

The United Kingdom
Committee for UNICEF

*Trustees' Report
and Consolidated
Financial Statements*

For the year ended
31 December 2012



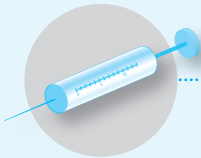
UNICEF UK in numbers



£4.9 million raised by Soccer Aid 2012



24 countries emergency relief for children



37 million tetanus vaccines provided in 2012 through Pampers 'one pack one vaccine'



8 out of 10 **maternity units** in the UK are accredited as Baby Friendly



900,000 **children** in UK now attend Rights Respecting School

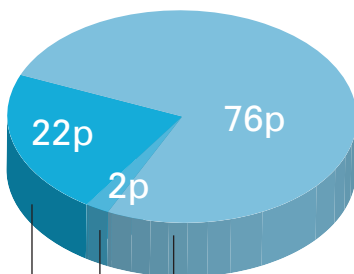


13 million children in 20 countries improved PE, sport and play through International Inspiration, the international social legacy programme of the London 2012 Olympic and Paralympic Games



17,000 **signatures** for end child hunger and stunting campaign.

For every £1 you give to UNICEF UK



programmes for children
administration
to raise another pound

Based on average over the last 5 years

Company no. 3663181
Charity no. 1072612 (England and Wales)
Charity no. SC043677 (Scotland)

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Message from the Chairman

UNICEF is making unprecedented progress. With our focus on reaching the very most disadvantaged and excluded children, we are translating our commitment to children's rights into action. Over the past decade the number of children dying before their fifth birthday has reduced dramatically from more than 12 million in 1990 to 6.9 million in 2011. Routine immunisation has helped to protect children - deaths from measles have fallen from 548,000 to 158,000. More than two billion people have gained access to safe water. Ninety percent of children are now enrolled in elementary education.

At UNICEF UK our voluntary income increased by over 11 percent in 2012 thanks to the generous response of our donors - individuals, companies, trusts and local groups. Soccer Aid and our engagement with the London 2012 Games were triumphs. These successes are remarkable, especially set against a bleak economic backdrop and reports of declining donations to charities. Nonetheless, government support for UNICEF's global work remains enormously important. We are proud that the Department for International Development, having given UNICEF the top rating for value for money in their recent review, continues as the second largest funder of UNICEF amongst all the governments of the world.

Tragically, the humanitarian disasters affecting children in the Sahel and Syria are not getting the widespread support they so desperately need. With one million children at risk of severe malnutrition in West and Central Africa, we are spreading the message and rallying support with the help of social media. UNICEF has been able to provide life-saving treatment for 850,000 severely malnourished children in the Sahel. Violence in Syria has touched the lives of more than one million children. UNICEF is providing humanitarian aid for refugee children and families, as well as helping to deliver services for children in Syria itself. Despite the generosity of our supporters who have contributed over £3 million to date, UNICEF's work for Syria's children is still underfunded and we continue to do all that we can to raise money to meet the needs of children affected by the crisis.

Here in the UK, we have seen real progress in our work to improve child well-being. More than one in 10 schools attended by over 900,000 children is now a Rights Respecting School with a framework of values deriving from children's rights. More than 120 maternity and community services are now fully accredited as supporting breastfeeding through the Baby Friendly Initiative. Five local authorities faced with some of the highest rates of child poverty in Europe, are now our Child Rights' Partners, working on programmes that have the potential to reach 500,000 children.

Through the Enough Food IF campaign, we have joined forces with others to call for an end to world hunger at the 2013 G-8 summit hosted by the UK. We look forward to our unique partnership with the 2014 Commonwealth Games in Glasgow through which we aim to make a difference to lives of children across the Commonwealth. With the crucial help of our supporters, we are resolute in making a real difference so that children worldwide survive and thrive.

David Stanton
Chairman

Report of the Trustees

The Trustees present their annual report and the audited financial statements for the year ended 31 December 2012.

Our approach and aims

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

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

UNICEF UK's vision, mission and values

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

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

Our **values** are:

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

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UNICEF UK's objectives and outcomes for 2012

We adopted a two-year operational plan for 2011–12, replacing our previous annual planning approach and 2012 was the final year of this plan. As such, UNICEF UK's main objectives for 2012 were to:

1. Raise at least £59.7 million for UNICEF's work with and for children (excluding income from the Department for International Development for humanitarian emergencies).

Outcome: £59.7 million raised.

2. Raise £2.5 million from *Soccer Aid 2012*, our biennial charity football match.

Outcome: £4.9 million raised for children, which includes match funding from the Department for International Development UK Aid Match payable over 24 months.

3. Through *International Inspiration*, the international social legacy of the London Olympic and Paralympic Games, we will continue to enrich children's lives through sport and play. We will tell the story of *International Inspiration's* achievements for children throughout the London 2012 Games.

Outcome: By the start of the Games in July 2012, *International Inspiration* had enriched the lives of 13 million children in 20 countries. As part of the Games celebrations, children from each of the 20 *International Inspiration* countries took part in the London 2012 Torch Relay. Films showcasing UNICEF sport for development programmes were shown to 2 million spectators at Olympic venues across the UK.

4. Ensure that the UK Government remains on track to meet its commitment that 0.7 per cent of Gross National Income (GNI) will be spent on Official Development Assistance (ODA) by 2013.

Outcome: Chancellor George Osborne confirmed in the March 2013 UK Budget that it would meet the 0.7 per cent target in 2013.

5. Build on the progress towards achieving broad child rights-oriented legislative change in the devolved nations of the UK and in key pieces of UK legislation and policy affecting children.

Outcome: Our report *The UN Convention on the Rights of the Child: a study of legal implementation in 12 countries* had a persuasive effect in Wales where CRC scrutiny arrangements were tightened up, and in Scotland where there is a proposal to place a legal duty on public bodies to report on how they are implementing the Convention. Since May 2012, ministers in the Welsh Government are now required to pay due regard to the Convention when formulating new policies or legislation, reviewing existing policies or legislation, or enacting legislation. We continue to respond to developments and influence proposals to place a similar duty on Scottish ministers.

6. Treble the number of campaigners actively campaigning with UNICEF UK.

Outcome: We succeeded in tripling the number of our active campaigners. UNICEF UK supporters took more than 33,000 actions in the year.

7. Lobby the UK Government to put the needs of children at the heart of the Rio+20 UN Conference on Sustainable Development in June 2012.

Outcome: Over 7,000 UNICEF UK supporters called on Nick Clegg and Caroline Spelman, the UK Government's main representatives at Rio+20, to take action on climate finance to help children adapt to climate change. We ran a Youth Question Time with Caroline Spelman and facilitated a meeting between Nick Clegg and our young campaigners. Clegg and Spelman both made public statements about the importance of children and young people to sustainable development.

8. Further expand the numbers of Rights Respecting Schools, the impact and coverage of Baby Friendly Initiative accreditation, and improve child well-being through a child rights based approach at local authority level.

Outcome: The number of registrations of Rights Respecting Schools increased from 2,600 to almost 3,000 – just over 10 per cent of all schools in the UK. Over 900,000 children in the UK now attend schools that are becoming rights respecting. A total of 122 maternity and community settings are now fully accredited as Baby Friendly, with over 83 per cent of maternity units and 75 per cent of community services in the UK working towards or having achieved Baby Friendly accreditation. We have worked with eight local authorities that have some of the highest rates of child poverty in Europe to identify opportunities for rights-based change. Five of these local authorities have now become child rights partners with UNICEF UK, working on programmes that have the potential to reach 500,000 children.

Activities and achievements in 2012

We have structured our report of UNICEF UK's achievements in 2012 according to UNICEF's key global priorities for children: child survival, education, child protection, and policy, partnership and participation for children. We also provide details of UNICEF's emergency humanitarian relief work for children in 2012, and UNICEF's efforts to address the effects of climate change on children.

a. Child survival

Every child has the right to survive. More than 19,000 children under the age of five die every day.¹ Simple, low-cost solutions can prevent most of these deaths. UNICEF saves the lives of many children by vaccinating against diseases such as measles, providing nutritious food and clean water, enabling mothers to receive proper health care during pregnancy, and supplying families with mosquito nets. Simple solutions save lives.

UNICEF UK committed £10.7 million to support our vital work for child survival – preventing the needless deaths of babies and infants below the age of five.

¹ *Levels and trends in child mortality: report 2012, Estimates Developed by the UN Inter-agency Group for child mortality estimation, 2012, p.1.* In 2011, 6.9 million children died before their fifth birthday.

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Soccer Aid

UNICEF UK's largest single fundraising event in 2012 was *Soccer Aid*. This charity football match between two teams of celebrities and football legends, representing 'England' and the 'Rest of the World', has been held every two years since 2006. To date, *Soccer Aid* has raised more than £12 million for children.

On Sunday 27 May, our fourth *Soccer Aid* took place at Manchester United's Old Trafford stadium in front of more than 67,000 fans. At home, the television audience averaged 6.3 million during the match. The public was asked to donate online, by phone or by text to UNICEF UK. Our UNICEF UK team managed the telethon with support from BT and ITV. BT handled nearly 23,000 calls during the game. In addition, funds were raised through a community fundraising initiative, ticket sales, a stadium collection, programme sales and sponsorship.

Appeal films presented by UNICEF UK Ambassadors Robbie Williams and Ewan McGregor and UNICEF supporters Keira Knightley, Lewis Hamilton, Eddie Izzard and Keeley Hawes showcased UNICEF's child survival work around the world.

Soccer Aid 2012 raised £2.3 million for UNICEF's child survival work from public donations alone. This income was matched by the UK Department for International Development UK Aid Match, which took the final figure, including sponsorship and ticket sales income to £4.9 million. The UK Secretary of State for International Development Andrew Mitchell said, "*The huge public response to Soccer Aid shows that those watching tonight's game were united not only by a love of football but by a fantastic generosity of spirit. We will reflect that spirit by matching all public donations pound for pound from our existing aid budget, helping UNICEF reach hundreds of thousands more children.*"

Over 350,000 people donated to *Soccer Aid* with over £1.5 million of donations made by text SMS. The money raised by *Soccer Aid* 2012 will provide food, vaccines, and other critical supplies for children. It will also assist in building community resilience to disasters including those areas affected by the emergency in the Sahel (see page 27). On the evening of the match, our UNICEF UK website attracted 148,000 unique users and we saw a huge social media response to the game, with seven of the top 10 trends on Twitter in the UK. UNICEF messaging on Facebook reached 700,000 people. In addition to significant regional coverage, we secured more than 275 pieces of national print coverage and 20 national radio interviews. The media reach was global, with coverage from the *New York Post* and the *Los Angeles Times* to Sky News Australia and *The New Zealand Herald*. As well as donations on the night, *Soccer Aid* has brought long term, committed supporters of our work for children.

UNICEF UK Ambassador and co-founder of Soccer Aid Robbie Williams's England team won 3–1. Robbie said, "*I'm still basking in the glory of England's win and so pleased that this has been the best Soccer Aid yet, with almost £5 million raised for UNICEF – for children. Thanks so much to everyone who donated on the night or bought a ticket to the match – we couldn't have done it without you.*"

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London 2012 Games and the Hunger Summit

In July, on the eve of the London 2012 Olympic and Paralympic Games, footballer and UNICEF Goodwill Ambassador David Beckham personally delivered a letter to Prime Minister David Cameron, co-signed by over 50 sports and entertainment stars including Ewan McGregor, Lewis Hamilton, Robbie Williams, Claudia Schiffer, Whoopi Goldberg, Orlando Bloom, Boris Becker and Alex Ferguson.

The letter urged Cameron to help reduce the number of children affected by stunting, the irreversible damage caused to a child's brain and body if they don't get the right nutrients in the first thousand days from conception to their second birthday. One in every four children in our world is stunted.

David Beckham said, "*During the coming weeks, all eyes will be on London for the greatest show on Earth. As a UNICEF Ambassador, I'm asking the Prime Minister to use the global spotlight on our nation to make children around the world the real winners of these Games.*"

At the close of the London 2012 Games and ahead of a 'Hunger Summit' hosted by David Cameron, UNICEF UK Youth Ambassador Harry Phinda handed in a petition signed by over 17,000 UNICEF supporters to 10 Downing Street, asking David Cameron to take action to end child hunger and stunting. It formed part of a cumulative petition of over 500,000 names that put the issue of hunger at the top of the global political agenda and set the scene for UNICEF UK's involvement in the *Enough Food for Everyone IF* campaign in 2013.

Shadow International Development Secretary Ivan Lewis MP saw UNICEF's work tackling child malnutrition in Burundi. Following the visit, Ivan Lewis has been very supportive of UNICEF's work: writing in the media about child nutrition ahead of the Hunger Summit, speaking at our fringe event at the Labour Party Conference, and saying in his speech on international development to Conference that integrated early childhood development should be part of the post-MDGs framework.

Cold Chain Mission with Ewan McGregor

In April 2012, BBC2 broadcast the *Cold Chain Mission*, a two-part documentary presented by actor and UNICEF UK Ambassador Ewan McGregor. The *Cold Chain Mission* highlighted UNICEF's work to immunise some of the world's hardest-to-reach children, ensuring that the life-saving vials of vaccines are kept cool at all times. Around 2 million viewers tuned in to each episode. The programme has also been broadcast in Australia and New Zealand.

In episode one, Ewan followed a route through northeast India to deliver vaccines to a remote community in the Himalayan Mountains of Nepal. In episode two, Ewan visited the Republic of Congo, travelling deep into the jungle along the River Congo to help immunise remote tribes-people.

The two programmes gave viewers a unique insight into the lengths that UNICEF, working in partnership with governments and local organisations, goes to reach and protect every child against infectious disease. They gave viewers a real insight into the challenges of keeping vaccines cold along difficult and treacherous routes and the personal dedication of UNICEF workers and others to save children's lives around the world.

Case studies, interactive maps, photos and video from the programmes acted as a centrepiece for promotion on UNICEF UK digital channels. There was also a homepage takeover, supporting blogs, a vaccine-related Inspired Gifts page, and a landing page for donations. This online content generated more than 30,000 views. The programmes inspired more than 4,000 mentions on social media. Emails were sent to 85,000 existing supporters, and the *Cold Chain Mission* stories were used for our Christmas appeal to supporters.

Tetanus

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

The 'one pack, one vaccine' partnership between Procter and Gamble and UNICEF is now in its eighth year. In the last three months of 2012, the 'one pack, one vaccine' campaign donated the cost of one life-saving tetanus vaccine for every Pampers product sold. In 2012, the initiative generated funds that could buy more than 37 million vaccines, helping to save the lives of many thousands of mothers and babies in Ghana, Myanmar, Uganda, Liberia, Senegal, Guinea Bissau, Timor Leste and Burkina Faso.

Vaccinations, Liberia

After years of conflict, Liberia is embarking on a process of economic and social revitalisation. Liberia's social indicators are one of the poorest in the world. One in 12 children die before the age of five. Women face a 1 in 24 lifetime risk of dying in pregnancy or childbirth. With support from the Isle of Man Overseas Aid Commission, UNICEF UK aims to reduce child mortality, improve maternal health and prevent the spread of life-threatening diseases by immunising more than 140,000 children under the age of 1 and 180,000 pregnant women.

Malaria in Mozambique

The Jersey Overseas Aid Commission and the Guernsey Overseas Aid Commission have been generous supporters of a range of UNICEF UK's programmes in 2012. One of the areas supported was a programme to protect children from malaria in Mozambique. Mozambique is a malaria hotspot: there are 4 million cases reported here each year. Malaria is the leading killer of children with 41,000 children dying from the infectious disease every year. With support from the Jersey Overseas Aid Commission and the Guernsey Overseas Aid Commission, UNICEF UK is providing children and parents with long-lasting insecticide treated mosquito nets as well as malaria testing kits and medicine for malaria treatment to help reduce the child mortality rate in Mozambique.

² www.lancet.com, 12 May 2010.

Child survival in Iraq

After years of conflict and insecurity, more than 5 million children in Iraq do not have many of the basic services they need to survive and thrive. We are most grateful to Relief of Distressed Children and Young People for their grant of £2.6 million for a UNICEF programme to provide an integrated package of services in the most deprived districts of Iraq. The programme takes a holistic approach and aims to provide 85,000 children and young people with access to a range of services including health care, nutrition, water, sanitation, education and protection from violence and abuse.

Child mortality, Ethiopia

We are grateful for the continuing support of the Band Aid Trust and Rowan Charitable Trust for a new hospital in Korem, northern Ethiopia. Korem was the epicentre of the devastating famine in 1984–85. The hospital is due to open in 2013 and will provide a full range of health services for 250,000 people in and around Korem. It should have a dramatic long-term impact on child mortality in the region.

HIV and children

In 2011, almost 330,000 babies were born with HIV, 230,000 children died of AIDS, 3.3 million children were living with HIV, and 17.3 million children had lost one or both parents to AIDS.³

UNICEF's global campaign *Unite for Children, Unite against AIDS* has two key aims: to prevent mother-to-child transmission of HIV and to eliminate new infections among young people. These key aims support Millennium Development Goal 6: to halt and begin to reverse the spread of HIV by 2015.

Sport and HIV prevention in Mozambique

Through International Inspiration, thousands of teachers and HIV workers have been trained to deliver PE and sports activities and deliver HIV prevention messages in schools and communities across Mozambique, benefiting more than 200,000 children and young people.

HIV in Malawi

In Malawi, some 600,000 children under the age of 15 have lost one or both parents to AIDS. Our *Brighter Futures* partnership with Kantar (see page 17) has supported 19,000 children at community childcare centres throughout Malawi. By 2016 the partnership hopes to have helped the Government of Malawi to further improve and expand early childhood care and learning by supporting a further 5,000 childcare centres. The centres provide a place to play, early years' education and meals for pre-school age orphans and vulnerable children affected by HIV and AIDS.

Measles on wheels

UNICEF has helped make great progress in preventing children dying from measles. In 2000, around 550,000 children died from measles. By 2011, the number of deaths had fallen to 158,000 (a reduction of more than 71 per cent). But still every day,

³ UNAIDS, *Report on the Global AIDS Epidemic*, 2012.

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more than 400 children under the age of 5 die from measles somewhere in the world, despite the availability of an effective vaccine that costs just 40p per child. Many of these deaths are in Africa.

In September, a team of 60 cyclists from Barclays UK Legal and Compliance, and their corporate partners, took part in the second *Wheels for Change* charity fundraising event. The team completed a nine-day, 550-mile ride from Paris to Milan to support measles vaccination in Africa. The ride raised more than £200,000 for UNICEF's measles vaccination work across Africa. The Bill and Melinda Gates Foundation generously agreed to match fund, raising the total to more than £400,000, and helping to ensure that thousands of children in Africa are immunised against measles.

easyJet and Change for Good

In 2012, we launched a new, three-year partnership with easyJet, the UK's largest airline, to support UNICEF's life-saving work for children across the world. *Change for Good* will run across easyJet's full pan-European network during the peak summer and winter seasons, reaching out to 58 million passengers on over 600 routes across 30 countries. Each airline passenger has the chance to support the world's children simply by dropping their spare change into pouches held by easyJet's crew during flights. UNICEF supporter and supermodel Claudia Schiffer recorded a voiceover asking for passengers' support to be played on easyJet's 1,200 daily flights. By the end of 2012, *Change of Good* had raised £1 million that will be used to reach over 2.5 million children and mothers with life-saving vaccinations in Cameroon and Central African Republic.

Toilets for Togo

Dirty water and poor sanitation and hygiene claim the lives of one million children under the age of five every year. In Togo, four in 10 people don't have access to clean water and seven out of 10 don't have access to adequate toilet facilities. In 2012, the Co-operative Pharmacy gave more than £230,000 to support a UNICEF community development project in Togo. Over three years, the project is supporting 390 communities to build thousands of toilets to help improve the health of children and families.

Malnutrition, India

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

We are most grateful for the support of Megha and Aditya Mittal towards UNICEF's work to combat malnutrition in India. Their generous donation is helping to improve the nutrition of some of the most vulnerable pregnant women and their babies in the state of Maharashtra, where almost one in four children under the age of three is chronically malnourished.

Poverty and malnutrition, Timor-Leste

Timor-Leste is one of the world's poorest nations: one in four of the population live on less than US\$1.25 a day. It also has the world's joint second highest rate of child stunting (after Afghanistan) and nearly half of all children are underweight. Around two-thirds of the rural population experience food shortages for about four months each year. The underlying causes for this lack of food include climate change, poor

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soil quality due to slash and burn agriculture, frequent droughts, poor farming practices and lack of government support for farming. Poverty and poor education are both a cause and consequence of malnutrition.

With the generous support of the Open Society Foundation, UNICEF has implemented new systems to strengthen early childhood development and education in Timor-Leste, attempting to break the poverty cycle for children under the age of 8.

Saving lives in Senegal, United for UNICEF

Our *United for UNICEF* partnership with Manchester United is the longest running collaboration between a Premiership football club and a global charity. The partnership has so far raised nearly £3 million for UNICEF's child survival work.

Manchester United's annual Gala Dinner and pre-season tour raised more than £330,000. The money will help to build and equip 35 child survival centres in Senegal. On United's pre-season tour, UNICEF Ambassador Sir Alex Ferguson visited a UNICEF child protection programme in South Africa, where he met child heads of household. The programme provides children with basic household skills, information about HIV, and gives them the opportunity to play and be children again in a safe place.

Swimming saves lives, Bangladesh

Each year, around 17,000 children die from drowning in Bangladesh. Per head of population, more children drown here than in any other country. In 2012, in partnership with the Bangladesh Swimming Federation and local NGOs, UNICEF UK, through *International Inspiration* (see page 21), continued to support SwimSafe, a community programme that trains swimming instructors to provide basic swimming skills to children age 4–10 in six flood-prone districts. Around 190,000 children have graduated from the Swimsafe programme since it began as part of International Inspiration in 2009. The programme has dramatic results: death rates from drowning in children age 4 and above who participated in SwimSafe have been found to reduce by over 40 per cent.

Baby health and nutrition in the UK

Breastfeeding has a fundamental impact on the short, medium and long-term health of children and has an important impact on women's health. Not breastfeeding contributes to infant mortality, hospitalisation for preventable disease, increased rates of childhood diabetes and obesity, and adult conditions such as coeliac and cardiovascular disease, as well as increased risks of breast cancer and diabetes in the mother. Not being breastfed has an impact on IQ and educational outcomes for the child.⁴ No other health behaviour has such a broad-spectrum and long-lasting impact on population health, with the potential to improve life chances, health and well-being. The cost burden of not breastfeeding is significant and includes the cost of caring for children and women with chronic disease as well as short-term illness.

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

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

The continuing impact of the Baby Friendly Initiative in the UK was shown by the results of the 2010 Infant Feeding Survey, which revealed a 5 per cent rise to 81 per cent in breastfeeding initiation rates. The number of mothers exclusively breastfed at three months has risen by 4 per cent (13% 2005; 17% 2010). More babies than ever are being breastfed in the UK. A total of 122 maternity and community settings are now fully accredited as Baby Friendly, with over 83 per cent of maternity units and 75 per cent of community services in the UK working towards or having achieved Baby Friendly accreditation. During 2012, there were 146 new accreditations and 19 certificates of commitment. We also delivered 63 courses and workshops for health professionals, which will lead to a higher standard of service to new mothers and babies.

During 2012, we launched new Baby Friendly standards that reflect updated evidence and best practice around breastfeeding and also introduced elements of relationship building between parent and baby, recognising the impact that early relationships have on development. This involved a widespread consultation involving over 3,000 supporters, health professionals and parents. We aim to build on the established foundation and expand the scope of how care can impact on early development – particularly by introducing standards for children's centres. It is hoped this will especially help drive improvements in the number of mothers who breastfeed past six weeks and towards the WHO recommendation of exclusive breastfeeding for the first six months.

In 2012 we published *Preventing Disease and Saving Resources: the potential contribution of increasing breastfeeding rates in the UK*. This was a major piece of research and a significant moment for the public discourse around infant feeding in the UK. The publication generated significant media coverage, recognising the credibility of the report's central finding that moderate increases in breastfeeding could see millions in potential annual savings for the NHS. The report is now a central tool in lobbying government and healthcare commissioners to recognise the importance of breastfeeding.

In December, our continued dialogue with and lobbying of the UK Department of Health resulted in the Public Health Minister, Dan Poulter, confirming that the Government would provide £30,000 of funding to the English regional infant feeding lead networks in 2013. These networks are invaluable for leads within hospitals and community healthcare settings to share best practice, plan local strategy, pool resources and work together to drive improvements in healthcare.

At the 2012 Baby Friendly Conference in Cardiff, the largest infant feeding conference in Europe, the First Minister for Wales, Carwyn Jones, reiterated the

Welsh Government's commitment to improving breastfeeding rates in Wales. The Chief Nursing Officer for Wales also announced that the Welsh Government would support all Neonatal Units in Wales to achieve Baby Friendly accreditation.

b. Education and gender equality

Every child has the right to go to school, yet more than 61 million children⁵, the majority of whom are girls, lack the benefits of primary education. Education enhances lives. It ends generational cycles of poverty and disease and provides the means for sustainable development. Education is a basic human right, vital to personal and social development and well-being. UNICEF works to ensure quality basic education for all children with an emphasis on gender equality and eliminating disparities of all kinds. In support of Millennium Development Goal 2, by 2015 UNICEF aims to ensure that all boys and girls complete a full course of primary education.

In 2012, UNICEF UK committed £6.2 million for UNICEF's international programmes to help children gain access to education – many for the first time. We also spent almost £1 million in promoting child rights in UK schools through our *Rights Respecting School* initiative.

Child health and education, Bangladesh

The UNICEF UK and Marks & Spencer partnership is helping to transform the lives of some of the poorest children in Bangladesh. The partnership aims to raise at least £1.9 million to improve every aspect of these children's lives, including health care, clean drinking water, and ensuring they get a good basic education.

Marks & Spencer asks customers not to take a hanger home when they buy clothes, and in return they donate 50p for every £1 saved through hanger recycling to UNICEF UK. In 2012, the partnership provided 450 children with early learning or primary education; delivered life-skills training to 60 secondary schoolteachers to reach 3,000 adolescents. It also gave cash support so that 400 children could continue at school rather than work, and 170 adolescents received a cash stipend to help them gain a livelihood and had life-skills training. More than 4,700 women took part in hygiene training sessions to improve community health.

Basic education

Since 1995, UNICEF UK's Check Out for Children partnership with Starwood Hotels and Resorts has raised over £16 million for children, including £1.3 million in 2012. Guests donated more than £880,000 to ensure that the most disadvantaged children in Europe, Africa and the Middle East receive a quality education, while Starwood employees raised a further £430,000 to help 50,000 Ethiopian children get ready for school.

⁵ UNESCO Institute for Statistics Data Centre, 2011.

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FTSE 4 Good in Sudan

Over the past 12 years, more than £3.3 million has been raised thanks to the FTSE4Good index. In 2012, FTSE 4 Good provided £337,000, including £110,000 for a programme to combat child malnutrition in Sudan.

IKEA

In 2012 the joint IKEA, UNICEF and Save the Children partnership had another successful Soft Toys for Education campaign. The annual campaign ran from October to December 2012 in all IKEA stores around the world. For each soft toy or children's book purchased, the IKEA Foundation donated €1 to UNICEF and Save the Children. The Campaign raised €12.4 million globally. IKEA stores in the UK donated £274,000 of the global total. The campaign supports the *Schools for Africa* initiative in eight countries (Burkina Faso, Ethiopia, Madagascar, Mali, Mozambique, Niger, South Africa, Malawi) and the *Schools for Asia* initiative in China.

Water in schools, China

China has taken significant strides in education in recent years. However, the lack of water and sanitation facilities in schools remains a significant challenge, with two out of three schools lacking adequate toilets and hand-washing facilities. Thanks to the support of the Kwok Charitable Trust, UNICEF is improving water and sanitation facilities in 50 rural schools across China, benefiting an estimated 15,000 children and providing them with a healthier learning environment.

Little things make a big difference

In 2012, UNICEF and high-street retailer Claire's launched the *Little things make a big difference* partnership. The partnership is about giving children the best start in life; whether that is the chance to go to school, have clean water or get basic health care. In August, Claire's customers donated more than £120,000 at the till to support UNICEF's Schools for Asia initiative, giving children access to decent education throughout Asia.

In November and December, the partnership focused on UNICEF's child survival work. As well as the chance to donate at the till, Claire's generously donated to UNICEF a percentage of the retail price of a special range of jewellery. This activity raised more than £245,000, helping to save children's lives with essential items like vaccines and mosquito nets.

Skills in Brazil

In 2011, UNICEF and Wella Professionals launched a partnership to improve the life chances of young people in Brazil. Over three years, Wella will support life-skills training for up to 7,500 adolescents from 1,300 municipalities in Brazil. UNICEF and Wella will also help to deliver hairdressing training to the youth participants in the life-skills training. In 2012, the partnership provided £446,000 to support the youth training.

Quality education, Indonesia

In Indonesia, 96 per cent of children enrol in primary school, but two in 10 drop out before completing their primary education and one in three don't start secondary education. In 2012, through International Inspiration, more than 35,000 children in Indonesia benefited from improved physical education and play activities in pilot schools across the country, making the learning environment more positive and

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encouraging children to stay in school and complete the transition from primary to secondary education.

Kids athletics, Nigeria

In 2012, International Inspiration worked with the Nigerian International Association of Athletics Federations to support opportunities for children to get involved in sport. In particular, the programme has supported girls' participation in sport. So far, more than 270,000 children have benefited from the chance to play sport, many for the first time.

Improving schools in Uganda

Years of conflict in poor rural regions of northern Uganda, including the actions of the Lords Resistance Army and inter-tribal fighting, have left a generation of children affected by violence. Through International Inspiration, sport is being used as a tool to help attract and retain children in schools, benefiting nearly 4,500 children.

Building Young Futures

In 2012, we launched the second phase of our *Building Young Futures* partnership with Barclays. The partnership supports education, employment and entrepreneurship projects in Africa, Asia and Latin America. So many young people are unemployed, disillusioned, undervalued and poorly equipped to deal with the issues they face. Only by furnishing young people with the relevant skills and knowledge will they be able to change their lives.

The continued collaboration of UNICEF and Barclays builds on the successes and learning from phase one, particularly in relation to further developing financial, employability and entrepreneurial skills; delivering interventions that will enable young people to gain and sustain employment or start up their own business; and giving young people the financial understanding to start saving. Phase two will directly target 74,000 young people and focuses on a more integrated approach to providing young people with skills and opportunities.

In 2012, *Building Young Futures* provided more than £1.7 million for life-skills programmes for young people age 15–25 in Brazil, Egypt, India, Pakistan, Uganda and Zambia.

Child rights and education in the UK

The UNICEF UK Rights Respecting School Award is based on principles of equality, dignity, respect, non-discrimination and participation. The United Nations Convention on the Rights of the Child provides a framework of values for the Award. A rights-respecting school is a community where children's rights are learned, taught, practised, respected, protected and promoted. Young people and the school community learn about children's rights by putting them into practice every day. The education and well-being of all children is at the heart of UNICEF UK Rights Respecting Schools Award.

The number of registrations of Rights Respecting Schools increased from 2,600 to almost 3,000 during 2012 – just over 10 per cent of all schools in the UK. Over 900,000 children in the UK now attend schools that are becoming rights respecting.

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There are now 140 schools in the UK that have achieved our highest accreditation of Level 2 and a further 625 schools that have achieved Level 1. We also worked with over 3,000 adults and 1,000 children to develop their understanding and knowledge of the Convention on the Rights of the Child. An additional 5,000 teachers are enrolled on our virtual learning environment.

External evaluation has identified that the Rights Respecting Schools Award appeals strongly to children because:

- They can locate their own identities and culture within a global context.
- They learn that children have rights from birth and that all children matter.
- They can see that their rights are also every child's rights, which leads to rights respecting behaviour.
- They can see that these rights apply everywhere and not just in school.
- The universal rights of the child provide a moral framework they can relate to regardless of their faith or ethnicity.

The Rights Respecting Schools Award also appeals to school leaders, teachers and other adults working in schools because:

- It is not an initiative; it provides, instead, an overarching set of values that lead to improved relationships and a climate for learning within which other initiatives can sit.
- The rights are universal.
- It is something they can develop and take ownership of in order to meet the needs and aspirations of their school.
- It strengthens the empowerment, well-being and achievement of children.
- Children and young people develop a stronger sense of the need to act for global justice.
- Children themselves become keen to play an active role in becoming a rights respecting school.
- Rights Respecting Schools provides a platform for parental engagement and discussion.

The expansion of the RRSA scheme has been backed by a grant of £125,000 over three years (Sept 2009–August 2012) from City Bridge Trust. In addition, we exceeded our cost recovery target of 35 per cent of RRSA budget for the year by charging schools and local authorities for training and assessments.

c. Child protection

Every child has the right to a childhood, protected from violence, abuse and exploitation. Yet there are tens of millions of children living on the streets, more than 150 million child labourers, more than 250,000 child soldiers, and about 1.2 million children trafficked each year⁶. These statistics disguise the impact on individual children, denied an education and vulnerable to violence, abuse and exploitation. UNICEF works to promote and protect the rights of all children, providing support to help children leave the streets or dangerous work and gain an education. UNICEF demobilises child soldiers, reintegrating them into family and community life by providing counselling, education and training. UNICEF also reunites trafficked children with their families and campaign for governments to pass and enforce strong laws against child trafficking.

In 2012, UNICEF UK committed £1.7 million to child protection. This included campaigning for the protection of all children, particularly focusing on the prevention of child trafficking, and the rescue and rehabilitation of children who have been trafficked, forced into labour or enlisted as child soldiers. These funds have enabled us to support a variety of projects including:

Romania's invisible children

Since its launch in 2010, the Visa Europe partnership has raised more than €500,000. In 2012, the partnership provided £150,000 to support a UNICEF programme that is helping to improve education and basic services for children in 40 of the poorest villages in rural Romania. The community programme addresses the needs of the poorest and most marginalised children to help prevent their abandonment.

The Independent Child Soldiers Appeal, Central African Republic

The Independent Child Soldiers Appeal, in aid of UNICEF's work with child soldiers in the Central African Republic (CAR), was our first Christmas newspaper appeal for more than 10 years. The newspaper's owner, Evgeny Lebedev, was personally engaged with the Appeal, and went on a field trip to CAR to meet former child soldiers, witness UNICEF negotiating the release of existing child combatants, and see the life-saving work that UNICEF does to help repair young lives that have been shattered through violence and slavery.

The Independent, as well as sister titles the *i* and the *Evening Standard*, ran articles every day for five weeks over Christmas 2012 and into early January 2013. The stories focused on children from CAR and neighbouring countries, as well as drawing on UNICEF's archives of stories and international staff members with incredibly moving experiences of working with child soldiers. One of the life stories

⁶ Child labour and child trafficking: *A Future without Child Labour*, International Labour Organization, Geneva, 2002, p. 32. Child soldiers: 'Era of Application: Instituting a compliance and enforcement regime for CAAC', Tunnu, Olara A., Statement before the Security Council, New York, 23 February 2005, p. 3. 'Children on the streets': *The State of the World's Children 2006: Excluded and Invisible*, UNICEF, New York, 2006.

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was Clemance, age 17, who spent five years with the armed rebels in CAR and suffered horrific abuse and torture. Clemance is thankful for being rescued by UNICEF, *"I want all the children [in the bush] to be rescued. I want the world to understand that our stories are real and these things really happened to children. I hope that by telling by story people will be inspired to act."*

UNICEF Ambassadors and celebrity supporters Ewan McGregor, Ralph Fiennes, James Nesbitt and Mia Farrow, wrote articles about their experiences of UNICEF's work for child soldiers. Other supporters, including Robbie Williams and Manchester United, spoke of their support for the campaign.

The Appeal raised £240,000, the most raised for a single charity by *The Independent* Christmas Appeal. A significant part of the fundraising came through an online auction, with prizes including an original Tracey Emin painting, a shopping day with Twiggy, and unique meetings with members of *The Independent* news team.

Street children, DR Congo

We are extremely grateful to CEO of Marks & Spencer and UNICEF UK Vice President Marc Bolland for pledging more than £100,000 over three years to UNICEF's work protecting street children from abuse, exploitation and neglect in the Democratic Republic of the Congo.

Beyond Sport

In 2012, UNICEF UK led a workshop at the Beyond Sport Summit focused on *Safeguarding Children in Sport*. As a result of this work, a coalition of organisations formed around this issue and is working to develop and pilot a set of international standards to make sport and PE safe for children, including the critical development of safe and positive spaces for girls. Coalition members include the NSPCC, Keeping Children Safe, the Commonwealth Secretariat, the International Netball Federation and PricewaterhouseCoopers.

Vulnerable children, Bangladesh, Bolivia and Malawi

Our *Brighter Futures* partnership with Kantar helps give vulnerable children in Bangladesh, Bolivia and Malawi a better life and the chance to fulfil their true potential. The partnership is predominately supported by employee fundraising and has so far raised more than £490,000, including more than £210,000 in 2012.

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

In Bangladesh, more than one in 10 children age 5–14 work, often in hazardous jobs, to support their families. *Brighter Futures* is helping to tackle child labour, initially helping 6,000 working children into education and offering basic health care, legal support and access to drop-in centres to 2,500 families of working children.

In Malawi, *Brighter Futures* is helping to provide early childhood care and learning for orphans and other vulnerable children affected by HIV and AIDS.

d. Policy, partnership and participation for children

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

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

Campaigning for children

In 2012, UNICEF UK more than tripled the number of our active campaigners, and invested in increasing the impact of our campaigners on decision-makers. UNICEF UK supporters took more than 33,000 actions in the year – with more campaigners than ever taking more than one action.

As part our ambition to be a 'digital first' organization, we trialed the UK's first mobile-only charity campaign called *Speak Up* that was promoted through banner advertising and a short tweet campaign by UNICEF supporter Rio Ferdinand ahead of the Rio+20 Summit (see page 23 for more on our climate change campaigns).

In 2012, we launched two new networks to deepen engagement among supporters and to get the message about child rights direct to decision-makers – a Children's Champion network for Parliamentarians and a pilot Schools Campaign network for children.

Our Children's Champion network encourages supporters to visit their MP and has delivered promising results. A heavily oversubscribed training course resulted in our supporters meeting 22 MPs from the three main political parties, including the Prime Minister, the Home Secretary and the Leader of the Opposition. Email actions and visits cumulatively reached two out of every three MPs. Children's Champions wrote blogs for the Huffington Post and had posts retweeted by actor and UNICEF Ambassador Ewan McGregor among others.

Our pilot Schools Campaign network, drawn from the Rights Respecting Schools programme, saw the active participation of 13 schools in our work. For example, in November 2012, representatives from two schools met with and quizzed the Climate Change Secretary to press directly for action on climate change ahead of the international climate talks in Doha. For the first time at these talks, the Climate Secretary noted the impact of climate change on children and committed additional funds to the Green Climate Fund (though still drawn from official development assistance and not innovative financing as we are calling for).

We have also built a larger Twitter following for our campaigns to build the conversation with activists and build UNICEF UK's advocacy brand amongst key influencers. Our Campaigns Twitter feed now has over 4,000 followers.

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Building Young Futures

Our *Building Young Futures* partnership with Barclays supports education, employment and entrepreneurship projects for young people in Africa, Asia and Latin America (see page 14). A key component of the partnership is engaging and leveraging local government in Brazil, Egypt, India, Pakistan, Uganda and Zambia to create, change or improve national policy to support young people in becoming economically empowered and to increase employment opportunities for young people. In response, Pakistan has now drafted and shared for endorsement with the State of Punjab, a state-wide adolescent policy. In Uganda, meetings with the Ministry of Finance have secured a commitment to expand the *Building Young Futures* programme when the Barclays funding comes to an end in 2015.

Child poverty

In May 2012, UNICEF launched *Report Card 10* that examined the measurements of child poverty. The timing could not have been better. Since 2010, UK Government ministers have trailed their conviction that the existing measures fail to take into account the drivers of poverty. At the request of the children's NGO sector, UNICEF UK pulled together the arguments supporting the retention of the relative poverty measure, especially when complemented by a measure of material deprivation – both comprising the core measures used in *Report Card 10*. In November, the UK Government published a consultation paper promoting a multi-dimensional measure of child poverty. The debate is set to continue into 2013.

Incorporation of the UN Convention on the Rights of the Child

UNICEF is named in the UN Convention on the Rights of the Child (CRC) as having a unique role to play in providing technical expertise, advice and support to governments to help them implement their child rights obligations. Seeing children's rights realised 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 CRC since the UK ratified it more than 20 years ago.

In November 2012, UNICEF UK published *The UN Convention on the Rights of the Child: a study of legal implementation in 12 countries*, a research report that looks at the ways in which other countries have progressed children's rights. The report showed that countries have used a range of legal and non-legal measures, helping us to identify which measures could act as an impetus to making children's rights 'real' in the UK. The report's advisory board included key civil servants from the UK, Welsh and Scottish governments, as well as representation from Northern Ireland's Commissioner for Children and Young People (NICCY), and is in the process of being launched in each of the devolved jurisdictions. The report has already had a persuasive effect in Wales where CRC scrutiny arrangements have been tightened up, and in Scotland where there is a proposal to place a legal duty on public bodies to report on how they are implementing the Convention.

UNICEF UK has been involved in the various consultations undertaken by the UK Government's Commission on a UK Bill of Rights, including the joint organisation of consultation sessions for children and young people. In December 2012, the Commission published its final report in which almost 50 respondents are recorded as saying they want to see children's rights, and specifically the Convention on the Rights of the Child, included in any future human rights legislation.

Children's rights have been consistently presented as an emblem of devolved government in Wales. Since May 2012, Welsh ministers have been required to have due regard to the Convention on the Rights of the Child when formulating new policies or legislation, reviewing existing policies or legislation, or enacting legislation. More than 20 child impact analyses have been undertaken and a training programme on the CRC has been devised for all officials. UNICEF UK can take much credit for encouraging and supporting the Welsh Government to take these historic steps. UNICEF UK is an active member of the CRC monitoring group in Wales, and is providing training for officials in partnership with the Welsh Observatory based at Swansea University and Save the Children Wales.

UNICEF UK is continuing to respond to developments and influence proposals to place a similar duty on Scottish ministers through official consultation, its membership of the CRC incorporation group convened by the Scottish Commissioner for Children and Young People, and regular dialogue with Scottish Government officials and MSPs.

Child Rights Partners, UK

Child Rights Partners is inspired by the UN Convention on the Rights of the Child and aims at realising and embedding a child rights-based approach at the local level throughout the UK, therefore improving well-being and outcomes for children and young people. In 2011, eight local authorities with some of the highest rates of child poverty in Europe became child rights partners. They committed to put children's rights at the heart of their practice in order to tackle well-being and child poverty. In 2012, UNICEF UK hosted a series of working groups with five local authority partners to examine child-related policy and practice, and identify opportunities for rights-based change. In 2013, we aim for our partner local authorities to make public declarations of intent to put child rights at heart of public services and to start work on the projects. The projects have the potential to reach 500,000 children and are likely to feature work in substance misuse settings, social care, and work to specifically target child poverty.

Post-2015: a world fit for children

The Millennium Development Goals (MDGs) expire in 2015, and there is much debate on what should follow them. UK Prime Minister David Cameron is co-chair of the High-Level Panel appointed by the UN Secretary General to provide advice on the post-2015 development framework. UNICEF UK supported our Youth Adviser to the Board of Trustees, Harry Phinda, to participate in the High-Level Panel's outreach to youth meeting in London.

UNICEF UK has also carried out a consultation with UK children and young people to ensure their voices are heard in the process of developing the post-2015 framework. We received 587 online responses from children and young people, and held five workshops attended by 89 children and young people. Three Rights Respecting primary schools (see page 14) took part in one of the workshops and another workshop was held at Croydon College, a Rights Respecting further education college.

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The business of children's rights

In March, UNICEF UK helped launch the Children's Rights and Business Principles. More than 600 business leaders, civil society representatives and children were consulted during the creation of the Principles, adopted and promoted by UNICEF, Save the Children and the UN Global Compact. This landmark set of 10 principles form the first comprehensive set of guidelines for companies on the full range of actions they can take in the workplace, marketplace and community to respect and support children's rights. It covers issues from child labour to marketing and advertising practices to the role of business in helping children affected by emergencies. "I call on business leaders everywhere to embrace the spirit of the Principles," said UN Secretary-General Ban Ki-moon. The Foreign and Commonwealth Office is considering the Principles while writing its new Human Rights strategy.

0.7 per cent

In 2012 we campaigned and worked with other organisations to lobby the UK Government to deliver 0.7 per cent of Gross National Income for official development assistance, originally set in 1970. We were delighted that Chancellor George Osborne confirmed in his March 2013 Budget that the UK Government would meet the 0.7 per cent target in 2013.

International Inspiration

2012 was the year of the London Olympic and Paralympics Games. It also marked the culmination of three years work on *International Inspiration*, the international social legacy of the London 2012 Games. UNICEF UK worked alongside UK Sport and the British Council to deliver this ambitious project, with the support of the London Organising Committee of the Olympic and Paralympic Games (LOCOG), the UK Government, the British Olympic Association and the British Paralympics Association. By the start of the Games in July 2012, *International Inspiration* had succeeded in enriching the lives of more than 12 million children and young people of all abilities, in schools and communities across the world, particularly in developing countries, through the power of high quality and inclusive physical education, sport and play.

As part of the Games celebrations, children from each of the 20 countries supported by *International Inspiration* were given the opportunity of a lifetime to take part in the London 2012 Torch relay and share their stories with the British public. An inspirational photography exhibition of images of children and young people from each country and photographs by Rankin of *International Inspiration* Ambassadors took place at the Museum of London. And *International Inspiration* films showcasing UNICEF sport for development programmes in Bangladesh, Jordan and Mozambique were shown to 2 million spectators at Olympic venues across the UK.

Putting PE in Turkish schools

Following the introduction of *International Inspiration*, the Turkish Ministry of National Education announced that the time allocated for compulsory play and physical activities within the national curriculum will increase from 2 to 5 hours a week for Years 1–3 in primary schools across the country from September 2012. Materials and resources developed through *International Inspiration* will be used to support the delivery of this new curriculum. Ultimately, millions of children in Turkey will benefit from expanded and improved PE provision in school.

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UNICEF UK continues to work with colleagues in Brazil and across Latin America to explore how UNICEF might support the 2014 World Cup and 2016 Olympic Games in Brazil.

To date *International Inspiration* has reached nearly 125,000 practitioners supporting sport and play 20 countries. In 2012, work started in the twentieth country, Egypt. *International Inspiration* programmes continued in UK, India, Indonesia, Bangladesh, Jordan, Malaysia, Mozambique, Nigeria, Pakistan, Trinidad and Tobago, Turkey, Uganda, Ethiopia, Ghana, Tanzania and South Africa.

To date, 37 major policy, strategic and legislative developments or reforms in 11 countries can be attributed to *International Inspiration*. These changes ensure that the programme's principles and practices will endure long after the London 2012 Olympic and Paralympic Games. For example, in Pakistan, the Sindh Government has introduced two hours of PE and sport per week in all schools.

To enable this work, in 2012 the II Foundation (the governing organisation of *International Inspiration*) designated funds of nearly £1.9 million to UNICEF programmes, with significant funds sourced from the Department for International Development (DFID), the Department for Culture, Media and Sport (DCMS), Comic Relief, major donors and other bodies.

From London 2012 to Rio 2016

Through *International Inspiration*, UNICEF UK is supporting UNICEF Brazil's use of sport for development programmes as an important part of its strategy for improving children's lives. Building on the success of *International Inspiration*, UNICEF Brazil is supporting the national effort to design a lasting social legacy for Rio 2016 that would serve not only millions of children in Brazil, but also children across Latin America so that the 2016 Olympic Games could further promote the concept of child-centred international legacy programmes within the Olympic movement.

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

Climate change

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

Speak Up for Children

In 2012, UNICEF UK's advocacy on climate change and children, framed around *Speak Up for Children*, made significant progress in terms of the UK Government recognising that children are central to the issue of climate change and to the need for new and additional climate finance to help children to adapt to their changing climate.

In spring 2012, following a written submission, UNICEF UK were called to the UK Parliament to give evidence to the Energy and Climate Change Select Committee, where we highlighted the need for the Government to protect children in developing countries. Following our evidence, the Select Committee released a report echoing our recommendations.

Rio+20

On 20–22 June 2012, the UN Conference on Sustainable Development (known as 'Rio+20') took place in Brazil, marking 20 years since the initial Earth Summit in 1992. Secretary of State for Food and Rural Affairs Caroline Spelman and Deputy Prime Minister Nick Clegg were the UK Government representatives at the Conference.

Ahead of Rio+20, we focused on the need to ensure that children and children's rights were at the heart of any new approaches to sustainable development, and that the UK advocated on behalf of children and their futures at the Summit.

Phase one of our *Speak Up for Children* public campaign mobilised over 7,000 supporters who called on the UK Government to put children at the heart of Rio+20 and to take action on climate finance to help children adapt to climate change. We worked with Tearfund to coordinate the submission of the petition to Government, underlining the need for concerted action.

We ran a Youth Question Time with Caroline Spelman, allowing her to hear the views of children and young people ahead of Rio+20. We also facilitated a meeting between Nick Clegg and our young campaigners. Clegg and Spelman both made public statements about the importance of children and young people to sustainable development.

Shadow Minister for International Development Tony Cunningham went on a field trip to look at UNICEF's climate and disaster risk reduction work in the Philippines ahead of Rio+20. This resulted in several op-ed pieces by Tony in key media highlighting the importance of resilience and sustainability for children.

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COP 18

In autumn 2012, ahead of the 18th Conference of the Parties (COP 18) to the United Nations Framework Convention on Climate Change, we ran an extended advocacy campaign lobbying the UK Government for new and additional climate finance to protect children in vulnerable countries and to recognise children's vulnerability to climate change. This included civil servant and ministerial lobbying and a public campaign.

We supported one of our campaigners to meet Prime Minister David Cameron to discuss climate change. This resulted in Cameron putting his support for climate finance in a letter. The supporter meeting also offered an opportunity to get higher level access to Cameron's policy team to get them to engage on the issue.

Phase two of our *Speak Up for children* campaign mobilised over 8,000 supporters to ask Secretary of State for Energy and Climate Change Ed Davey to take action for children at COP 18.

In December 2012, UNICEF UK represented the global organisation at COP 18 in Doha. We were able to have regular meetings with the UK Government's negotiating team and Secretary of State Ed Davey and press our key policy recommendations. At the Summit, the UK Government made a public announcement about its commitment to new and additional climate finance, and a specific commitment of £1.8 billion of aid money for climate change up to 2015.

Climate Positive

In 2012, UNICEF UK raised more than £300,000 for *Climate Positive*, a new initiative to raise funds to help children adapt and become more resilient to climate change.

Cyclone-proof schools, Madagascar

CBRE continued to provide support for rebuilding schools destroyed by cyclones in Madagascar. In 2012, the partnership helped at least 600 primary schoolchildren through the building of six new eco-friendly classrooms, all fully equipped with child-friendly furniture, as well as constructing three toilet blocks with separate facilities for boys and girls. This is a huge step in building a better future for all the children in the communities where the new classrooms have been constructed.

In addition to promoting a child-friendly environment, the partnership promotes an eco-friendly approach to school building, employing ecologically sustainable materials and new construction technologies. This new approach reduces the environmental impact of rebuilding, as the old method involved cutting down trees in the ever-shrinking forest areas that host many endangered species unique to Madagascar.

Rainwater harvesting, Mozambique

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

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spend more time at school rather than travelling long distances to fetch water for their families.

In 2012 boreholes were constructed in 12 schools, benefiting 4,200 schoolchildren. Rainwater harvesting systems have now been completed for 11 schools, benefiting 3,850 children. The partnership has also trained members of the local community to manage and maintain the systems.

Climate change reports, East Asia and the Pacific

With continued support from Reed Elsevier, UNICEF UK has been helping UNICEF's regional office for East Asia conduct research into the impact of climate change on children and the effectiveness of child-centred social protection measures to build children's resilience to climate change and disasters, focusing on the Philippines and Thailand. This report will assist UNICEF in developing programmes that respond to the challenge of climate change and help to build children's resilience.

UNICEF UK's carbon footprint

UNICEF UK recognises our own responsibility to be an environmentally sustainable organisation and successfully met the objective of reducing our carbon footprint by at least 30 per cent per staff member between 2007 and 2010 as part of our commitment to the 10:10 campaign. Since then, we have continued to make inroads into reducing our footprint. In 2011, we were responsible for more than 1,440 tonnes of CO₂ emissions from our energy use, travel and paper consumption. This equated to 7.2 tonnes per staff member. By the end of 2012, we had reduced our carbon footprint to 658 tonnes or 3 tonnes per staff member – a reduction of more than 50 per cent since 2011.

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

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

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Children in emergencies

For more than 65 years, UNICEF has been a leader in providing life-saving assistance and protection for children caught up in emergencies around the globe. With a permanent presence in more than 190 countries, UNICEF is poised to respond rapidly wherever and whenever disaster strikes, delivering life-saving help for children in the key areas of health and nutrition, water and sanitation, education, child protection, coordination and logistics.

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

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

UNICEF UK committed £5.3 million to help the millions of children caught up in emergencies in 2012. This sum includes £2.5 million from the Department for International Development (DFID) for UNICEF's humanitarian response in the Sahel region. We supported humanitarian relief work in 24 countries and regions.

Our Children's Emergency Fund is vital in our response to help vulnerable children caught up in under-reported or often completely ignored humanitarian crisis around the world. It allows us to deliver a rapid response to children in so-called 'silent' emergencies that do not attract much media attention and where a public appeal for funds may not be appropriate or possible. In 2012 the Fund helped us to provide rapid support for nine different emergencies for children worldwide. For instance, it supported UNICEF to help children in the Philippines recover after the devastating flooding at the end of 2011, as well as assisting those affected by the nutrition crisis in the Sahel and Horn of Africa.

In 2012, we raised £925,000 towards the Children's Emergency Fund from generous major supporters, such as Eric and Kirsty Bendahan and a number of charitable foundations.

Jersey Overseas Aid Commission is one of UNICEF UK's most loyal supporters in emergencies. In 2012, Jersey Overseas Aid Commission supported 12 emergencies in places as diverse as Haiti, Lesotho, Pakistan, Gambia, Sudan and Mali. Throughout the year, Jersey Overseas Aid Commission made emergency grants totalling £360,000 to help some of the most vulnerable children in the world. This included £90,000 towards the food crisis in the Sahel region in Africa. We are extremely grateful for the support from this donor, particularly for the silent emergencies that received little attention in the media despite their severity.

We are extremely grateful to CEO of Marks & Spencer and UNICEF Vice President, Marc Bolland, for hosting a dinner with UNICEF Goodwill Ambassador Sir Roger Moore to raise money for the Children's Emergency Fund. More than £105,000 was pledged on the night. Sir Roger was presented with a UNICEF UK Lifetime Achievement Award at the event.

Sahel, food crisis

In 2012, a severe drought hit the semi-arid Sahel region of West and Central Africa, producing widespread crop failure, loss of livestock, and soaring food prices. One million children were at risk of severe malnutrition.

The crisis affected children across nine countries: Burkina Faso, Cameroon (north), Chad, Gambia, Mali, Mauritania, Niger, Nigeria (north) and Senegal. The plight of children was exacerbated by conflict and displacement in Mali, limited national health care services, lack of clean water, and the fact that many of the affected areas were remote and difficult to reach.

UNICEF UK worked with UNICEF offices around the world to sound the alarm. We encouraged people to spread the word about the humanitarian crisis on Facebook and Twitter by using #SahelNOW. This was the most used hash tag in relation to the Sahel crisis and had been seen more than 60.3 million times on Twitter. UNICEF Ambassador and actress-singer Selena Gomez's tweet on the crisis was retweeted nearly 7,000 times. UNICEF high-profile supporter Eddie Izzard, who visited the region in 2011, helped to raise awareness of the emergency and of UNICEF's work in an interview with ITN (Independent Television News).

By the end of 2012, UNICEF and partners had provided life-saving treatment for 850,000 severely malnourished children in the Sahel region. One of these children was 8-month-old Alimou. His mother Halima explained what happened:

"I fled Mali in a panic following violence. We left in the dead of night with only the clothes on our backs. We walked 30 miles and had nothing to eat. Alimou became ill very quickly with diarrhoea and vomiting. I was crying all the time, but there was nothing I could do. When I arrived at the camp, I was told to go to the health centre." Alimou weighed just five kilos and was severely malnourished. He received life-saving food three times a day. Halima says, "I feel better now because Alimou is also better. I am so relieved. He now plays with his brother."

UNICEF helped to increase the number of health facilities providing nutrition services from 3,100 to nearly 5,000. In addition, 1.9 million children were vaccinated against measles and 7.3 million families received mosquito nets to prevent malaria.

UNICEF UK's emergency appeal provided around £3.3 million (including DFID's grant) to assist UNICEF's humanitarian work for children in the Sahel. Our integrated emergency appeal to individuals raised more than £790,000. After the emergency appeal, we thanked people and provided real-life stories to show how their support had made a decisive difference for children.

Syria, conflict

The Syrian conflict that began in March 2011 continued throughout the whole of 2012. By the end of the year, according to a UN report, the violence had claimed the lives of more than 60,000 people and affected more than 2.5 million people, half of them children. Countless homes, schools, hospitals and other essential infrastructure such as water and sanitation systems were either destroyed or severely damaged.

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The number of refugees grew rapidly. By the end of 2012, there were more than 400,000 refugees in the neighbouring countries of Jordan, Lebanon, Turkey and Iraq. Large-scale displacement resulted in overcrowded refugee camps and stretched host communities' capacity to the maximum. Given the volatile security situation, humanitarian access was extremely limited and agencies sought alternative ways to reach people in need.

In Syria itself, UNICEF helped to deliver services for children in all 14 governorates. In November and December, a UNICEF-supported nationwide immunization campaign vaccinated 1.3 million children against measles and 1.5 million against polio. Internally displaced children and families in the worst affected areas received emergency food rations and primary health care through mobile teams.

More than 2,000 schools have been damaged in the conflict and over 600 schools are being used as shelters. To make sure that children could continue at school, UNICEF helped restore 100 schools, constructed 70 prefabricated classrooms and provided extra classes for more than 27,000 children at school clubs.

In Jordan, UNICEF provided essential water and sanitation services to more than 75,000 refugees in the camps as well as host communities. Child friendly spaces were established in the camps, providing psychosocial support and care for nearly 14,000 children, helping them come to terms with trauma and displacement.

In Lebanon, a back-to-school initiative supported enrolment for 50,000 children in Lebanese state schools. UNICEF Child-Friendly Spaces provided psychosocial support to nearly 5,000 children in the camps. UNICEF also provided clean drinking water to nearly 6,500 people.

In the two refugee camps in Iraq, UNICEF provided safe drinking water for over 7,000 refugees and 3,300 children were vaccinated against measles and polio. Nearly 2,000 children benefited from education programmes and UNICEF Child-Friendly Spaces provided over 1,000 children with psychosocial support and protection from abuse, exploitation and violence.

In Turkey, UNICEF provided educational, recreational and psychosocial care for 22,500 children. It also provided 160 tents, 100 recreation kits and 100 early childhood education kits.

As 2012 came to an end, Syria and surrounding countries faced the coldest winter in a decade. UNICEF prepared to protect children from the freezing conditions, supplying winter clothes warm blankets.

UNICEF UK's emergency appeal provided £900,000 to assist UNICEF's humanitarian work for children affected by the violence in Syria.

In December 2012, we launched our Christmas appeal, including web banners and advertising on tubes and trains. Our appeal featured a Syrian girl who had lost her home in the conflict and ask people to provide warm clothes and blankets to protect children from the cold. It raised more than £68,000.

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Yemen, malnutrition

Yemen is in a state of chronic emergency. Child malnutrition rates are alarming: more than 250,000 Yemeni children suffer from severe acute malnutrition and are at real risk of dying. One in every two children (2.3 million) in Yemen is stunted; their physical and mental development permanently harmed by because of malnutrition.

The malnutrition crisis is exacerbated by poverty. Yemen is the poorest country in the Middle East, with nearly half the population living on less than US\$2 per day. Conflict fuels the crisis, as more than 430,000 people are internally displaced. In addition, children are subject to extreme violence: in 2012, 174 children were killed and maimed, including 49 victims of landmines.

Other aggravating factors include unsafe water – 13 million people do not have clean water and adequate sanitation – drought, high food prices, poor nutritional practices, and a lack of basic public services. Lack of access to affected areas hampers humanitarian aid delivery.

To try to tackle the child malnutrition crisis, UNICEF runs feeding centres in all 22 of Yemen's governorates and outpatient contact points in all 334 districts. The number of nutrition centres grew from 330 in 2010 to over 540 in 2012.

In 2012 UNICEF strengthened child protection mechanisms in emergency-affected areas, providing psychosocial support for 220,000 children and informing more than 210,000 people (96,000 of them children) about the dangers of landmines.

East Africa, food crisis

In 2011, drought, soaring food prices, and continuing conflict and insecurity in Somalia left 320,000 children severely malnourished and in need of treatment (that's the equivalent of all the children born in the UK in six months last year).

In 2012, more than 1 million Somali children were still in the grip of an acute food crisis. One in six was severely malnourished. In addition, over 1.3 million people remained displaced due to conflict and political insecurity.

Despite severe logistical challenges, UNICEF increased the number of nutrition centres to nearly 1,150 and treated many thousands of acutely malnourished children. UNICEF also expanded support from 120 to 320 health facilities, accounting for about 90 per cent of all health facilities in Somalia. Food vouchers encouraged children displaced by famine and conflict to return to school.

We are most grateful to the Children's Investment Fund Foundation for their generous gift in kind of 14,000 cartons of ready-to-use therapeutic food (RUTF) to Ethiopia. This donation enabled UNICEF to save the lives of thousands of severely malnourished children in Ethiopia.

In total, UNICEF UK's supporters provided £820,000 to assist UNICEF's humanitarian work for children in East Africa and Somalia.

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Democratic Republic of Congo, conflict

The humanitarian situation in the Democratic Republic of the Congo continued to deteriorate. In eastern DR Congo, more than 1.2 million children were displaced by armed conflict. Grave human rights violations were committed, including sexual violence and forced recruitment of children into armed groups. In North Kivu, the conflict left more than 180,000 children unable to go to school. And rebels temporarily captured the town of Goma, forcing 130,000 people from their homes.

The volatile situation exacerbated the threats to children's health. More than one million children under the age of 5 suffered from severe acute malnutrition, concentrated mainly in the central and western. Measles outbreaks were reported in 10 out of 11 provinces, resulting in more than 1,000 deaths by the end of September. There were also more than 25,500 reported cases of cholera.

UNICEF responded by helping to vaccinate more than 10 million children under the age of five against measles. Over 1.3 million people received clean water and more than 675,000 got essential household items. In addition, more than 80,000 children received psychosocial support at 50 UNICEF child-friendly spaces, helping them come to terms with trauma and gain protection from abuse and exploitation.

Your support for children

Our total income for 2012 was £62.3 million, which allowed us to make £41.4 million available for programmes for children. UNICEF UK depends entirely on voluntary contributions to support UNICEF programmes worldwide. We receive no money from the United Nations budget.

Core programmes

Unrestricted funds (money not earmarked for specific programmes or priority areas) are especially valuable to UNICEF as they allow us to direct money to areas where children's need is greatest, even if funding has so far been inadequate or non-existent. There are three main criteria for allocating unrestricted funds to individual countries: the mortality rate of children under the age of 5, the gross national product per capita, and the absolute size of the child population. Based on these criteria, the global UNICEF Executive Board decides on funding proposals for individual country programmes. If approved, a country programme is usually five years in length and UNICEF plans carefully with individual governments to ensure the best results for children. From our 2012 income, the contribution of UNICEF UK to UNICEF's core programmes amounts to over £11.9 million, a £3.5m increase over the previous year.

UNICEF UK is enormously grateful to our Global Guardians, a special group of individual supporters who make regular gifts, mainly to our core programmes for children across the world. Global Guardians give us the flexibility to respond wherever the need is most urgent, whether this is essential funding for a long-term programme or a humanitarian emergency for children. In 2012 Global Guardians gave more than £330,000 to UNICEF in unrestricted funding, enabling us to support children in some of the most challenging countries such as Nigeria, Afghanistan and Burkina Faso. Global Guardians enjoy being closely involved with UNICEF's work through regular updates and invitations to events.

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Corporate support

In 2012, UNICEF UK corporate partners donated more than £11.9 million with valued support from Barclays, CBRE, Claire's, Clarks, The Co-operative Pharmacy, DLA Piper, easyJet, EE, Freshfields, FTSE, IKEA, Kantar, Manchester United, Marks & Spencer, Pampers, Rangers, Starwood Hotels and Resorts, State Street, Twinings, Visa Europe, and Wella among others.

Legacies

UNICEF UK is deeply grateful to the 185 supporters who left a legacy of life for the children of the world through gifts in their Wills. Their generous legacies, which totalled more than £3.5 million, helped thousands of children live safer, healthier lives and moved the world a step closer to ending all preventable deaths of children. We extend our sympathy and heartfelt thanks to their loved ones. As of today, over 2,173 supporters have informed UNICEF UK of their plans to leave a gift to children in their Wills. We applaud their foresight and leadership in making future generations of children a priority.

Major supporters, trusts and grant-making bodies

In 2012, UNICEF UK received £7.3million from major donors, charitable trusts, foundations and grant-making bodies. We are sincerely grateful for the loyal support and generosity of these individuals and organisations towards our work for children.

We are extremely grateful to the Alliance Ball Committee that over the last seven years has raised more than £2 million towards a number of UNICEF's programmes, such as measles immunisation and improving schools in Malawi, as well as generously supporting our regular resources.

UNICEF UK, top social charity

In 2012, UNICEF UK continued to invest in the technology and capability to make us a digital-first organisation, enabling us to have an even broader reach. An early indication of the success of this transformation was that we topped the 2012 Social Charity Index. The report noted that UNICEF UK "*has grown in strength by developing engaging multi-media, multi-platform experiences*" such as hosting a Google+ hangout (webchat) with actress and UNICEF supporter Keeley Hawes. In 2012, tweets from our UNICEF UK Ambassadors and high-profile supporters reached 5 million users and more than 3,000 users retweeted Ambassador messages giving an overall audience reach of over 20.5 million.

Carol concert

In December, more than 600 people enjoyed our carol concert to celebrate UNICEF's work at St John's Smith Square. Our Head of Campaigns Anne Callaghan spoke movingly about her visit to see UNICEF's work in Malawi.

Fundraising groups and volunteers

Through volunteering their time and skills on a wide range of innovative events, community fundraisers and event organisers raised over £1.7 million in 2012. Our loyal and dedicated UNICEF Volunteer Groups alone raised over £82,000 for our work with children. In 2012 we welcomed 10 new fundraising groups around the UK. Student On Campus societies continued to grow, and we now have UNICEF UK groups at 38 universities.

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2012 also saw the beginning of UNICEF's involvement in two new annual fundraising events, *Live Below the Line* and *The Giant Sleepover*.

Team UNICEF runners raised more than £590,000. Since 2008, Royal Parks Half Marathon runners have raised more than £1.1 million for UNICEF's work for children. Since 2007, runners in the Virgin London Marathon have raised more than £500,000 for UNICEF UK.

Our relationships with schools across the UK brought in £272,000 in 2012. More than £155,000 of that came in through our annual *Day for Change* appeal, which naturally focused on sport in the year of London Olympics. Jar of Grace, our annual fundraising appeal with UK churches, focused on child malnutrition. It raised more than £73,000 for children.

Individual support

UNICEF UK raised £24.7 million through marketing campaigns to our existing supporters and other members of the public. Our Christmas 2012 appeal focused on UNICEF immunisation programmes that go to extraordinary lengths to reach every child. UNICEF Ambassador Ewan McGregor, using stories gathered from his *Cold Chain* television series (see page 6) described how UNICEF vaccines reach the children who are hardest to reach. The appeal raised nearly £880,000, beating our target by £370,000.

We launched an innovative way for supporters to give regularly via their mobile phone. Supporters agree to give a monthly amount, all within their control, and in response they get an inspiring story and photo gallery to show how their support is helping children.

Cards and gifts

Sales to individuals and companies generated £232,000 for UNICEF UK in 2012 compared to £236,000 in the previous year. This represents the profit share from our trading partners Hallmark Consumer Services and Proco, and was generated in the context of an increasingly challenging marketplace. A further £105,000 (2011 = £154,000) was raised thanks to generous buyers adding a top-up donation to their orders, helping UNICEF UK to help more children worldwide.

In 2012, sales of UNICEF Inspired Gifts totalled £197,000, helping provide life-saving and life-changing supplies including:

- Medicine, equipment and training to help the safe delivery of more than 800 babies to countries including Malawi, Syria, Chad and Ethiopia
- Polio vaccines to help protect almost 162,000 children against this infectious and crippling disease to countries including Nigeria, DR Congo, Sudan, and Yemen.
- 4,500 bed nets to protect children from the menace of mosquitoes to countries including Chad, Burkina Faso, Mali, Burundi and Pakistan
- Emergency water kits, including buckets, water purification tablets and soap for 480 families, to countries including Comoros, Jordan and Peru
- Measles vaccines for 33,400 children, providing protection from this killer virus to countries including DR Congo, Syria, Eritrea, Pakistan and Lebanon
- Exercise books and pencils for over 27,500 children, helping them learn and have hope for a brighter future in countries including Syria, Nicaragua and Ghana

Looking ahead: Operational plan 2013–14

2013 and 2014 are years three and four of our Five-Year Strategic Framework, the strategic priorities of which are:

- To maximise the amount of money we raise to spend on programmes for children
- To champion children's rights, delivering change to policy and practice in government and other institutions that affect children's lives
- To constantly strive to be more effective and to create the conditions for future success in our mission

Our work in the next year and beyond takes place in a challenging environment. We continue to experience an economic downturn impacting on charitable donations and other fundraising activities in the UK, and impacting on public funding and policy priorities such as public perception of funding for international development and promotion of human rights. The environment is also politically challenging for advocacy on rights and child poverty against an austerity agenda. UNICEF UK has demonstrated the ability to achieve growth in fundraising income and deliver change in policy and practice in this environment, and we are determined to continue to do so.

Our fundraising targets for the next two years are ambitious but deliverable. Indeed, they are vital to provide the necessary support for UNICEF's work to enable children to survive and thrive throughout the world.

In 2013 we aim to raise £60.6 million; increasing to £69.8 million in 2014. We will continue to focus our efforts on recruiting and retaining committed long-term supporters across all our fundraising areas, ensuring the maximum amount is available to spend on children. We will continue to increase our pledge donor base, build further on our successful corporate partnerships activity, and continue growing income from major donors, trusts and foundations.

UNICEF UK has been chosen as the Commonwealth Games partner in 2014. During 2013, we will fundraise and fund development programmes for children in a number of Commonwealth countries, preparing for a major fundraising event at the time of the Games in 2014 that will then fund legacy programmes for children throughout the Commonwealth. The aim of the legacy is to impact on children in every Commonwealth country and every child in Scotland.

We will continue to develop our programmes for children in the UK, with each programme growing in terms of its impact on children's rights as well as providing an increasingly strong evidence base for our advocacy work.

The Baby Friendly Initiative is responding to changes in the health environment to ensure that babies are given the very best start in life. This programme will build on our research, published in 2012, that demonstrated the economic as well as the health case for breastfeeding. The Baby Friendly Initiative will continue to expand its work with providers of community and district nursing care and children's centres, as well as in District General Hospitals.

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The Rights Respecting Schools programme will redevelop their programme with a stronger child rights framework, focusing on measurable and evidence based outcomes for children. The new model will be designed with sustainability, growth, quality, and cost recovery at the centre. It will focus on expanding in areas of deprivation in the UK.

The Child Rights Partners programme will work to embed a rights-based approach with five committed local authorities, demonstrating that a child rights based approach is the best way to work with and for children in terms of child well-being outcomes. The programme will also seek to establish a measure of child rights at the local level.

UNICEF UK continues to work to influence UK and international policy. As a leading member of the multi-agency *Enough Food for Everyone IF* campaign on hunger, we worked to ensure the UK Government kept its commitment that 0.7 per cent of Gross National Income (GNI) will be spent on Official Development Assistance (ODA) in 2013. We are also working to ensure that action is taken to prevent child malnutrition at an international summit on hunger and nutrition held in the UK in June, the week before the G8 Summit.

Internationally, we will also be consulting with young people in the UK on the post-2015 development framework, continuing to build awareness of the UNICEF Children's Rights and Business Principles (a set of principles to guide companies to respect and support children's rights), and working towards an increase in climate finance funding and the development of a more child-centred approach to climate change.

On the domestic front, we will continue to work towards the implementation of the 'Child Rights Measure' in Wales (legislation imposing a duty on the Welsh Government to consider the rights and obligations in the UN Convention on the Rights of the Child), supporting the implementation of the Children and Young People Act in Scotland, and pressing the UK Government to maintain the pledge to eradicate child poverty by 2020.

In summary, our advocacy priorities for the next two years will be:

- Child nutrition
- Finance for climate change adaptation
- Enshrining the UN Convention on the Rights of the Child into UK legislation
- Achievement and evaluation of the Millennium Development Goals and the development of their successor goals after 2015
- The contribution of the private sector to child rights
- Child poverty in the UK
- Getting the main political parties to include our priorities for children in their election manifestos

Finally, we will aim to create the conditions for success in 2013 and beyond. We plan to prioritise well-being and engagement of our staff, continuing to embed the Common Approach, a clear statement of the principles that underpin our behaviour as an employer. To support our fundraising and advocacy work, we will redevelop our brand, seeking to increase awareness and provide ever more compelling reasons to support UNICEF UK.

Our Digital Hub will continue to spearhead our activities to be 'digital first' to enable effective engagement with our supporters that will help us achieve our fundraising and advocacy aims. With the consolidation of all of our Supporter Care activities in one office from March 2013, we will be in a good position to ensure all of our supporters get the best possible response and service from us, enabling the world's children to benefit even further from their support and commitment.

We continue to work towards utilising the creativity of our staff to the fullest extent in order to deliver innovation in both business-as-usual and more experimental activities, contributing to our vision of a world fit for children. We will build on innovative initiatives started in 2012; for example developing our 'Giant Sleepover' event and our sports strategy to determine our future direction in relation to the sports sector and to sport for development activities.

We recognise that our success in achieving our goals for children globally increasingly depends on having a talented team of people, working effectively and creatively towards our aims. Recruiting high calibre staff and supporting the development of the talent we have will be a priority for us during 2013 and 2014.

Financial review

Income

Excluding the changes in discretionary Government grants, UNICEF UK's total voluntary income increased by 11.4% from £50.2m to £55.9m despite the difficult economic climate. Support for UNICEF from the UK Government, the States of Jersey and the Isle of Man has remained strong. During 2012 the UK Government's Department for International Development (DFID) continued its strong relationship with UNICEF, including financial support rising from \$290.6m in 2011 to \$312.4m in 2012. A change in the global UNICEF organisation's working practices during the year has resulted in fewer contributions from DFID being recognised in UNICEF UK's accounts compared to previous years. Consequently, the amount of DFID funding included in the financial statements of UNICEF UK reduced by £38.1m compared to 2011, even though DFID's total contributions to UNICEF internationally have increased. Consequently, despite growth in voluntary income, overall income of UNICEF UK has reduced from £95.0m in 2011 to £62.3m, a reduction of £32.7m.

Costs of generating funds

Charities have to spend money to raise money. Over the past five years⁷, UNICEF UK has spent an average of 22 pence to raise each pound. This covers the costs of raising funds through mail campaigns, supporting our existing donors and recruiting new donors. This also covers the costs associated with the UNICEF greeting cards and gifts business.

⁷ A five-year rolling average more clearly shows the charity's core underlying costs as it minimises the impact of one-off or exceptional events such as humanitarian emergencies.

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Charitable expenditure

Of the total income raised in 2012, £41.4 million was available for programmes to benefit children. Of this, £24.7 million was for specific programmes or countries chosen by our donors, £11.9 million for UNICEF core programmes and £4.8 million for UNICEF UK's advocacy and programmes in the UK, such as our Baby Friendly Initiative and Rights Respecting Schools Initiative.

On average, over the last five years, 76 per cent of UNICEF UK's gross income was available for programmes, after fundraising, sales and administration costs.

Fundraising Standards Board (FRSB)

UNICEF UK is a member of the Fundraising Standards Board (FRSB), the body for self-regulation of fundraising in the UK. As a member of the FRSB, UNICEF UK adheres to the highest standards of good practice with our fundraising. We are also committed to giving the public the comfort of a 'safety net' provided by the FRSB's robust complaints system.



Management and administration and governance costs

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

Under the Statement of Recommended Practice on Accounting and Reporting by Charities issued in 2005 (SORP 2005), management and administration support costs are allocated between the charity's functional activities and "governance costs". Governance costs provide the governance infrastructure for the charity to operate and generate the information for public accountability, and include the costs of strategic planning for the future development of the charity. Governance costs amounted to less than 1 per cent of total income in 2012.

UNICEF UK Enterprises Limited

The charity's wholly owned trading subsidiary carries out commercial trading activities for the charity. During the year, income of £975,000 (2011: £1,583,000) was raised from event registration fees, corporate cause-related marketing arrangements, commissions and royalties. After allowing for associated expenditure and management charges, £745,000 (2011: £1,354,000) was covenanted under Gift Aid to UNICEF UK.

Reserves

Total reserves at the year end amounted to £3.8m. UNICEF UK's policy on reserves is to:

Maintain a general fund to finance working capital needs and cover the resources invested in fixed assets. UNICEF UK has no need for large reserves to provide for future programmes, as UNICEF headquarters (UNICEF HQ) safeguards these. In addition, the charity's diversified sources of income mean that there is a low risk that there would be a dramatic sudden reduction in donations from all sources, and therefore it is unnecessary to hold large reserves to deal with such an eventuality. General funds at the year end amounted to £2.0m.

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Retain an emergency fund of £500,000 to allow for an immediate response to the humanitarian needs of children during an emergency, even if we have not yet received income from the relevant appeals.

At the end of the year, there was also £194,000 of restricted funds relating to income from UNICEF HQ to contribute towards developing innovative fundraising techniques. Designated funds of £1.6m have been set aside at the end of 2012 for a number of specific activities planned for 2013-14 (see note 18 of the financial statements).

Ethical investment policy

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

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

Changes in assets

The changes in fixed assets during 2012 are set out in note 13 to the financial statements. The net value of the charity's fixed assets has decreased from £1.8 million at the end of 2011 to £1.5 million at the end of 2012 because depreciation and disposals of assets exceeded the cost of new assets purchased. No assets are held by the charity's trading subsidiary company.

The cash at bank held by the group at the year-end amounted to £4.1 million, compared to £7.7 million at the end of 2011. 2011 was unusually high as a result of our payment cycle coinciding with the non-working days around Christmas at the end of the previous year.

Volunteers

Our volunteers contribute in many important ways to UNICEF UK's success and achievements. Volunteers including our Trustees, regional UNICEF groups, advisors, high profile supporters and interns donated tens of thousands of hours of their time during 2012.

Governance

UNICEF UK is a charitable company limited by guarantee and governed by a Board of Trustees that consists of no less than seven and no more than 16 elected Board Members, who are concurrently Directors under Company Law. The Board selects from amongst themselves the following officers: a Chair, two Vice-Chairs and a Treasurer. It has the power to co-opt up to six further Trustees for a maximum of one year. The maximum term of service for an elected Trustee is six consecutive years; officers of the charity can serve for nine consecutive years. Thereafter, a year must elapse before re-election or re-appointment to the Board. An annual general meeting of members of the charity elects the Board and confirms the membership of any Trustees co-opted during the year. Two young people are appointed as Youth Advisers to the Board, each serving a two-year term.

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

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

An Audit Committee meets at least twice a year to consider internal and external audit related matters and oversee the effectiveness of UNICEF UK's risk management processes.

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

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

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

The United Kingdom Committee for UNICEF

Trustees' Report and Financial Statements

For the year ended 31 December 2012

Risk management

A Risk Management Group, comprising the Treasurer and senior members of staff from across UNICEF UK, meets quarterly to identify and assess the major risks, and recommend and monitor implementation of appropriate actions to manage those risks. The group reports to the Audit Committee twice yearly and the Board of Trustees annually. Risk management is an integral part of our planning process at a strategic, departmental and project level. During 2012 an overall review and revision to the risk management processes at UNICEF UK was carried out to further strengthen this area of governance.

The top three risks that UNICEF UK currently listed on the corporate risk register, taking into account the controls and safeguards we already have in place, are as follows:

- Loss of key staff or reduction in wellbeing resulting in a diminished performance
- Technology or other information security breach results in a real or perceived unauthorised access to stored data.
- Broad external factors such as the economic situation or shifting public attitudes to international aid impacts the achievement of planned objectives.

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

Public benefit

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

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

The United Kingdom Committee for UNICEF

Trustees' Report and Financial Statements

For the year ended 31 December 2012

Trustees

The Trustees are also Directors for the purposes of company law. The Trustees who served during the year and up to the date of this report were as follows:

| | |
|---|-----------------------------|
| David L Stanton | Chair |
| Christopher Lovell | Vice-Chair (to June 2012) |
| Sue MacGregor CBE | Vice-Chair |
| Robert Scott | Vice-Chair (from June 2012) |
| Sir Anthony Redmond | Treasurer |
| Graham Badman CBE | |
| Dr Harriet Crabtree OBE | |
| Professor Jagdish Gundara | |
| Ilse Howling | |
| Glyn Isherwood | |
| The Baroness Massey of Darwen | |
| The Baroness Miller of Chilthorne Domer | (to November 2012) |
| The Baroness Morris of Bolton OBE | (to December 2012) |
| Professor Martin Woodhead | (from June 2012) |
| Professor Mary Renfrew | |

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 2012 was 114 (2011 – 113). The Trustees have no beneficial interest in the charity or the group.

Youth Advisers to the Board

The Youth Advisers are not Directors for the purposes of company law. The Advisers who served during the year and up to the date of this report were as follows:

Hannah Coakley
Harry Phinda

Related parties and connected organisations

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

UNICEF UK is connected to the global UNICEF organisation through a 'co-operation agreement' between the two parties.

Statement of responsibilities of the Trustees

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

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

In preparing these financial statements, the Trustees are required to:

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

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the group and charity's transactions and disclose with reasonable accuracy at any time the financial position of the group and charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the group and charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

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

Auditors

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

Approved by the Board of Trustees on 24 April 2013 and signed on its behalf by

David L Stanton
Chairman

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

We have audited the financial statements of UNICEF UK for the year ended 31 December 2012 which comprise Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Group cashflow statement and the related notes and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 144 of the Charities Act 2011 and regulations made under section 154 of that Act. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditors

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

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

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

**Independent auditors' report to the members and Trustees of
The United Kingdom Committee for UNICEF
For the year ended 31 December 2012**

Opinion on the financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 December 2012, and of the group's incoming resources and application of resources, including its 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 Act 2011.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion the information given in the trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 requires us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Catherine L. Sayer (Senior statutory auditor)

30 May 2013

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

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

The United Kingdom Committee for UNICEF

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

For the year ended 31 December 2012

| | Notes | Unrestricted £'000 | Restricted £'000 | 2012 Total £'000 | 2011 Total £'000 |
|---|-------|-----------------------|---------------------|------------------------|------------------------|
| Incoming resources | | | | | |
| <i>Incoming resources from generated funds:</i> | | | | | |
| Voluntary income | 2 | 25,002 | 30,904 | 55,906 | 50,172 |
| Government grants | 3 | - | 3,991 | 3,991 | 42,217 |
| UNICEF fundraising development | 11 | - | 589 | 589 | 586 |
| UNICEF cards and gift sales | 4 | 337 | - | 337 | 390 |
| Investment income | | 15 | - | 15 | 20 |
| <i>Incoming resources from charitable activities:</i> | | | | | |
| Advocacy programmes | | 1,467 | 21 | 1,488 | 1,628 |
| Total incoming resources | | 26,821 | 35,505 | 62,326 | 95,013 |
| Resources expended | | | | | |
| <i>Costs of generating funds:</i> | | | | | |
| Costs of generating voluntary income | 5 | (8,256) | (10,190) | (18,446) | (18,140) |
| UNICEF fundraising development | 11 | - | (721) | (721) | (309) |
| UNICEF cards and gifts costs | 4 | (187) | - | (187) | (167) |
| | | (8,443) | (10,911) | (19,354) | (18,616) |
| <i>Charitable activities</i> | | | | | |
| Core UNICEF programmes | 6 | (11,915) | - | (11,915) | (8,448) |
| Specific UNICEF programmes | 6,8 | - | (24,702) | (24,702) | (62,396) |
| Advocacy programmes | 6,7 | (4,746) | (21) | (4,767) | (4,816) |
| | | (16,661) | (24,723) | (41,384) | (75,660) |
| <i>Governance costs</i> | 9 | (612) | - | (612) | (617) |
| <i>Other resources expended</i> | | (70) | (3) | (73) | (4) |
| Total resources expended | | (25,786) | (35,637) | (61,423) | (94,897) |
| Net movement in funds before transfers | | 1,035 | (132) | 903 | 116 |
| Funds at the start of the year | | 2,582 | 326 | 2,908 | 2,792 |
| Funds at the end of the year | | 3,617 | 194 | 3,811 | 2,908 |

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

The United Kingdom Committee for UNICEF

Balance sheets

As at 31 December 2012

| | Note | The group | | The committee | |
|---|------|---------------|---------------|---------------|---------------|
| | | 2012 £'000 | 2011 £'000 | 2012 £'000 | 2011 £'000 |
| Fixed assets | | | | | |
| Tangible fixed assets | 13 | 1,477 | 1,837 | 1,477 | 1,837 |
| Investments | 14 | - | - | 20 | 20 |
| | | <u>1,477</u> | <u>1,837</u> | <u>1,497</u> | <u>1,857</u> |
| Current assets | | | | | |
| Debtors | 15 | 4,261 | 4,345 | 4,283 | 6,860 |
| Cash at bank and in hand | | 4,112 | 7,702 | 4,070 | 5,167 |
| | | <u>8,373</u> | <u>12,047</u> | <u>8,353</u> | <u>12,027</u> |
| Creditors: amounts due within one year | | | | | |
| Creditors and accrued charges | 16 | 4,185 | 5,029 | 4,185 | 5,029 |
| Amounts due to UNICEF | | 1,854 | 5,947 | 1,854 | 5,947 |
| | | <u>6,039</u> | <u>10,976</u> | <u>6,039</u> | <u>10,976</u> |
| Net current assets | | <u>2,334</u> | <u>1,071</u> | <u>2,314</u> | <u>1,051</u> |
| Net assets | 17 | <u>3,811</u> | <u>2,908</u> | <u>3,811</u> | <u>2,908</u> |
| Funds | | | | | |
| Unrestricted funds | | | | | |
| General funds | | 2,000 | 2,000 | 2,000 | 2,000 |
| Designated funds | | 500 | 500 | 500 | 500 |
| - Emergency Reserve | | 500 | 500 | 500 | 500 |
| - Youth participation project | | 6 | 12 | 6 | 12 |
| - Baby Friendly Research fund | | 5 | 70 | 5 | 70 |
| - Major IT project | | 880 | - | 880 | - |
| - Sports Partnership Programme | | 100 | - | 100 | - |
| - Nutrition Campaign | | 126 | - | 126 | - |
| Restricted funds | | <u>194</u> | <u>326</u> | <u>194</u> | <u>326</u> |
| Total funds | | <u>3,811</u> | <u>2,908</u> | <u>3,811</u> | <u>2,908</u> |

The notes on pages 46 to 57 form part of these financial statements.

These financial statements were approved by the Trustees on 24 April 2013 and were signed on their behalf by:

David L Stanton
Chairman

Sir Anthony Redmond
Treasurer

The United Kingdom Committee for UNICEF

Consolidated cash flow statement

For the year ended 31 December 2012

| | 2012 | 2011 |
|--|----------------|-------|
| | £'000 | £'000 |
| Net incoming resources for the year | 903 | 116 |
| Interest received | (15) | (20) |
| Depreciation of tangible fixed assets | 370 | 434 |
| Decrease / (increase) in debtors | 84 | (160) |
| (Decrease) / increase in creditors | (4,937) | 4,660 |
| Net cash (outflow)/ inflow from operating activities | (3,595) | 5,030 |
| Returns on investments and servicing of finance | | |
| Interest received | 15 | 20 |
| Capital expenditure | | |
| Loss on disposal of fixed assets | - | - |
| Payments to acquire tangible fixed assets | (10) | (75) |
| Management of liquid resources | | |
| Cash withdrawn from fixed term deposit | - | - |
| | (3,590) | 4,975 |
| (Decrease)/ Increase in cash | (3,590) | 4,975 |
| Reconciliation of net cash flow to movement in net cash | | |
| | 2012 | 2011 |
| | £'000 | £'000 |
| (Decrease)/ increase in cash | (3,590) | 4,975 |
| Net cash at 1 January | 7,702 | 2,726 |
| Net cash at 31 December | 4,112 | 7,702 |

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2012

1. Accounting policies

a) Basis of preparation

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

b) Basis of consolidation

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

c) Incoming resources and resources expended

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

Incoming resources

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

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

Costs of Generating Funds

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

| | |
|----------------------------|-----|
| Fundraising | 57% |
| Cards and Gifts | 2% |
| Advocacy Programmes | 27% |
| Specific UNICEF Programmes | 4% |
| Governance | 10% |

Charitable Expenditure

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

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

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2012

1. Accounting policies (continued)

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

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

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

d) Tangible fixed assets

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

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

| | |
|--------------------|----------------------------------|
| Leasehold property | 10% |
| Office equipment | 20% |
| Computer hardware | 33 ¹ / ₃ % |

e) Grants

Included in the UNICEF UK accounts are contributions from DFID, Jersey, Guernsey and the Isle of Man. The DFID contributions are those to humanitarian emergencies in which UNICEF UK was active in 2012 both in discussions with DFID and in raising public awareness and funds.

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

f) Pensions

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

g) Operating leases

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

h) Foreign currency

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

i) Donated services and Gifts in Kind

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

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

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2012

| 2. Voluntary income | | | 2012 | 2011 |
|--|--------------|------------|--------|--------|
| | Unrestricted | Restricted | Total | Total |
| | £'000 | £'000 | £'000 | £'000 |
| Direct marketing | 16,670 | 8,288 | 24,958 | 26,516 |
| Change for Good | - | 951 | 951 | 2 |
| Check Out for Children | - | 1,326 | 1,326 | 1,322 |
| Corporate partnerships | 920 | 8,671 | 9,591 | 6,919 |
| Major supporters, charitable trusts and foundations* | 1,895 | 5,368 | 7,263 | 4,754 |
| Legacies | 3,495 | 24 | 3,519 | 4,153 |
| Fundraising initiatives and regional fundraising | 1,139 | 530 | 1,669 | 2,429 |
| Special events | 876 | 2,542 | 3,418 | 533 |
| "Inspired Gifts" donations | - | 197 | 197 | 224 |
| International Inspiration 2012 | - | 2,953 | 2,953 | 2,431 |
| Donated goods and services | - | 48 | 48 | 774 |
| Other fundraising | 7 | 6 | 13 | 115 |
| Total | 25,002 | 30,904 | 55,906 | 50,172 |

* Charitable trusts restricted income includes £2.6m (2011- £Nil) from RDCYP

| 3. Government grants | | | 2012 | 2011 | |
|---|--|--|-------|--------|-------|
| | | | Total | Total | |
| | | | | £'000 | £'000 |
| The Department for International Development (DFID) | | | 3,270 | 41,393 | |
| The States of Guernsey & Jersey and the Isle of Man | | | 721 | 824 | |
| Total | | | 3,991 | 42,217 | |

All government grants are treated as restricted funds.

UNICEF UK's working practices with UNICEF international changed in 2012, resulting in fewer DFID contributions being accounted for by UNICEF UK compared to previous years. This change has not affected the funding provided by DFID to UNICEF at the global level.

| 4. UNICEF cards and gifts | | | 2012 | 2011 | |
|---|--|--|-------|-------|-------|
| | | | Total | Total | |
| | | | | £'000 | £'000 |
| Sales of UNICEF cards and gifts | | | 232 | 236 | |
| Donations with orders | | | 105 | 154 | |
| Total | | | 337 | 390 | |
| Less: Costs of selling UNICEF cards and gifts | | | | | |
| Staff costs | | | (86) | (90) | |
| Direct costs | | | (42) | (18) | |
| Support costs | | | (59) | (59) | |
| | | | (187) | (167) | |
| | | | 150 | 223 | |

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

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2012

5. Costs of generating voluntary income

| | Staff costs | Direct costs | Support costs (note 9) | 2012 Total | 2011 Total |
|---|--------------|---------------|------------------------|---------------|---------------|
| | £'000 | £'000 | £'000 | £'000 | £'000 |
| Direct marketing | 1,224 | 9,507 | 1,311 | 12,042 | 11,804 |
| Change for Good | 6 | 3 | - | 9 | - |
| Check Out for Children | 112 | 11 | 105 | 228 | 313 |
| Corporate partnerships | 1,035 | 218 | 743 | 1,996 | 1,931 |
| Major supporters, charitable trusts and foundations | 789 | 90 | 586 | 1,465 | 1,526 |
| Legacies | 98 | 225 | 122 | 445 | 415 |
| Fundraising initiatives and regional fundraising | 502 | 530 | 586 | 1,618 | 1,723 |
| Special events | 206 | 230 | 105 | 541 | 210 |
| "Inspired Gifts" fundraising | 29 | 53 | 20 | 102 | 218 |
| Total | 4,001 | 10,867 | 3,578 | 18,446 | 18,140 |

6. Charitable activities

| | Staff costs | Direct costs | Support costs (note 9) | 2012 Total | 2011 Total |
|-------------------------------------|--------------|---------------|------------------------|---------------|---------------|
| | £'000 | £'000 | £'000 | £'000 | £'000 |
| Core UNICEF programmes | - | 11,915 | - | 11,915 | 8,448 |
| Specific UNICEF programmes (note 8) | - | 24,480 | 222 | 24,702 | 62,396 |
| Advocacy programmes (note 7) | 2,125 | 992 | 1,650 | 4,767 | 4,816 |
| Total | 2,125 | 37,387 | 1,872 | 41,384 | 75,660 |

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

7. Advocacy programmes expenditure

| | Staff costs | Direct costs | Support costs (note 9) | 2012 Total | 2011 Total |
|---------------------------------------|--------------|--------------|------------------------|--------------|--------------|
| | £'000 | £'000 | £'000 | £'000 | £'000 |
| Development education and youth work | 712 | 217 | 474 | 1,403 | 1,527 |
| Baby Friendly Initiative | 460 | 553 | 409 | 1,422 | 1,484 |
| Management of information resources | 39 | 2 | 128 | 169 | 277 |
| Communication of UNICEF's programmes | 147 | 32 | 102 | 281 | 231 |
| Management of high profile supporters | 81 | 23 | 57 | 161 | 152 |
| Campaign and parliamentary work | 686 | 165 | 480 | 1,331 | 1,145 |
| Total | 2,125 | 992 | 1,650 | 4,767 | 4,816 |

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2012

8. Supplementary programmes

£24,702,000 was for supplementary programmes (2011: £62,396,000). The main components of expenditure are identified below:

| | 2012 £'000 | 2011 £'000 |
|--|---------------|---------------|
| Children in emergencies | 5,283 | 48,896 |
| Young child survival and development | 10,698 | 6,821 |
| Basic education and gender equality | 6,179 | 4,178 |
| HIV and children | 868 | 1,484 |
| Child protection | 1,674 | 1,007 |
| Policy, partnership and participation for children | - | 10 |
| | 24,702 | 62,396 |

9. Support costs

| | Fundraising and sales costs £'000 | Advocacy programmes £'000 | Governance £'000 | Specific UNICEF programmes £'000 | 2012 Total £'000 | 2011 Total £'000 |
|------------------------|--|---------------------------------|---------------------|---|------------------------|------------------------|
| Finance | 596 | 271 | 100 | 37 | 1,004 | 842 |
| Information technology | 383 | 174 | 64 | 23 | 644 | 654 |
| People and development | 492 | 223 | 83 | 30 | 828 | 776 |
| Office management | 940 | 426 | 158 | 57 | 1,581 | 1,553 |
| Support services | 551 | 250 | 93 | 34 | 928 | 1,018 |
| Directorate | 675 | 306 | 114 | 41 | 1,136 | 1,326 |
| | 3,637 | 1,650 | 612 | 222 | 6,121 | 6,169 |

| | Staff costs £'000 | Other costs £'000 | 2012 Total £'000 | 2011 Total £'000 |
|------------------------|----------------------|----------------------|------------------------|------------------------|
| Finance | 242 | 762 | 1,004 | 842 |
| Information technology | 151 | 493 | 644 | 654 |
| People and development | 731 | 97 | 828 | 776 |
| Office management | 188 | 1,393 | 1,581 | 1,553 |
| Support services | 728 | 200 | 928 | 1,018 |
| Directorate | 766 | 370 | 1,136 | 1,326 |
| | 2,806 | 3,315 | 6,121 | 6,169 |

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2012

10. Staff costs

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

| | 2012 | 2011 |
|------------------------|-------------------|------------|
| | Number | Number |
| Fundraising | 114 | 119 |
| Advocacy programmes | 84 | 74 |
| Support and governance | 5 | 7 |
| | <u>203</u> | <u>200</u> |

Staff costs were as follows:

| | 2012 | 2011 |
|-----------------------|---------------------|--------------|
| | £'000 | £'000 |
| Salaries and wages | 7,600 | 7,109 |
| Social security costs | 800 | 748 |
| Pension contributions | 359 | 350 |
| Total salaries costs | 8,759 | 8,207 |
| Other staff costs | 655 | 692 |
| Total staff Costs | <u>9,414</u> | <u>8,899</u> |

| | No. | No. |
|---|------------|-----|
| Employees with emoluments over £60,000 were as follows: | | |
| £100,001 - £120,000 | 1 | 1 |
| £90,001 - £100,000 | 1 | - |
| £80,001 - £90,000 | 1 | 2 |
| £70,001 - £80,000 | 1 | - |
| £60,001 - £70,000 | 8 | 2 |

There were 9 employees in the year (2011: 5 employees) with emoluments over £60,000 who accrued retirement benefits under the charity's defined contribution schemes. The combined contributions for the year from UNICEF UK for those employees totalled £45,796. The Executive Director's emoluments for 2012, excluding employer's pension costs, amounted to £107,363.

Pension and retirement benefits

The charity operated two defined contribution pension schemes during the year with Phoenix Life and Friends Life. The pension cost charge for the year represents contributions payable to the schemes and amounted to £359,000 (2011: £350,000).

There were £nil outstanding contributions at the end of the financial year (2011: £nil).

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2012

11. UNICEF fundraising development programme

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

| | 2012 | 2011 |
|-------------------|--------------|-------|
| | £'000 | £'000 |
| Donor recruitment | 589 | 586 |
| | 589 | 586 |

Movements on UNICEF fundraising development programme funds

| | Market development programme £'000 | Research and development programme £'000 | Fundraising development programme £'000 | 2012 | 2011 |
|--------------------------|---|---|--|--------------|-------|
| | | | | £'000 | £'000 |
| At the start of the year | - | - | 326 | 326 | - |
| Funding received | - | 44 | 545 | 589 | 586 |
| Funding available | - | 44 | 871 | 915 | 586 |
| Funding utilised | - | (44) | (677) | (721) | (260) |
| At the end of the year | - | - | 194 | 194 | 326 |

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2012

12. Net incoming resources for the year

This is stated after charging:

| | 2012 £'000 | 2011 £'000 |
|--------------------------|---------------|---------------|
| Depreciation | 370 | 434 |
| Trustees' expenses | 6 | 5 |
| Trustees' remuneration | Nil | Nil |
| Auditors' remuneration: | | |
| ▪ Audit | 27 | 26 |
| ▪ Other services | - | - |
| Operating lease rentals: | | |
| ▪ Property | 999 | 1,018 |

Trustees' expenses represent travel and subsistence for 4 (2011: 6) trustees relating to attendance at Board meetings.

During 2011, after a competitive tendering process, UNICEF UK commenced a commercial relationship with Voices for Change (a provider of specialist charity call centre services), which is a member of the Golley Slater Group. Christopher Lovell, a Trustee at the start of 2012, is a director and largest shareholder of the Golley Slater Group. This contract was awarded after due consideration by the Board of Trustees that this was in the best interests of the charity and the trustee in question was not involved in any of those discussions. The total amount paid to Voices for Change in 2012 was £291,000 (2011: £148,000).

13. Tangible fixed assets

The Committee and Group

| | Short leasehold property £'000 | Office equipment £'000 | Computer hardware £'000 | Totals £'000 |
|----------------------------|---|------------------------------|-------------------------------|---------------------|
| Cost | | | | |
| At the start of the year | 2,298 | 514 | 871 | 3,683 |
| Additions in the year | - | 3 | 7 | 10 |
| Disposals in the year | - | (52) | (11) | (63) |
| At the end of the year | <u>2,298</u> | <u>465</u> | <u>867</u> | <u>3,630</u> |
| Depreciation | | | | |
| At the start of the year | 700 | 391 | 755 | 1,846 |
| Charge for the year | 225 | 61 | 84 | 370 |
| Disposals | - | (52) | (11) | (63) |
| At the end of the year | <u>925</u> | <u>400</u> | <u>828</u> | <u>2,153</u> |
| Net book value | | | | |
| At 31 December 2012 | <u><u>1,373</u></u> | <u><u>65</u></u> | <u><u>39</u></u> | <u><u>1,477</u></u> |
| At 1 January 2012 | <u><u>1,598</u></u> | <u><u>123</u></u> | <u><u>116</u></u> | <u><u>1,837</u></u> |

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2012

14. Fixed asset investment

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

| | 2012 | 2011 |
|---|------------------|-----------|
| | £'000 | £'000 |
| 20,000 £1 ordinary shares UNICEF UK Enterprises Limited at cost | <u>20</u> | <u>20</u> |

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

Summary profit and loss account (UNICEF UK Enterprises Ltd)

| | 2012 | 2011 |
|--|---------------------|----------------|
| | £'000 | £'000 |
| Turnover | 975 | 1,583 |
| Cost of sales | <u>-</u> | <u>-</u> |
| Gross profit | 975 | 1,583 |
| Administrative expenses | (230) | (229) |
| Interest receivable | <u>-</u> | <u>-</u> |
| Operating profit / (loss) | 745 | 1,354 |
| Amount donated by Gift Aid to the charity | <u>(745)</u> | <u>(1,354)</u> |
| Retained in the subsidiary | - | - |
| The assets and liabilities of the subsidiary were: | <u></u> | <u></u> |
| Current assets | 335 | 2,769 |
| Creditors: amounts falling due within one year | (315) | (2,749) |
| Total net assets | <u>20</u> | <u>20</u> |
| Aggregate share capital and reserves | <u>20</u> | <u>20</u> |

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2012

15. Debtors

| | The group | | The committee | |
|---|---------------|---------------|---------------|---------------|
| | 2012 £'000 | 2011 £'000 | 2012 £'000 | 2011 £'000 |
| Trade debtors | 464 | 479 | 191 | 265 |
| Other debtors | 3,797 | 3,866 | 3,777 | 3,846 |
| Amounts due from subsidiary undertaking | - | - | 315 | 2,749 |
| | <u>4,261</u> | <u>4,345</u> | <u>4,283</u> | <u>6,860</u> |

16. Creditors and accrued charges

| | The group | | The committee | |
|------------------------------|---------------|---------------|---------------|---------------|
| | 2012 £'000 | 2011 £'000 | 2012 £'000 | 2011 £'000 |
| Trade creditors | 576 | 2,114 | 576 | 2,114 |
| Other creditors and accruals | 3,609 | 2,915 | 3,609 | 2,915 |
| | <u>4,185</u> | <u>5,029</u> | <u>4,185</u> | <u>5,029</u> |

17. Analysis of group net assets between funds

| | General funds £'000 | Designated funds £'000 | Restricted funds £'000 | Total funds £'000 |
|--|------------------------|---------------------------|---------------------------|----------------------|
| Tangible fixed assets | 1,477 | - | - | 1,477 |
| Net current assets/(liabilities) | 523 | 1,617 | 194 | 2,334 |
| Net assets at the end of the year | <u>2,000</u> | <u>1,617</u> | <u>194</u> | <u>3,811</u> |

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2012

18. Movements in funds

| | At the start of the year £'000 | Total income £'000 | Total expenditure £'000 | At the end of the year £'000 |
|--------------------------------|--------------------------------------|--------------------------|-------------------------------|------------------------------------|
| Unrestricted funds: | | | | |
| General funds | 2,000 | 25,615 | (25,615) | 2,000 |
| <i>Designated funds:</i> | | | | |
| Youth participation project | 12 | - | (6) | 6 |
| Baby Friendly Research fund | 70 | - | (65) | 5 |
| Major IT project | - | 880 | - | 880 |
| Sports Partnership Programme | - | 100 | - | 100 |
| Nutrition campaign | - | 126 | - | 126 |
| Emergency fund | 500 | 100 | (100) | 500 |
| <i>Total designated funds</i> | 582 | 1,206 | (171) | 1,617 |
| Total unrestricted | 2,582 | 26,821 | (25,786) | 3,617 |
| Restricted funds: | | | | |
| Supplementary programmes* | - | 34,895 | (34,895) | - |
| Advocacy programmes | - | 21 | (21) | - |
| UNICEF fundraising development | 326 | 589 | (721) | 194 |
| Total restricted funds | 326 | 35,505 | (35,637) | 194 |
| Total funds | 2,908 | 62,326 | (61,423) | 3,811 |

* Includes £2.6m (2011 - £Nil) from RDCYP and £0.77m (2011 - £Nil) from DFID UK Aid Match

Purposes of funds

The balance of £2,000,000 on *General funds* covers fixed assets and working capital needs.

Designated funds are set aside for specific activities

The designated Baby Friendly Research Fund is held to cover future costs relating to research and development of a new information management system.

The designated fund for the youth participation project is to develop new digital methods of engaging young people in the work of UNICEF UK.

A major IT project is planned to commence in 2013/14

The designated fund for a Nutrition Campaign is held to cover the costs of an advocacy project focussed on child nutrition

The sports partnership programme, partly funded by a designated fund, will explore, create and activate a strategy that will generate increased fundraising and awareness for UNICEF's work for children.

The designated Emergency fund of £500,000 is held to enable rapid transfers to be made for immediate needs before funds are received in response to emergency appeals.

Restricted funds are held for purposes specified by the donor.

UNICEF fundraising development programme funds are provided by UNICEF headquarters for specific market development, research and development and fundraising development programmes.

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2012

19. Commitments under operating leases

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

| | 2012 | 2011 |
|----------------------------------|---------------------|--------------|
| | £'000 | £'000 |
| Expiring in less than 1 year | - | - |
| Expiring in 2 to 5 years | 96 | 96 |
| Expiring in greater than 5 years | <u>1,011</u> | <u>1,011</u> |
| | <u>1,107</u> | <u>1,107</u> |

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

20. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary, UNICEF UK Enterprises Ltd, covenants all its profits to the charity. There is no charge to corporation tax in 2012.

21. Annual achievements review

The annual review of UNICEF UK achievements gives details of the support to UNICEF programmes provided by UNICEF UK and further narrative on the charity's activities during the year (see www.unicef.org.uk/achievements).

Hard copies of the annual review may be obtained from:

Supporter Care Team
UNICEF UK
30a Great Sutton Street
London
EC1V 0DU
Telephone 0870 606 3377.
Email: helpdesk@unicef.org.uk

Reference and administrative details

The reference and administrative information set out here forms part of the Trustees' Report.

Status
The United Kingdom Committee for UNICEF (also known as UNICEF UK) is a charitable company limited by guarantee, incorporated on 5 November 1998 and registered as a charity on 26 November 1998. This is the successor body to the former unincorporated committee founded in 1956.

Governing document
The organisation was founded under a memorandum of association that established the objects and powers of the organisation and is governed under its articles of association.

Charity number (England & Wales): 1072612

Charity number (Scotland): SC043677

Company number: 3663181

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

President Lord Ashdown GCMG KBE PC

Vice Presidents
Marc Bolland
Stephen Carter CBE
Tim Clark
Lord Hastings of Scarisbrick CBE
Mark Makepeace
Cathy Turner

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David L Stanton Chair
Sue MacGregor CBE Vice-Chair
Robert Scott Vice-Chair
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Professor Jadish Gundara
Ilse Howling
Glyn Isherwood
The Baroness Jenkin of Kennington
The Baroness Massey of Darwen
Professor Martin Woodhead
Professor Mary Renfrew

(the names of all Trustees who served during the year are shown on page 40)

Executive Team
David Bull Executive Director
Jon Sparkes Chief Operating Officer
Anita Tiessen Deputy Executive Director, Communications and Programme
Catherine Cottrell Deputy Executive Director, Fundraising

Principal bankers HSBC Bank plc, 133 Regent Street, London W1A 4BQ

Principal solicitors Russell-Cooke, 2 Putney Hill, London SW15 6AB

Auditors Sayer Vincent, Chartered Accountants and statutory auditors
8 Angel Gate, City Road, London EC1V 2SJ

www.unicef.org.uk

The crisis in Syria continued throughout 2012 and into 2013. Syria's children have lost family, friends and homes. There are now more than three million children needing urgent assistance inside Syria. The violence has driven two-thirds of them from their homes. Meanwhile, families continue to pour across Syria's borders to seek sanctuary in neighbouring countries. There are now more than 800,000 Syrian child refugees around the region. These children bring nothing with them and are in desperate need of essential health services, clean water, education, and support to help them deal with the trauma they have experienced.

**Please help UNICEF
help Syria's children.**

Registered Office:
30a Great Sutton Street
London
EC1V 0DU
United Kingdom

Registered Company
Number 3663181

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