,514)	-	3,540

¹ DFID expenditure relates to 2016 and 2018 UK Aid Match funded projects to help reduce maternal health and child mortality in Ethiopia, Myanmar & Zimbabwe and Lesotho & Eswatini.

2018 Movements in funds

	At the start of the year £'000	Incoming resources & gains £'000	Outgoing resources & losses £'000	Transfers between funds £'000	At the end of the year £'000
Unrestricted funds:					
General funds	2,650	52,165	(52,165)	-	2,650
Designated funds:					
Major IT projects	187	-	(187)	-	-
Innovation projects	48	-	(48)	-	-
Advocacy project	30	-	(30)	-	-
UK programmes action research	13	-	-	-	13
Emergencies reserve	-	-	-	-	-
Property reserve	371	-	(371)	-	-
Total designated funds	649	-	(636)	-	13
Total unrestricted funds	3,299	52,165	(52,801)	-	2,663
Restricted funds:					
Specific Unicef programmes	-	43,253	(43,253)	-	-
Foundations secondment fund	60	-	(60)	-	-
Department for International Development (DFID)	-	1,111	(1,111)	-	-
Unicef fundraising development	109	-	(109)	-	-
Peoples Postcode Lottery	102	2,864	(2,966)	-	-
Total restricted funds	271	47,228	(47,499)	-	-
Total funds	3,570	99,393	(100,300)	-	2,663

Purposes of funds

The general unrestricted fund of £2,650,094 covers fixed assets and working capital needs.

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

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

Unicef fundraising development programme funds are provided by Unicef headquarters to invest in strategic fundraising initiatives.

23 Related party transactions

The Trustees, President, Vice Presidents and key managerial staff made donations totalling £998 to Unicef UK during 2019 (2018: £6,473). None of these donations had any conditions attached which required the charity to alter the nature of its activities.

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

Costs of £46,576 were recovered from Unicef UK Enterprises Limited by the parent charity, Unicef UK (2018 : £55,648).

Unicef UK has agreed a loan of up to £1.5 million to the Soccer Aid Productions Limited and as at the balance sheet date £661,931 has been drawn down on that facility (2018: £661,931).

There are no other related party transactions to disclose for 2019 (2018: none).

24 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary Unicef UK Enterprises Limited gift aids available profits to the parent charity. There is no corporation tax charge in 2019 (2018: nil).

25 Operating lease commitments

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

	2019	Restated 2018
	£'000	£'000
Less than one year	-	-
One to five years	6,714	4,924
Over five years	9,400	11,190
	<u>16,114</u>	<u>16,114</u>

26 People's Postcode Lottery (PPL) Income

During the year Unicef UK received net proceeds of lotteries by PPL. As noted in 1e, Unicef UK recognises the net proceeds as income, which are determined as follows:

	2019	2018
	£'000	£'000
Total paid ticket in draw	9,129	8,953
Actual prizes total	(3,638)	(3,581)
Management fee	(2,570)	(2,507)
	<u>2,921</u>	<u>2,865</u>

27 Post balance sheet events

The Trustees confirm that they have considered the significant post balance sheet events outlined on page 54 in the Financial Review section. They consider them to be non-adjusting, and on that basis, the accounts have not been amended.

Registered Office:
1 Westfield Avenue
London
E20 1HZ
United Kingdom

Registered Company
Number 3663181

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

Front cover image (©Unicef/Abdul):

*"When I saw my baby, I was shocked! It was so small.
How could I hold a baby weighing just 1.5 kilos? Then,
with counselling from the nurses, I started kangaroo mother
care. Seeing my baby gain weight brings me a lot of joy."*
Lucy Atikoru, northern Uganda

Around the world, including here in the UK, Unicef is helping to train and support maternity health workers to provide the best care for mums and babies. This work is helping to reduce infant mortality. Kangaroo mother care, encouraging the skin-to-skin contact between mum and baby, helps both child and maternal health.

In 2018, despite progress in reducing mortality over the past few decades, around 2.5 million babies died in their first month of life – roughly half of those deaths occurred in sub-Saharan Africa.

Please support our work to help end the preventable deaths of young children and to help children survive and thrive around the world.

