



# *annual report 2013*





*Emergency response  
during conflict*

Children from Sudan run through a field in the Doro camp for refugees in Upper Nile State, South Sudan. Cross-border violence has produced food insecurity for 2.4 million people. More than 18 percent of children under five in the region are suffering from acute malnutrition.

# LEADERSHIP LETTER



Dear supporters,

How does UNICEF do it? Since 1990, the number of children under the age of five who die of preventable causes has fallen by nearly 50 percent, from 12.6 million in 1990 to 6.6 million in 2012. How? By doing what only UNICEF can do. UNICEF invents and invests in low-cost solutions to persistent problems. It sets the standard for lifesaving tools, from water pumps to SMS technology for tracking public health. It thinks long term and starts early, advocating for educating girls, for exclusive breastfeeding and for treating malnutrition in a newborn's first 1,000 days. These are proven strategies to help children survive, even in the most challenging places in the world.

The U.S. Fund for UNICEF's supporters and partners play a huge role in saving those lives. We draw from a deep well of commitment — 432,293 individuals and 12,173 partner corporations, NGOs, schools and clubs supported the U.S. Fund in Fiscal Year 2013, allowing us to deliver more than \$500 million worth of support for programs that save, protect and educate children around the world. We have embarked on an ambitious new strategic plan to expand our base of support, enabling us to help more of the world's children. Despite the remarkable progress, there are still 18,000 children who die every day of preventable causes. We believe that number should be ZERO, and with your help it can be.

Thank you for your compassion and your support.

Peter Lamm  
Chair

Caryl M. Stern  
President and CEO



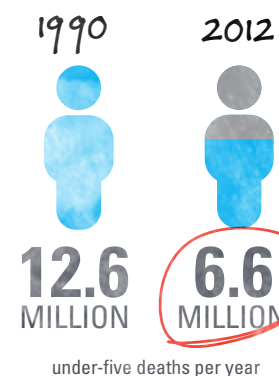
Syria  
Five-year-old Hasiba and her family fled the conflict in Syria and took refuge in the Domiz camp in northern Iraq, where she attends a UNICEF-supported school.



India  
Preeti and Rachna wash their hands before the midday meal at their school in the village of Hilgna, in India's Madhya Pradesh state. Their school participates in a UNICEF program that stresses the importance of using soap, not just water, to clean hands.

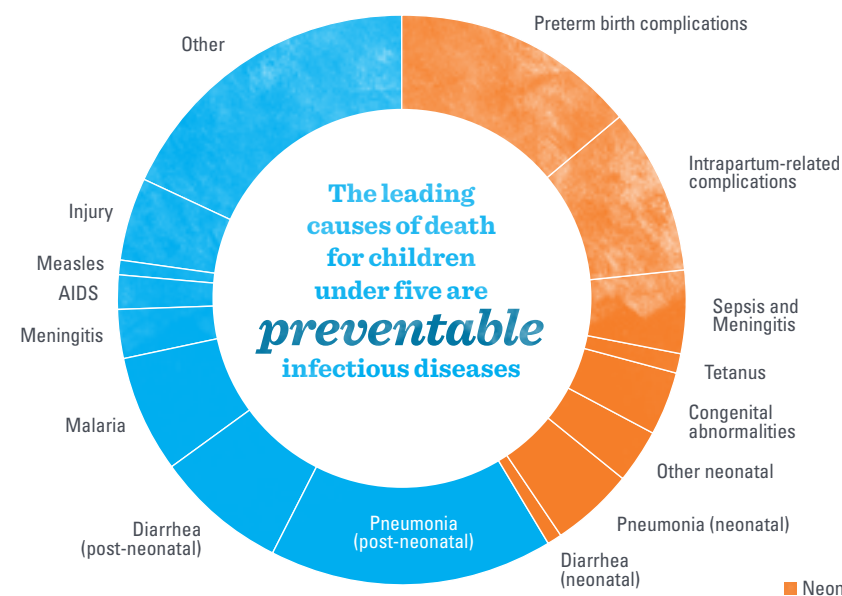
## UNICEF's PROGRESS

UNICEF and its partners have helped to save an estimated **90 million** lives since 1990 ...

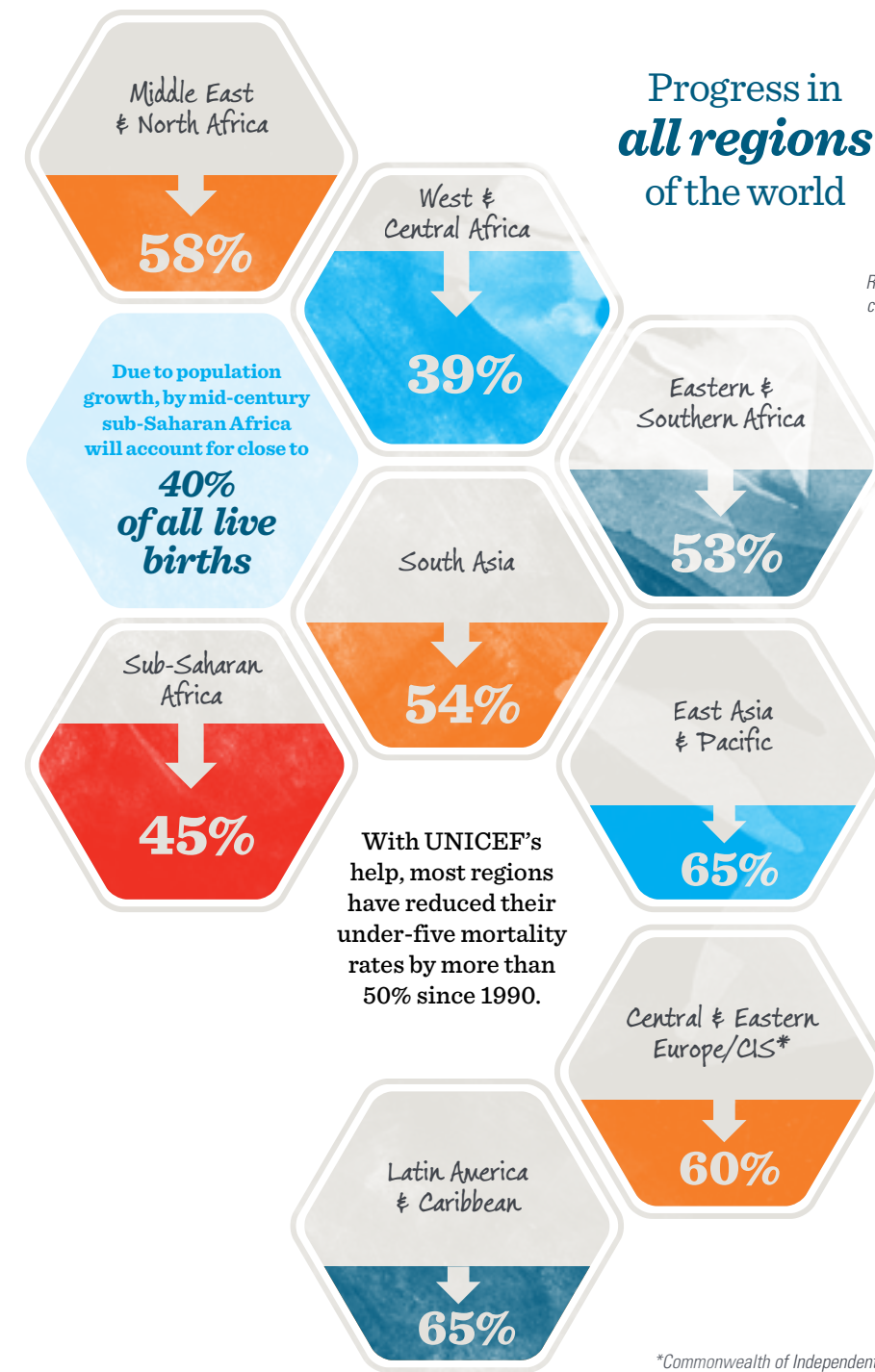


... but every day **18,000** children are still dying

before their fifth birthday



Progress in **all regions** of the world



# UNICEF's *IMPACT*

In 2012, UNICEF responded to 286 emergencies in 79 countries. UNICEF's Supply Division moved to a new warehouse in Copenhagen and procured \$2.5 billion worth of supplies and services for children and women around the world.

Delivered  
**271 million**  
packets of  
*micro-nutrient powder*



NUTRITION

Helped  
**29.5 million**  
*children* in  
**82 countries**  
get their birth  
certificates



WATER & SANITATION

Provided  
**safe water** for  
**18.8 million**  
*people* in  
emergencies

EDUCATION



Procured  
**1.9 billion**  
*doses of vaccines*  
for **96**  
**countries**

Supplied  
**93,000**  
*classroom kits*  
and **15,000**  
*recreation kits*

CHILD PROTECTION



HEALTH &  
IMMUNIZATION

## Ensuring a quality education

Nisha draws on a black-board wall that was set up in her school to help children practice drawing and writing. The school is part of a pilot project started by UNICEF and the state government of Rajasthan in India. The model project promotes more effective learning environments and better accountability to students and parents.



# UNICEF's HIGHLIGHTS



## Syrian child refugees

The conflict in Syria has affected more than 9 million people, including more than 5 million children. More than 2 million Syrians — half of them children — live as refugees in Egypt, Iraq, Jordan, Lebanon, Turkey and other neighboring countries. Dala Ahmed Abbas and her three children, below, are among them. They live with two other families in an improvised shelter near Dohuk in Iraq. UNICEF has been providing emergency health and nutrition supplies, safe water and sanitation facilities and child-friendly spaces to Syrian children across the region.

**FACT:**

UNICEF vaccinated **5.8 million** children against measles in Syria and the surrounding region in 2013.



Mauritania

## Food crisis in the Sahel

Dr. Wagué Diango examines 13-month-old Habi, cradled by her mother, at a UNICEF-supported nutrition center in the southern Gorgol Region of Mauritania. Habi weighs only 10.5 pounds, when she should weigh 17 pounds. She is one of 4 million children under five at risk of acute malnutrition in the Sahel region as a result of repeated drought-related food shortages. Mauritania is one of eight countries in the Sahel facing a nutrition crisis that now affects more than 18 million people. UNICEF is working with its government and other partners to screen children for malnutrition and provide treatment with ready-to-use therapeutic food.

**FACT:** UNICEF treated more than 927,000 children with severe acute malnutrition in 2012.



## Progress on polio in India

A member of a UNICEF-supported medical team vaccinates a child living in an urban construction site in Mumbai, India. In February 2012, India was removed from the WHO list of countries where polio is endemic, thanks to efforts by UNICEF and its partners to eradicate the disease worldwide by 2018. Polio is a highly infectious viral disease that attacks the nervous system, and children under five are the most vulnerable. It remains endemic in 10 countries. UNICEF is the world's largest provider of vaccines for developing countries and uses its scale and buying power to ensure that sufficient quantities of vaccines are available.



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emo Book  
Made in the U.S.A.

Tropic of Capricorn

40°

40°

# U.S. FUND for UNICEF's **PROGRESS**



## Office of Public Policy and Advocacy

The U.S. Fund Office of Public Policy and Advocacy (OPPA) brought the fight for child survival to Washington, D.C., advocating for the U.S. Government's annual contribution to UNICEF and appropriations for child survival and maternal health. To educate policy-makers, OPPA organized briefings on UNICEF's *State of the World's Children 2013: Children with Disabilities*. This report focuses on UNICEF's work on child protection and on global health issues. To support these efforts on Capitol Hill, OPPA helped mobilize thousands of UNICEF supporters across the country, who advocated to make ZERO a foreign policy priority.



## Education Department

TeachUNICEF added units on disability rights, global citizenship and environmental sustainability to its online library of learning resources and translated its core resources into Spanish. TeachUNICEF also became the newest member of the Partnership for 21st Century Skills, a leading advocate in the U.S. for improving education. In addition, TeachUNICEF partnered with the United Nations Guided Tours Unit to make information about UNICEF available to schools. TeachUNICEF.org enjoyed 65,000 unique visitors and 55,000 resource downloads in Fiscal Year 2013, up 71 percent and 110 percent, respectively, from the previous year.



## Trick-or-Treat for UNICEF

Since it began in 1950, Trick-or-Treat for UNICEF has raised more than \$170 million and has empowered millions of kids across America to help their peers in developing countries. Last year, kids were encouraged to support UNICEF by designing their own collection boxes — an opportunity to use their creativity to make a positive difference in another child's life. Actress Chloë Grace Moretz served as the 2012 Trick-or-Treat for UNICEF Ambassador. Chloë was featured on [trickortreatforunicef.org](http://trickortreatforunicef.org) and spread the word in media interviews, online and on social media.



## UNICEF Ambassadors and Celebrity Supporters

UNICEF Ambassadors and Supporters participated in numerous campaigns, events, field visits and publicity efforts in support of UNICEF's programs. This year, engaging celebrities has helped generate millions of dollars in donations, cultivate new supporters and highlight key issues in child survival and development. In May 2013, UNICEF Ambassador Lucy Liu visited Lebanon to shine a spotlight on the conflict in Syria. Liu helped raise awareness of the plight of the millions of Syrian children in the region who are affected. She participated in media interviews and speaking engagements, and used digital platforms to reach a mass audience.



## Global Citizenship Fellows

The U.S. Fund's Global Citizenship Fellowship Program is entering its third year. The fellowship prepares a group of committed, globally minded individuals for leadership in public service, and in Fiscal Year 2013 there were 800 applicants for eight fellowships. Global Citizenship Fellows serve as grassroots mobilizers across the U.S., working to raise awareness about issues facing children and to inspire networks of faith-based communities, schools, volunteers and others to take action. Through presentations, film screenings, panel discussions and tabling events, this year's fellows have reached more than 50,000 people with their message of civic engagement and global citizenship.



## Volunteer and Community Partnerships

More than 65,000 volunteers conducted education, fundraising and advocacy activities. The UNICEF High School Club program grew to 240 clubs, and groups from 120 colleges and universities participated in the UNICEF Campus Initiative. The "Live Below the Line" challenge drew 1,000 participants and doubled the amount raised per person over last year. Team UNICEF expanded to the Los Angeles Marathon. The U.S. Fund was a partner in the Global Poverty Project's Global Citizen Festival in New York City. The UNICEF Action Center, an online resource for volunteers, launched at [www.unicefusa.org/actioncenter](http://www.unicefusa.org/actioncenter).



## UNICEF Tap Project

This year, the UNICEF Tap Project went digital. A specially designed app for Facebook turned the world's largest social network into a virtual water network, connecting people from all over the country. Thousands of volunteers participated in the campaign, while UNICEF Ambassadors and other celebrities lent their support on social media. For the fourth year, Giorgio Armani Fragrances returned as national sponsor of the UNICEF Tap Project through its "Acqua for Life" campaign.

# U.S. FUND for UNICEF's **IMPACT**

## Highlights of the U.S. Fund's new strategic plan:

The U.S. Fund for UNICEF went through a strategic planning process in Fiscal Year 2013 to review the organization's progress against its previous plan and to chart a course for the next five years.

### **Get ahead of the digital curve.**

We will embrace technology and develop a world-class digital presence.

### **Drive growth.**

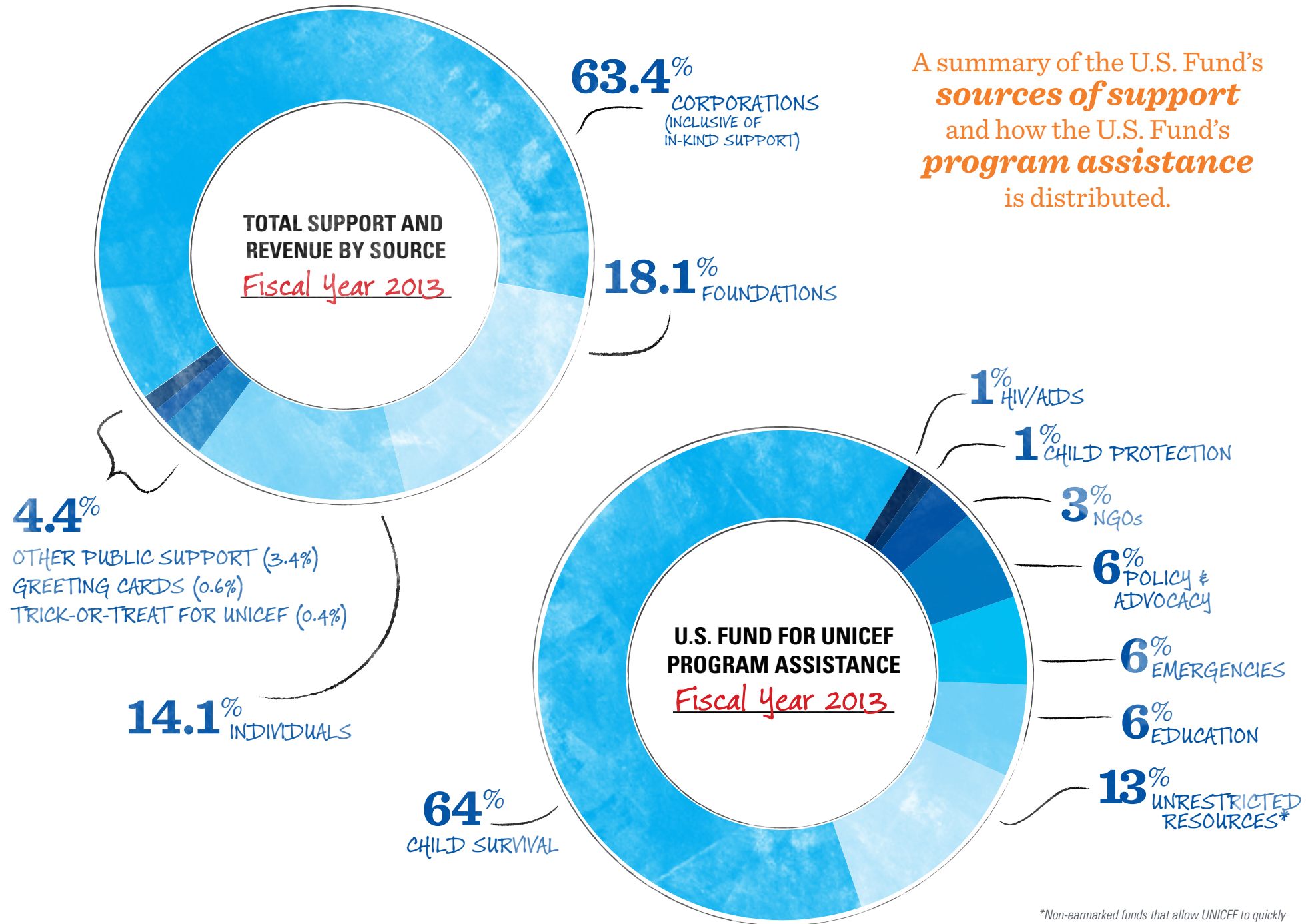
To reach our fundraising goals, we will pursue growth through fast-growing channels of support.

### **Do more with less.**

We will continue to improve our organizational effectiveness and efficiency.

### **Win hearts and minds.**

We will strengthen our presence in the U.S. by expanding our network of engaged supporters.



A summary of the U.S. Fund's **sources of support** and how the U.S. Fund's **program assistance** is distributed.

\*Non-earmarked funds that allow UNICEF to quickly and effectively respond to areas of greatest need

# U.S. FUND for UNICEF's HIGHLIGHTS



Rahmatullah, age 14, writes on a white board during a training workshop for electricians at a UNICEF-supported rehabilitation center in Kandahar, Afghanistan. Some 3,000 children, including former child soldiers, learn vocational skills and receive psychosocial counseling at centers like these.

## Advocating for Children with Disabilities

The U.S. Fund championed the rights of the world's 93 million children who live with moderate or severe disabilities through the Equal Dreams, Equal Lives campaign in the spring of 2013. The campaign was timed to coincide with the release of UNICEF's report, *State of the World's Children 2013: Children with Disabilities*. Equal Dreams, Equal Lives used public service announcements, op-eds and other media resources to raise public awareness of the discrimination, exclusion and neglect that children with disabilities often face. In Washington, the U.S. Fund advocated for Senate ratification of the Convention on the Rights of Persons with Disabilities.

## Recovering After Sandy

When Hurricane Sandy hit New York City on October 29, 2012, the U.S. Fund's headquarters felt the impact. The building suffered severe damage, and staff members worked remotely for

weeks, in many cases while dealing with the effects of the storm on their own homes and families. The disruption came just before the extremely busy holiday giving season, but our fundraising, marketing and special events teams rose to the occasion. While the building was under repair, the finance, facilities and information technology teams were outstanding in getting us into temporary spaces and keeping us operational. Meanwhile, the communications teams kept us in touch with one another and up to date on all things UNICEF.

## A New Focus on Monthly Giving

The U.S. Fund began a concerted effort to expand its monthly pledge program through a variety of channels. Monthly donations are a steady and predictable source of income, and because donations raised through monthly giving are not earmarked for one specific region or initiative, UNICEF can use the funds raised wherever the need is greatest.

# NATIONAL LEADERSHIP

The National Board of Directors governs the U.S. Fund for UNICEF and, in Fiscal Year 2013, it guided us to a productive and noteworthy year. National Board members visited UNICEF programs around the world, hosted major philanthropic initiatives, secured new partnerships and contributed significant resources to support UNICEF's work on behalf of children.



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1) New York City Mayor **Michael Bloomberg** with National Board member **Sherrie Westin** at the 2013 Annual Meeting. 2) National Board members **Nelson Chai** and **Vince Hemmer** at the Annual Meeting. 3) Helenka Pantaleoni Humanitarian Award Winner **Dolores Gahan** and family at the 2012 UNICEF Snowflake Ball. 4) U.S. Fund President **Caryl M. Stern** with National Board member **Dikembe Mutombo** and Southwest Regional Board member **Dr. Andrew "Tony" Bass** at the Annual Meeting. 5) National Board member **Téa Leoni** at the Snowflake Ball. 6) National Board chair **Peter Lamm** and National Board member **Anthony Pantaleoni** at the Snowflake Ball. 7) National Board member **Mindy Grossman** in Senegal.



# REGIONAL LEADERSHIP

The U.S. Fund's six Regional Boards made significant contributions to our work across the United States. In a record fundraising year, the boards generated more than \$27 million to make a better world for children.

## Midwest



The Midwest Region raised a record \$940,000 at UNICEF's Message of Hope Gala in April. Pictured are gala co-chair **Martha Metz**; **Caryl M. Stern**, President and CEO, U.S. Fund for UNICEF; **Joe Silich**, Midwest Regional Board member; and gala co-chair **Tina Trott**.

**HIGHLIGHT:** Made a commitment to raise \$3 million over the next two years for The Eliminate Project to eliminate maternal and neonatal tetanus worldwide.

Annual Fundraising Total

**\$3.5 million**

## New York



New York Philanthropic Advisory Board member **Tyler Zachem**, UNICEF Ambassador and basketball star **Pau Gasol** and New York Philanthropic Advisory Board member **Julia Goldin** at "An Evening with Pau Gasol," hosted in December 2012 by **David Sable** (right), Advisory Board chair.

**HIGHLIGHT:** Raised \$8.9 million from major gifts, as well as \$3 million from special events.

Annual Fundraising Total

**\$11.9 million**

## Southern California



Southern California Regional Board member **Jamie Meyer**, **Lucy** and **Chuck Meyer** with **Caryl M. Stern**, President and CEO, U.S. Fund for UNICEF, at the launch of the UNICEF report, *State of the World's Children 2013: Children With Disabilities*. Lucy was recently named the U.S. Fund's spokesperson for children with disabilities.

**HIGHLIGHT:** Thanks to a \$1 million matching gift from the Education Above All Foundation, the U.S. Fund raised a total of \$2 million to support UNICEF's education programs for children affected by the conflict in Syria.

Annual Fundraising Total

**\$3.6 million**

## Southeast



Southeast Regional Board Chair **Bernard Taylor** and **Linda Blount** at the Atlanta UNICEF Experience 2013.

**HIGHLIGHT:** Raised \$1.8 million and launched the African-American Initiative at Clarke-Atlanta University.

Annual Fundraising Total

**\$1.8 million**

## New England



Gala co-chair **Bryan Rafanelli** with Children's Champion Award honoree **Lauren Bush Lauren**, gala co-chair **Alli Achtmeyer** and honoree **David Lauren** at the UNICEF Children's Champion Award Dinner in Boston.

**HIGHLIGHT:** Raised \$905,000 at the region's annual fundraising gala in Boston.

Annual Fundraising Total

**\$3.3 million**

## Southwest



Italian operatic pop vocalists **Il Volo** with **Eileen** and **Kase Lawal** at the Inaugural Audrey Hepburn® Society Ball.

**HIGHLIGHT:** Raised more than \$2.6 million in major gifts, a new record for the region.

Annual Fundraising Total

**\$3.2 million**

# U.S. FUND for UNICEF's PARTNERS & PROJECTS

## Individuals

**Partner:** Educate a Child and Sheikha Moza Bint Nasser of Qatar

**Project:** Emergency primary education in Syria

**Impact:** More than \$1 million in matching funds spurred an additional \$1 million from other donors to benefit more than 250,000 children by building classrooms, providing school supplies and establishing and operating learning centers for out-of-school children.

**Partner:** The Charles Engelhard Foundation

**Project:** Art-in-a-Box Kits

**Impact:** A gift of more than \$500,000 supported the creation of programs that help children recover from disaster experiences through art therapy. This module has been tested around the world and is being implemented on a large scale, thanks to this gift.

**Partner:** Roger and Rosemary Enrico

**Project:** Clean water in Guinea

**Impact:** This gift expanded UNICEF Guinea's program of manually drilling water wells, providing a new model for clean water throughout sub-Saharan Africa.

**Partner:** Stefan Findel and Susan Cummings-Findel

**Projects:** Global education; child survival in the Democratic People's Republic of Korea

**Impact:** \$500,000 for the Let Us Learn global education project was instrumental in providing children in rural and marginalized communities in Nepal and Afghanistan with the education they deserve; and \$100,000 supported programs for the basic survival of children in the Democratic People's Republic of Korea.

**Partner:** Danny and Sylvia Fine Kaye Foundation

**Project:** Danny Kaye Centennial

**Impact:** To celebrate the legacy of Danny Kaye, entertainer and UNICEF's first Goodwill Ambassador, his daughter Dena Kaye continues the family's commitment to philanthropy by supporting the U.S. Fund's work.

**Partner:** G. Barrie Landry

**Project:** Establishing a Master's degree at the Harvard University School of Public Health in partnership with UNICEF

**Impact:** More than \$1 million was designated to train the next generation of child protection workers, which will

benefit UNICEF, other international organizations, and children and families.

**Partner:** Bob and Tamar Manoukian and Affiliates

**Projects:** General UNICEF support and investment in U.S. Fund for UNICEF operations

**Impact:** \$1.2 million in general support to allow UNICEF to reach some of the poorest and most vulnerable children on Earth; and significant investment in strengthening U.S. Fund for UNICEF constituencies through our digital platforms.

**Partner:** Miss Me

**Project:** The Eliminate Project

**Impact:** A gift of more than \$500,000 helped UNICEF make gains in protecting mothers and their children in Kenya from the fatal impact of tetanus, saving countless lives.

**Partner:** Lily Safra

**Project:** Malnutrition in the Sahel region of west and central Africa

**Impact:** A \$1 million gift helped deliver lifesaving supplies in this region to treat infants, the children most susceptible to malnutrition, helping to save their lives.

**Partner:** Yousriya Loza-Sawiris and the Sawiris Foundation for Social Development

**Project:** Schools for Egypt

**Impact:** This \$2.25 million gift improved access to quality education in rural Egypt, ensuring that more girls and vulnerable children have access to safe, healthy and child-friendly learning environments.

**Partner:** Amy Robbins Towers, Nduna Foundation

**Project:** Capacity building in Zimbabwe

**Impact:** This gift of more than \$600,000 leveraged existing resources to reach marginalized children in Zimbabwe by developing staff expertise and improving information dissemination systems.

**Partner:** Margaret Alkek Williams and the Albert and Margaret Alkek Foundation

**Project:** Pediatric HIV and AIDS research

**Impact:** Funding the partnership between UNICEF, Texas Children's Hospital and Baylor University, this commitment was designed to help provide direct care for children and families, training of health professionals and clinical research. As prevention and treatment for HIV continue to evolve rapidly, this gift will allow UNICEF to keep pediatric HIV on the world's radar.

**Partner:** Anonymous Individual

**Project:** Mozambique's Invisible Children; emergency response in Syria

**Impact:** A contribution of \$1.85 million helped create an innovative educational model in Mozambique that includes special needs children, often the most stigmatized and marginalized; and supported the multifaceted needs of both internally displaced and refugee Syrian children.

## Foundations

**Partner:** The Atlantic Philanthropies

**Project:** Strengthening the mental health care system to increase accessibility and quality of services for children in Vietnam

**Impact:** The Atlantic Philanthropies grant of \$500,000 is supporting the development of a national comprehensive and coordinated mental health service system in Vietnam that is accessible and responsive to the diverse needs of the population, including those of children.

**Partner:** Bill & Melinda Gates Foundation

**Projects:** Polio eradication; routine immunization; maternal, neonatal and child health; water, sanitation and hygiene; emergency response

**Impact:** The Bill & Melinda Gates Foundation was the single largest cash donor to the U.S. Fund in 2013, awarding a total of \$102 million for many vital programs. These include: support for UNICEF's activities as part of the Global Polio Eradication Initiative; piloting the introduction of oral cholera vaccines in emergency settings; scaling up routine immunization; support for the Count-

down to 2015 for Maternal, Newborn and Child Survival; and scaling up community approaches to total sanitation.

**Partner:** The Rockefeller Foundation

**Project:** Universal health care with equity in district health systems

**Impact:** The Rockefeller Foundation's grant of \$531,000 is supporting research aimed at ensuring access to and use of quality health services throughout the continuum of care for all people in society.

## Corporations

**Partner:** American Airlines

**Project:** UNICEF's Change for Good program on American Airlines

**Impact:** American Airlines continued its 18th year of supporting Change for Good, a program in which American Airlines employees volunteer as "Champions for Children" to collect donations of foreign currency from American Airlines customers on selected international flights and at Admirals Club® lounges and Flagship Lounges® worldwide. The program raised more than \$1.1 million in a single year to help UNICEF save and protect children around the world.

**Partner:** Caterpillar Foundation

**Project:** UNICEF education programs in Ethiopia, Rwanda and South Africa

**Impact:** The Caterpillar Foundation donated \$1 million this year as part of a three-year \$3 million commitment to UNICEF's Schools for Africa initiative, including support for water, sanitation and hygiene interventions in schools, teacher training and school materials and improvements.

**Partner:** Dell

**Project:** Youth programs in Morocco

**Impact:** Through Dell's Powering the Possible Youth Learning initiative, the company continued its commitment to support UNICEF programs in Morocco that help give young people the power to discover better possibilities through improved education and technology access.

**Partner:** Giorgio Armani Fragrances

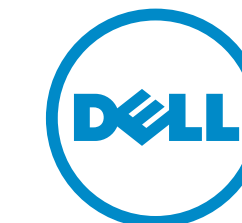
**Project:** UNICEF Tap Project: "Acqua for Life" campaign, in which a donation was made for each purchase of Acqua di Giò and Acqua di Giòia fragrances during the month of March

**Impact:** The company returned for a fourth year as National Sponsor of the UNICEF Tap Project through its "Acqua for Life" cause marketing and Facebook campaign. This effort raised \$500,000 to help provide clean water for children.

**Partner:** Gucci

**Projects:** "Gucci for UNICEF" bag and GG Flag Collection international cause-marketing campaigns; Gucci Children's Collection grant; "Chime for Change" activities

**Impact:** Gucci, a UNICEF global partner since 2005, continued its ongoing commitment to UNICEF education programs through a variety of cause-marketing campaigns, grants and other fundraising activities. The company made donations and new commitments of more than \$3 million to UNICEF's "Schools for Africa" and "Schools for Asia" initiatives to help give thousands of children in Malawi, Mozambique and China access to quality education.



IKEA FOUNDATION

MAC AIDS FUND



Pier 1 imports



Unilever FOUNDATION



**Partner:** IKEA Foundation  
**Projects:** Annual "Soft Toys for Education" global cause-marketing campaign; UNICEF greeting cards sold in IKEA, U.S. stores, with an additional donation for each pack sold  
**Impact:** Through the "Soft Toys for Education" campaign, IKEA, UNICEF's largest global corporate cash partner, generated more than \$8 million for UNICEF globally, including more than \$700,000 in the U.S. In addition, IKEA's greeting card sales generated almost \$500,000. Over the past ten years, through "Soft Toys for Education," IKEA has helped 5.5 million children across seven countries in Africa receive a quality education.

**Partner:** M•A•C AIDS Fund  
**Project:** Elimination of new HIV infections in children and keeping mothers alive  
**Impact:** As part of their global partnership with UNICEF, the M•A•C AIDS Fund contributed a grant of \$575,000 to accelerate diagnosis, treatment and care for children in Brazil, India, Russia and South Africa through innovative programs and technologies.

**Partner:** Merck  
**Projects:** Treating river blindness; reducing maternal deaths  
**Impact:** Merck's Mectizan® Donation Program is the longest-running public-private partnership of its kind. Merck's ongoing support has enabled UNICEF to reach nearly 20 million people in Nigeria with treatments to prevent river blindness, a debilitating and disfiguring disease transmitted through the bite of parasite-bearing flies. Merck also provided close to \$500,000 in funding to

reduce maternal deaths related to pregnancy or childbirth, and neonatal deaths in South Africa through the Merck for Mothers Global Giving Program.

**Partner:** Pier 1 Imports®  
**Project:** UNICEF greeting cards sales  
**Impact:** Long-term partner Pier 1 Imports® once again sold UNICEF holiday cards in their stores nationwide and gave 100 percent of the proceeds from sales to the U.S. Fund. The company generated \$1.9 million in revenue in Fiscal Year 2013 for UNICEF programs.

**Partner:** Pfizer, Inc.  
**Project:** Treating and preventing trachoma  
**Impact:** Through a partnership with the International Trachoma Initiative, Pfizer continued donations of its antibiotic Zithromax® to treat trachoma. Pfizer's support is part of a robust campaign to treat and prevent the disease, the world's leading cause of preventable blindness. The company has provided millions of treatments throughout Ethiopia, where trachoma is endemic.

**Partner:** Unilever United States Foundation, Inc.  
**Project:** Community Approaches to Total Sanitation (CATS) program  
**Impact:** As part of Unilever's commitment to helping more than a billion people take action to improve their health and well-being, the Unilever United States Foundation, Inc. provided a grant to the U.S. Fund for UNICEF to implement and expand UNICEF's CATS program. CATS aims to eliminate open defecation by changing behavior and promoting demand for sanitation.

**Partner:** UPS  
**Projects:** Donation of services and expertise to support UNICEF's emergency response during the crises in the Sahel and Syria; delivery of mosquito nets to South Sudan; and assistance in a warehouse stock replenishment project in Copenhagen

**Impact:** UPS provided more than \$1 million of grant funding, logistical expertise and in-kind assistance. Through donated flights carrying critical relief supplies to Mali during the nutrition crisis in the Sahel, UPS helped UNICEF deliver water purification kits for 2,640 families, oral rehydration salts to help 2 million people and medical kits to cover the needs of 10,000 people for a month. The company also contributed flights to Lebanon in response to emergency health needs during the ongoing Syria crisis. That support delivered 50 mid-wifery kits and 10 Interagency Emergency Health Kits, each of which can serve a population of 10,000 for three months. In addition, UPS donated the transportation of 70,000 insecticide-treated bed nets in South Sudan to prevent malaria. UPS also provided expertise for a stock replenishment project to improve inventory optimization for UNICEF's main warehouse in Copenhagen.

**Partner:** Western Union Foundation  
**Project:** "PASS Initiative" in support of education  
**Impact:** Western Union and the Western Union Foundation committed to a three-year \$1.8 million grant in support of UNICEF education programs through the PASS Initiative, which is harnessing the power of soccer to ensure that children

around the world gain access to a quality education and are able to reach their full potential.

## UNICEF Bridge Fund

**Partner:** Athena Capital Advisors LLC  
**Project:** The UNICEF Bridge Fund  
**Impact:** Athena Capital contributed significantly to the growth of the UNICEF Bridge Fund's social investment loan pool through two five-year, \$1 million loans made by individual clients. Athena introduced these clients to UNICEF's work after completing a rigorous due diligence process, enabling the firm to stand behind a recommendation to support the Bridge Fund as an impact investment. A member of the Global Impact Investing Network, Athena has taken a leadership role in the investment management industry, serving as a model for ways in which advisors can introduce clients to opportunities to advance social good through investment activity.

**Partner:** Imprint Capital LLC  
**Project:** The UNICEF Bridge Fund  
**Impact:** A leading impact investment firm, Imprint Capital has committed \$500,000 in client loans to the UNICEF Bridge Fund. Imprint has strengthened the Bridge Fund's operations through due diligence, introduced the Bridge Fund to a diverse mix of clients and helped the Bridge Fund elevate its profile within the impact investing industry. With Imprint's active participation in Bridge Fund events in San Francisco and New York City, the firm has mobilized new supporters behind the Bridge

Fund's efforts to fast-track delivery of lifesaving goods to children.

## Sports Organizations

**Partner:** National Basketball Association (NBA)  
**Project:** NBA Cares  
**Impact:** The NBA Cares program provided media assets, personalities and resources, and high-profile field visits by players. This important sports partnership has drawn attention to UNICEF efforts and raised awareness for U.S. Fund for UNICEF programs, marketing campaigns and fundraising initiatives.

## Civil Society Partners

**Partner:** Zonta International  
**Projects:** Elimination of new pediatric HIV infection, as well as prevention and response to survivors of domestic and gender-based violence in Rwanda  
**Impact:** During 2012–2014, Zonta International's \$1 million commitment will cover almost 10 percent of Rwanda's total funding needs for the prevention of mother-to-child transmission of HIV and the prevention of gender-based and domestic violence. Because of partners like Zonta International, Rwanda is on track to achieving an HIV-free generation by 2015.

## The Eliminate Project

**Partner:** Kiwanis International Foundation  
**Project:** The Eliminate Project. Through its Global Campaign for Children, Kiwanis International is partnering with UNICEF to eliminate maternal and neo-

natal tetanus from the world  
**Impact:** Kiwanis International made an additional pledge of \$8 million, double the previous year's pledge. The fulfillment of this commitment will help protect more than 4.4 million women and their future newborns from tetanus.

## K.I.N.D.

**Partner:** MSNBC  
**Project:** K.I.N.D. (Kids in Need of Desks)  
**Impact:** Led by MSNBC's Lawrence O'Donnell, the K.I.N.D. campaign raised more than \$1.2 million to manufacture and deliver school desks for classrooms and to provide scholarships for girls attending secondary school in rural Malawi.

## Special Events

**Project:** The UNICEF Snowflake Ball  
**Impact:** The eighth annual UNICEF Snowflake Ball, presented by Bacarat, raised more than \$2.6 million for UNICEF's core programs. The black-tie gala honored UNICEF Goodwill Ambassador Harry Belafonte with the Audrey Hepburn Humanitarian Award and U.S. Fund for UNICEF board member Dolores Gahan with the Spirit of Compassion Award.

**Project:** UNICEF's Message of Hope Gala and After Party in Chicago  
**Impact:** More than 500 guests gathered for the sixth annual Message of Hope Gala and second annual After Party. Co-chairs Martha Metz and Tina Trott helped raise \$940,000, a record for the event.



THE UNICEF  
*Snowflake Ball*

**unicef's**  
MESSAGE OF  
HOPE

THE UNICEF  
CHILDREN'S  
CHAMPION  
AWARD  
DINNER

*Audrey  
Hepburn  
Society Ball*  
The Inaugural  
UNICEF

TRICK-OR-TREAT FOR UNICEF

**Project:** Children's Champion Award Dinner

**Impact:** The U.S. Fund honored Lauren Bush Lauren and David Lauren with the 2013 UNICEF Children's Champion Award and Charlene Engelhard with the Helenka Pantaleoni Humanitarian Award for their enduring commitment to improving children's lives. Thanks to the event's sponsors and the leadership of its co-chairs, Alli Achtmeyer, G. Barrie Landry and Bryan Rafanelli, the event raised \$905,000.

**Project:** UNICEF Audrey Hepburn® Society Ball

**Impact:** The inaugural UNICEF Audrey Hepburn® Society Ball raised more than \$650,000. Margaret Alkek Williams was honored with The Audrey Hepburn® Society Philanthropist of the Year Award for her dedication and advocacy on behalf of children in Houston and around the world.

### Groups and Campaigns

Since it began 63 years ago, **Trick-or-Treat for UNICEF** has raised \$171 million and has empowered millions of kids across America to help their peers in developing countries. Last year, kids helped UNICEF in their own creative way by designing collection boxes — an opportunity to make a unique statement and a positive difference in another child's life. Actress Chloë Grace Moretz lent her support as the 2012 Trick-or-Treat for UNICEF Ambassador. Chloë was featured on [trickortreatforunicef.org](http://trickortreatforunicef.org) and spread the word online through her Twitter page, a guest post on the U.S.

Fund's FieldNotes blog and in online media interviews.

This year, the **UNICEF Tap Project** moved from the physical world to the digital world. Our Facebook App turned the world's largest social network into a virtual water network connecting people from all over the country with the help of volunteers and celebrity supporters. For the fourth year, Giorgio Armani Fragrances returned as the National Sponsor of the UNICEF Tap Project with its "Acqua for Life" campaign. Thousands of volunteers showed tremendous support for the campaign, while UNICEF Ambassadors and other celebrities, including UNICEF Supporters, lent their support on Facebook and Twitter.

In September 2012, the U.S. Fund for UNICEF's National Board members Mary Erdoes, Pamela Fiori, Téa Leoni and its president, Caryl M. Stern, hosted the annual **Rising Power of Women in Philanthropy** breakfast in New York City at the headquarters of JPMorgan Chase & Co. This event featured a panel discussion on how women philanthropists are making a significant impact on the world's children. The U.S. Fund is actively collaborating with women philanthropists to advance and protect girls and women around the world.

**UNICEF's Next Generation**, a group of committed young professionals, raised more than \$570,000 to support UNICEF programs worldwide, including child protection in Vietnam and Colombia. Next Generation Steering Committee members traveled to Vietnam to visit the

child protection programs they supported and helped launch UNICEF's Next Generation Vietnam. The group also launched two new steering committees in Chicago and Los Angeles and held four successful events last year: the UNICEF Masquerade Ball and the fourth annual Next Generation Photo Benefit, both in New York City; the Message of Hope After Party in Chicago; and the Next Gen Los Angeles launch event at the Los Angeles County Museum of Art.

**UNICEF greeting cards and products** generated a total of \$3.4 million in net revenue in Fiscal Year 2013. Long-term partners Pier 1 Imports® and IKEA USA once again sold UNICEF holiday cards in their nationwide stores and gave 100 percent of the proceeds from sales to the U.S. Fund. UNICEF cards were also sold year-round at Hallmark Gold Crown® and Barnes and Noble stores.

## Getting children off to a great start

Hardik and Sheetal play at their local early childhood center, or *anganwadi*, in Gujarat, India. To address growing concerns about the quality of early childhood education, UNICEF began working on the issue in 2009, with *anganwadis* as the focal point.



# FINANCIAL LETTER



Three children in Domiz refugee camp in northern Iraq walk to a UNICEF-supported primary school.



The U.S. Fund for UNICEF management team, as overseen by the Audit Committee of our Board of Directors, has continued to establish and maintain internal controls and reporting methods that emphasize documentation, implementation and testing. As a result, we have maintained the highest level of ethical, business and financial practices, enabling the U.S. Fund for UNICEF to remain financially strong during these still unpredictable financial times.

The financial summary on page 23 highlights our financial statements, all of which KPMG, LLP audited. A complete set of our financial statements, including the related notes with auditors' unqualified opinion, is available upon request as well as on our website.

At the direction of the Audit Committee, U.S. Fund management has continued to enhance a robust internal audit plan that emphasizes compliance, accountability, data security and reliability in order to help counter any risks that could impact the internal control systems of the organization. The scope of our internal audit testing, approved by the Audit Committee, included testing of controls at our national headquarters involving our grant making and approval process, major donor agreements, major vendor contracts and whistleblower and conflict of interest policies, as well as a review at the regional offices, and all were found to be reliable and effective. We also are in compliance with Federal Form 990 requirements and comply with 403(b) Form 5500 audit requirements. Any findings are reported to the Audit Committee and shared with our independent auditors. The same rigor has been applied when reviewing our information technologies systems for compliance and control, and we have met Payment Card Industry (PCI) compliance standards.

We believe that our internal controls, coupled with continued enhancements, oversight and internal audit process testing, provide reasonable assurance that our financial reports and statements are reliable and that they comply with generally accepted accounting principles.

*Caryl M. Stern*  
Caryl M. Stern  
President and CEO

*Edward G. Lloyd*  
Edward G. Lloyd  
Chief Operating Officer and  
Chief Financial Officer

## The United States Fund for UNICEF Summary of Financial Results Public Support, Revenue, Expenses and Net Assets

Public support and revenue	2013 Total	2012 Total		
<b>Public support:</b>				
Corporate	\$15,063,959	\$18,498,052		
Major gifts	22,609,267	29,266,821		
Foundations	107,364,848	13,060,379		
Non-governmental organizations (NGOs)	10,425,343	4,863,250		
Direct marketing	32,488,076	33,107,798		
Trick-or-Treat programs	2,096,851	3,164,898		
Internet	17,733,677	25,524,598		
Other	7,161,535	1,533,624		
Gifts-in-kind	360,980,827	353,194,889		
Special events income (net of expenses)	4,472,601	4,656,012		
Bequests and legacies	6,249,549	10,703,259		
<b>Total public support</b>	<b>586,646,533</b>	<b>497,573,580</b>		
<b>Revenue:</b>				
Greeting card revenue	3,472,318	3,477,946		
Investment return	2,680,199	890,116		
Change in value of split-interest agreements	(206,983)	(370,537)		
<b>Total revenue</b>	<b>5,945,534</b>	<b>3,997,525</b>		
<b>Total public support and revenue</b>	<b>\$592,592,067</b>	<b>\$501,571,105</b>		
			<b>Percent of Total Expenses</b>	<b>Percent of Total Expenses</b>
<b>Expenses:</b>				
Program services:				
Grants to UNICEF and other not-for-profit organizations	\$517,600,879	\$433,785,044	89.5%	88.2%
Public information	8,588,110	9,965,582	1.5%	2.0%
Advocacy	892,409	780,586	0.2%	0.2%
<b>Total program services</b>	<b>527,081,398</b>	<b>444,531,212</b>	<b>91.2%</b>	<b>90.4%</b>
Supporting services:				
Management and general	14,418,483	14,205,077	2.5%	2.9%
Fundraising expenses	36,630,320	33,091,778	6.3%	6.7%
<b>Total supporting services</b>	<b>51,048,803</b>	<b>47,296,855</b>	<b>8.8%</b>	<b>9.6%</b>
<b>Total expenses</b>	<b>578,130,201</b>	<b>491,828,067</b>	<b>100.0%</b>	<b>100.0%</b>
<b>Change in net assets:</b>	<b>14,461,866</b>	<b>9,743,038</b>		
<b>Net assets at beginning of year</b>	<b>63,826,036</b>	<b>54,082,998</b>		
<b>Net assets at end of year</b>	<b>\$78,287,902</b>	<b>\$63,826,036</b>		

### Note 1

Through the Office of Public Policy and Advocacy in Washington, D.C., the U.S. Fund for UNICEF acts as an advocate for the well-being of the world's children. One of the specific functions of the Public Policy Office is to advise both the administration and Congress about the importance of the voluntary contributions made to UNICEF by the U.S. Government. The U.S. Fund for UNICEF's efforts in this regard helped to get Congress to direct the U.S. Government to allocate \$125.2 million to UNICEF in 2013. This funding is provided directly to UNICEF and is not reflected as Revenue in the Summary of Financial Results. Related expenses are included in total program services.

### Note 2

The U.S. Fund for UNICEF has total net assets of \$78.3 million that consist of:

	Amount \$
Unrestricted	29,614,247
Temporarily Restricted	47,049,326
Permanently Restricted	1,624,329
<b>Total</b>	<b>\$78,287,902</b>

Unrestricted net assets are used to account for public support that is unrestricted in nature. Temporarily restricted net assets are used to account for contributions that have donor-imposed restrictions that have not been fulfilled either in time or by purpose. Permanently restricted net assets are utilized to account for true endowments, whereby the donor has permitted the U.S. Fund for UNICEF to use the income for operations but has prohibited the use of principal. Temporarily restricted net assets will be used to fund various projects such as the Global Mercury Emergency Fund, HIV/AIDS, Education, Child Survival, Child Protection and others.

### Note 3

This summary was prepared by the U.S. Fund for UNICEF from its financial statements, which were audited by KPMG, LLP. The complete financial statements, including the related notes and auditor's report, are available upon request.

# U.S. FUND *for* UNICEF's **SUPPORTERS**

The following lists acknowledge major contributions to and support for the U.S. Fund for UNICEF in Fiscal Year 2013 (July 1, 2012 – June 30, 2013).

## Corporations

Companies and/or their employees who supported the U.S. Fund for UNICEF with cash and/or in-kind gifts:

### UNICEF PRESIDENT'S CIRCLE

#### Gifts of \$1,000,000 and above

American Airlines  
Caterpillar Foundation†  
IKEA Foundation  
Merck  
Pfizer, Inc.  
Pier 1 Imports®  
UPS  
Western Union Foundation†

### UNICEF DIRECTOR'S CIRCLE

#### Gifts of \$250,000 and above

Apple Records, Inc.  
Dell  
GE Foundation  
Google, Inc.  
Gucci†  
L'Oréal USA – Giorgio Armani Fragrances  
M•A•C AIDS Fund  
Unilever United States Foundation Inc.

### UNICEF LEADER'S CIRCLE

#### Gifts of \$100,000 and above

Adobe Systems, Inc.  
BD†  
BP America  
Microsoft Corp.  
The Prudential Foundation  
The TJX Companies, Inc.  
The Walt Disney Company†

### Donations of service

Delta Air Lines

† Includes payment of multi-year pledges.

## Foundations

#### Grants of \$1,000,000 and above

The Bill & Melinda Gates Foundation

#### Grants of \$500,000 and above

The Atlantic Philanthropies (USA), Inc.  
The Rockefeller Foundation

#### Grants of \$100,000 and above

Stavros Niarchos Foundation

#### Grants of \$50,000 and above

The ELMA Foundation

#### Grants of \$10,000 and above

Doris Duke Charitable Foundation

## Audrey Hepburn® Society

The Audrey Hepburn® Society recognizes the U.S. Fund for UNICEF's most generous individual donors, offering special opportunities to connect with UNICEF's work. For more information, please visit [unicefusa.org/AudreyHepburnSociety](http://unicefusa.org/AudreyHepburnSociety).

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### AUDREY CIRCLE

#### Gifts of \$1,000,000 and above

Anonymous (1)  
Education Above All, Educate A Child  
Roger and Rosemary Enrico  
G. Barrie Landry and the Barrie Landry Charitable Foundation\*  
Bob and Tamar Manoukian\*  
Mrs. Lily Safra\*  
Sawiris Foundation for Social Development

### GUARDIAN

#### Gifts of \$500,000 and above

The Charles Engelhard Foundation  
Stefan Findel and Susan Cummings-Findel\*  
Danny and Sylvia Fine Kaye Foundation  
Miss Me  
Amy Robbins Towers, The Nduna Foundation\*  
Margaret Alkek Williams and the Albert and Margaret Alkek Foundation

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#### Gifts of \$100,000 and above

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Ms. Marian J. Arens\*  
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Bob and Hilary Brinker\*  
Mr. and Mrs. Anas Chakra\*  
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Mr. and Mrs. Michael Hoffman  
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Mr. Bernard Taylor\*  
Walters Family Foundation, Inc.\*  
Mr. Robert J. Weltman\*  
Mr. Mel Zwissler



*Back into  
the classroom*

Children attend class at Government Upper Primary School in Udaipur, India, where some of the students are former child laborers. With UNICEF support, the school is now considered a child-friendly school.

**Audrey Hepburn® Society, continued**

**CHAMPION**

**Gifts of \$50,000 and above**

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 Dr. and Mrs. Heinz Aeschbach\*  
 Mr. Luis Barrenechea\*  
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 Ms. Stephanie Dodson  
 Mr. and Mrs. Richard S. Emmet\*  
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 Mr. Philip Erdoes\*  
 Dr. Dolores Rice Gahan and  
 Mr. Thomas J. Gahan\*  
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 Ms. Suzan Gordon\*  
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 Joanna and Stephen Ratner Charitable Fund  
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**Gifts of \$25,000 and above**

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**Gifts of \$10,000 and above**

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 Mr. Bent Hagemark\*  
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 Ms. Mary Harris  
 Mr. and Mrs. Michael Hawkins  
 Dr. Josefina Heim-Hall and Dr. Kevin Hall  
 Ms. Leslie Bluhm Helfand  
 Ms. Kathy Herbert  
 Mr. Mark Herlache\*  
 Ms. Rhoda Herrick

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Ms. Ana Araújo\*  
Beverly P. Hinckley\*  
Anita Hirsh  
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Michael R. Hoffman and Patricia R. Bayerlein\*  
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*The Danny Kaye Society honors those supporters who are investing in the future survival and development of children around the world by naming the U.S. Fund for UNICEF in their estate and financial plans. Legacy gifts include charitable bequests, beneficiary designations, charitable trusts and charitable gift annuities.*  
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2012 marked the 62nd year of the Trick-or-Treat for UNICEF campaign. Millions of children across the country, as well as schools, teachers, NGOs, community and faith-based groups, corporate partners and their employees and government officials participated in Trick-or-Treat for UNICEF, raising more than \$2.4 million. The U.S. Fund for UNICEF is grateful for the support of National Sponsors Key Club International and Starcom MediaVest, as well as Promotional Supporters American Airlines and Coinstar, Inc.

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In its seventh year, the UNICEF Tap Project moved from the physical world to the digital world. Volunteers along with corporations, celebrities and local government supported the initiative. We would like to thank the following for contributing valuable funding, services and media in support of the UNICEF Tap Project:

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