

## OUR VISION

**A BETTER WORLD  
FOR EVERY CHILD**

## OUR MISSION

We put children first. We inspire and engage supporters to raise funds, promote children’s voices and create lasting change for children. Our diverse, passionate, and determined team upholds the UN Convention on the Rights of the Child for children all over the world, including the UK.

## OUR SHARED COMMITMENTS



Putting children first



Finding solutions



Mutual trust and respect



Inclusion and belonging



Compassion



Collaboration

## STRATEGIC GOALS



### INCOME

Sustainably grow income to raise £650 million over the strategic period and find efficiencies so that we generate more pence in the pound for programmes for children.



### INFLUENCE

Secure strong commitment to child rights both in the UK and internationally, as well as the return to allocating 0.7% of UK Gross National Income on international development.



### UK IMPACT

Transform systems and services for children across health, education, sport and local communities that directly improve the outcomes and life chances of millions of children in the UK by 2026.



### OURSELVES: UNICEF UK

Have a highly effective, engaged, and diverse workforce that live our values and are supported to deliver their best work for children.

## STRATEGIC OUTCOMES



### OUR WORK ON CHILD RIGHTS

We champion children’s rights in the UK and around the world, elevating children’s voices and supporting their active participation.



### OUR SUPPORTERS

We motivate and empower our supporters to donate their money, time, resources, or voice, and together we create a better world for every child.



### OUR PEOPLE

We unite through our values. We have an inclusive, engaged, values-based culture that nurtures and enables talent to thrive and deliver their best work for children.



### OUR ORGANISATION

We improve our ways of working, and our data and digital infrastructure, providing a strong foundation for sustainable growth.