

The United Kingdom
Committee for UNICEF

*Trustees' Report
and Consolidated
Financial Statements*

For the year ended
31 December 2013



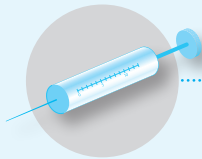
UNICEF UK in numbers



More than **£9 million** raised for the children of Syria



18 countries emergency relief for children supported by UNICEF UK



29 million tetanus vaccines made possible through Pampers 'one pack one vaccine' packs in 2013



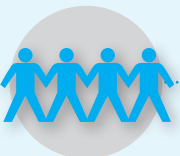
Over **170** Baby Friendly accredited centres in the UK



More than **1 million** children in the UK now attend a Rights Respecting School

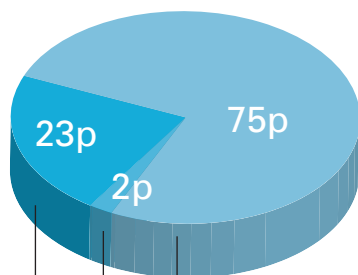


15 million children in 20 countries have improved PE, sport and play through International Inspiration, the international social legacy of the London 2012 Olympic and Paralympic Games



45,000 people attended the Big IF rally in Hyde Park, a coalition event supported by UNICEF UK, to demand action on hunger

For every £1 given 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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Trustees' Annual Report

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Message from the Chair of UNICEF UK

I've just returned from seeing UNICEF's work in Bangladesh, much of it funded by UNICEF UK and our corporate partners. My visit to a night shelter for homeless boys in the port area of Dhaka reinforced how UNICEF works tirelessly to protect every child from danger.

The shelter building was rough and ready. I climbed five flights of bare concrete stairs in dim light. What could be out there beyond these walls that could make you think of this place as a shelter? And then I saw why. On the top floor was a group of 80 children having an evening lesson. At first glance, the room seemed just like my son's assembly hall, painted yellow with encouraging slogans. Except gradually I realised, it wasn't like his hall. Yes there were grey lockers all along the walls, but not for PE kit – this was where the boys kept everything they had in the world. The mattresses stored behind the curtain were also not for PE – they were beds for the boys who lived here. And there was a bank, where they could deposit money they've earned, mostly from carrying luggage in the port or begging.

The bravery, determination and optimism of the children was extraordinary and overwhelming. One boy shepherded me round the room. I sensed his fierce determination as he told me that he was working so that he could send money home to help his younger brother and sister after both his parents had died. He was 12 years old. He told me that he loved the shelter and that it had changed his life. The shelter is one of nine that UNICEF supports in Bangladesh, ready to expand with support from local and national government and to transform the lives of thousands more children. It is a small and precious example of how UNICEF worked to save and change children's lives in 2013.

The year saw persistent as well as sudden threats to children all around the world. Conflict raged in Syria. For three years now, Syrian children have borne the brunt of horrific violence and witnessed unspeakable abuse. Millions have lost loved ones, schools and homes. There are now more than 1.2 million child refugees and up to a million children living under siege. The crisis is the largest humanitarian operation in UNICEF's history. And our UK supporters have responded with extraordinary generosity, helping UNICEF to vaccinate 2 million children and provide 1 million blankets to keep them warm over the winter.

In November, our supporters again reacted with unprecedented kindness when the world's strongest ever typhoon struck the Philippines, leaving 6 million children in need of emergency aid. Such support enabled UNICEF to respond rapidly, providing a million people with clean drinking water and educational supplies for nearly half-a-million children.

Malnutrition is perhaps the greatest persistent threat to the lives of children around the world. In 2013, UNICEF UK was part of *Enough Food for Everyone IF* – the largest ever campaign to tackle global malnutrition. The campaign helped to persuade the UK Government to triple spending on nutrition and persuaded world leaders to pledge \$4 billion to reduce childhood stunting and improve nutrition for children and mothers – enough to save the lives of 1.7 million children and protect a further 20 million from stunting.

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The year also saw UNICEF UK celebrate another milestone moment as the UK Government delivered on its promise to give 0.7% of national income to overseas development assistance. This aid will help to save millions more children's lives.

Here in the UK, we have also seen real progress in our work to improve children's health and well-being. Over a million UK children now go to a Rights Respecting School and there are now more than 170 Baby Friendly centres that support mothers to breastfeed and parents to bond with their new babies. Six UK local authorities with some of the highest rates of child poverty in Europe are benefiting as UNICEF UK Child Rights Partners. And as official charity partner of the 2014 Commonwealth Games in Glasgow, we are reaching every child in Scotland as well as children right across the Commonwealth.

In 2014, with the help of our supporters, I hope UNICEF UK will continue to make great strides to save and change the lives of children around the world.

Ilse Howling, Chair of UNICEF UK

Strategic Report

This section of the Trustees' Annual Report provides the information required by the Companies Act 2006 (Strategic Report and Director's Report) Regulations 2013.

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 2013

In year three of our Five-Year Strategic Framework, our main objectives were to:

1. Raise £60.6 million in voluntary income in support of UNICEF's international development and humanitarian work with and for children around the world.
Outcome: £73.5 million raised.
2. Begin our work as charity partner of the 2014 Glasgow Commonwealth Games to reach every child in Scotland and children in every Commonwealth country.
Outcome: The partnership began its support for children across all six regions of the Commonwealth. From October, UNICEF played a key role in the Queen's Baton Relay journey around the 70 nations and territories of the Commonwealth.
3. Expand the work of the UNICEF Baby Friendly Initiative with providers of community and district nursing care and children's centres, as well as in District General Hospitals.
Outcome: Over 170 facilities are now fully accredited as Baby Friendly, with over 88 per cent of maternity units and 82 per cent of community services in the UK working towards or having achieved Baby Friendly accreditation. During 2013, there were 151 new awards.
4. Develop a stronger child rights framework for our Rights Respecting Schools programme, focusing on expanding in areas of deprivation in the UK.
Outcome: More than a million children in the UK now attend schools that are becoming rights respecting.
5. Work as a leading member of the *Enough Food for Everyone IF* campaign to highlight the UK Government's undertaking to meet its commitment of 0.7 per cent of Gross National Income (GNI) on Official Development Assistance (ODA) and ensures that action is taken to prevent child malnutrition at an international summit on hunger and nutrition held in the UK.
Outcome: UNICEF UK played a key part in the largest ever campaign to tackle global hunger. The UK Government tripled the spending on nutrition and world leaders pledged \$4billion to reduce childhood stunting and improve nutrition for children and mothers around the world.
6. Consult with young people in the UK on the development framework after the Millennium Development Goals expire in 2015 and work towards an increase in climate finance funding and the development of a more child-centred approach to climate change.
Outcome: Online consultation with 587 children and workshops with 89 children. The UK Government recognised that children are central to the issue of climate change and the need for new and additional climate finance.
7. Work towards the implementation of the 'Child Rights Measure' in Wales and support the implementation of the Children and Young People Act in Scotland.
Outcome: We supported the Welsh Government in the implementation of its pioneering child rights measure and Child Rights Impact Assessments (CRIA). The Scottish Government published legislation placing duties on Scottish ministers to take children's rights into account, especially by placing children at the heart of public services.

Activities and achievements in 2013

We have structured this report according to UNICEF's key global priorities for children: child survival, HIV and AIDS, education, child protection, and policy, partnership and participation. We also provide details of UNICEF's emergency humanitarian relief work for children in 2013, and UNICEF's efforts to address the effects of climate change on children.

a. Saving children's lives

Every child has the right to survive. More than 18,000 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 £17.3 million to support our vital child survival work – preventing the needless deaths of babies and infants below the age of five.

Malnutrition

Every 10 seconds, a child somewhere in the world dies of malnutrition. Of those that survive, one in four under the age of five is stunted because of a lack of nourishment. Malnutrition is the underlying cause of 45% of all deaths of children under the age of 5.²

Enough Food for Everyone IF

In 2013, UNICEF UK was involved alongside 200 other organisations in the *Enough Food for Everyone IF* campaign; the largest ever campaign to tackle global hunger. The campaign sought to fix the broken food system by making sure that:

- Governments give life-saving aid to stop children suffering from malnutrition
- Governments and companies to stop land grabs and grow crops to provide food not biofuel
- Governments and companies play fair on tax
- Governments and companies are transparent about their role in the food system.

In January, *Enough Food for Everyone IF* launched at Somerset House, London. UNICEF Ambassadors Orlando Bloom and Angelique Kidjo appeared alongside Bill Gates and One Direction in the launch film, while actress and UNICEF supporter Keeley Hawes was interviewed on *Daybreak*.

¹ *Levels and trends in child mortality: report 2013, Estimates Developed by the UN Inter-agency Group for child mortality estimation, 2013, p. 1.* In 2012, 6.6 million children died before their fifth birthday.

² 'Nutrition: a quintessential sustainable development goal', *The Lancet*, 2013.

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Ahead of the UK Budget in March, UNICEF supporters Eddie Izzard and Tom Hiddleston made videos to show their support, while UNICEF UK Ambassadors Robbie Williams, Ewan McGregor, Jemima Khan, Cat Deeley were among signatories to an open letter in *The Sun*. All of these actions helped counter the arguments of those who wanted the UK to reverse its promise to meet the 43-year-old UN target of giving 0.7% of national income to overseas development assistance. This 0.7 goal has now been achieved, making the UK the first G8 country to do so.

As part of *Enough Food for Everyone IF*, UNICEF UK helped to ensure that child malnutrition and international aid was at the centre of the G8 Summit in June 2013. Ahead of the Summit, UNICEF supporter David Walliams delivered 30,000 plates made by UK schools to the Prime Minister at 10 Downing Street. More than 10,000 plates came from schools in our Schools Campaign Network. Fifteen children and young people represented UNICEF UK at the hand in.

On Saturday 8 June, our campaigners turned out in force in London's Hyde Park as part of the 45,000-strong Big IF rally to demand action on hunger. UNICEF Ambassador David Beckham appeared in an exclusive video at the rally. At the same time, UK Prime Minister David Cameron hosted the Nutrition for Growth Summit, bringing together business leaders, scientists, governments and civil society to make the ambitious commitments needed to tackle malnutrition. UNICEF Ambassador Angelique Kidjo was a key attendee, making an impassioned speech for more funding to tackle global hunger.

The UK Government tripled the spending on nutrition and world leaders pledged \$4billion to reduce childhood stunting and improve nutrition for children and mothers around the world – enough to save the lives of 1.7 million children and protect a further 20 million from stunting.

Child health and nutrition, Chad, Djibouti, Eritrea, Mauritania and Niger

The Department for International Development's (DFID) UK Aid Match generously match funded all public donations made to UNICEF UK's Soccer Aid appeal in 2012. UNICEF is using the match funding to improve health and nutrition for children under five years old in Chad, Djibouti, Eritrea, Mauritania and Niger. The integrated package of care includes immunisation, vitamin A supplementation, procurement of supplies, and training health professionals. At the end of the first year, the project has vaccinated more than 80 per cent of all children under the age of five, provided almost nine in 10 with vitamin A supplementation, trained 300 health professionals and 2,000 community health workers, and pre-positioned supplies for the treatment of severe malnutrition.

Day for Change, food for all

More than 2,000 UK schools took part in *Day for Change*, our annual schools fundraising appeal that in 2013 focused on the theme of food for all. UK schools raised more than £125,000 for children around the world.

Live Below the Line

Live Below the Line is an initiative set up by the Global Poverty Project to change the way people think about poverty and food. It asks participants to live below the poverty line for five days. The challenge is to buy all your food and drink for five days

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with just £5 (£1 per day). UNICEF UK was one of six major charity partners for the initiative at the end of April 2013. More than 1,200 people took part in *Live Below the Line* for UNICEF UK, raising more than £150,000. This was more than any other charity.

Actor and UNICEF UK supporter Tom Hiddleston took on the *Live Below the Line* challenge in support of UNICEF's work following his trip to see our nutrition work in Guinea, West Africa. Tom's media and social media work helped increase awareness of child malnutrition and encouraged others to take part in the challenge or to donate. He generated over 21 million impressions on Twitter alone, more than any other supporter of the campaign.

Tom Hiddleston goes to Guinea

Tom Hiddleston travelled to Guinea to see a range of UNICEF's work for children from tackling child malnutrition to the rehabilitation of former child soldiers. Tom tweeted photos, wrote a nightly blog and made videos of the visit for his more than 1 million followers on Twitter. The result was more than 3,000 new followers for UNICEF UK on Twitter. Tom also inspired his fans to begin supporting UNICEF UK and 'Hiddlestoners Have Heart' raised over £30,000 for UNICEF's work. Since then, this group has galvanised once again for Tom's birthday to raise £11,000 towards UNICEF UK's Syria appeal.

Severe malnutrition, Nigeria

The Children's Investment Fund Foundation has made a major investment in a UNICEF programme to tackle severe child malnutrition in Nigeria. Working closely with the Nigerian Government, this programme aims to treat up to 350,000 children in the next two years. The programme's goal is to ensure that community management of malnutrition becomes part of mainstream public health services. The programme will provide supplies of ready to use therapeutic food, develop a training strategy for health staff across the country, and improve the continuum of care provided to children with severe malnutrition.

Already, more than 120,000 children have received potentially life-saving treatment as a result of the programme. And we have secured 200,000 cartoons of ready to use therapeutic food, along with equipment such as measuring tapes and scales to monitor children's weight.

Malnutrition, India

India is home to one in every three malnourished children in the world. Nearly half of all Indian children suffer from moderate or severe stunting because of malnutrition. UNICEF UK is deeply grateful to Megha and Aditya Mittal's generous support for a five-year UNICEF initiative that will provide the very first thorough assessment of the nutritional status of children in India. The assessment is being conducted in partnership with the Government of India to establish links between with educational outcomes. It will help create a road map at state and national levels for India's children to get a better start in life.

Malnutrition, The Gambia

The Gambia is one of the poorest countries in the world, with 60% of people living in poverty. Micronutrient deficiencies are severe, yet only one in four children under the age of five receives vitamin A supplements. With support from the Isle of Man

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International Development Committee, UNICEF aims to improve the survival rates of young children and the health of new mothers in The Gambia by providing micronutrient supplementation to reduce malnutrition and illness. This includes delivering vitamin A supplements and de-worming services to 380,000 children under five, delivering vitamin A supplements to 90,000 postpartum mothers within eight weeks of their child's delivery, and training more than 500 health staff and volunteers on child health.

Malnutrition, Ethiopia

Ethiopia has one of the highest levels of child malnutrition in sub-Saharan Africa. In 2013 it was expected that up to 300,000 severely malnourished children would require treatment due to food insecurity. The Band Aid Charitable Trust generously supported the delivery of ready to use therapeutic food to treat thousands of severely malnourished children.

Pampers helps tackle tetanus

Every year, maternal and neonatal tetanus (MNT) kills around 59,000 newborn babies and a significant number of mothers.³ Caused by tetanus spores present in unsanitary conditions during childbirth, this painful 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 ninth year. P&G donate the cost of one life-saving tetanus vaccine for every Pampers product sold. To date, the partnership has helped protect the lives of 100 million women and their babies and eliminate the disease in 14 countries. However, 100 million mums are still at risk, living in the hardest to reach communities across the world.

In 2013, the partnership generated funds that could buy more than 29 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.

Tea and iron, India

Since 2011, UNICEF's partnership with Twinings has helped to reduce the prevalence of anaemia among 8,000 adolescent girls on 15 tea estates in Bangladesh. More than 70% of girls now regularly take iron folic acid supplements, and 55 community kitchen gardens and more than 1,000 individual gardens have been established. Over 1,368 girls have participated in life-skills sessions to build their confidence and decision-making skills

FTSE in Mozambique

Over the past 17 years, more than £3.6 million has been raised thanks to FTSE and the FTSE4Good index. In 2013, FTSE provided £345,000, including more than £100,000 for a clean water initiative in Mozambique.

³ www.who.int/immunization/diseases/MNTE_initiative/en/

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Water in schools, Tanzania

In 2001, the Government of Tanzania abolished fees for primary school, a great move that has seen enrolment rates soar from 59% to 94%. Despite, the Government of Tanzania investing huge amounts in education, the increase in primary school enrolment has put a heavy burden on the existing school infrastructure, particularly on water and sanitation facilities.

With support from philanthropists like Brad and Katherine Wickens, UNICEF aims to improve water, sanitation and hygiene facilities for 25,000 primary schoolchildren in Mbeya, Njombe and Iringa regions. We are deeply grateful to Brad and Katherine for their investment in this project.

Child health care, Liberia

After years of devastating conflict, Liberia is embarking on a process of economic and social revitalisation. Liberia's social indicators are some of the poorest in the world: one in 12 children die before the age of five. The Jersey Overseas Aid Commission and the Guernsey Overseas Aid Commission are supporting a UNICEF programme to provide an improved package of health services to communities. So far, 130 community health volunteers have been trained in managing common childhood illnesses such as malaria, diarrhoea and acute respiratory infections. These volunteers have already delivered vital health services for over 33,000 children in remote and hard to reach communities.

Malnutrition, Liberia

Liberia has one of the highest child mortality rates in the world. In a country where 50% of the child population are malnourished, poor nutrition in the early years of life is a clear and proven obstacle to learning in school and beyond. As a result, malnutrition inhibits the country's long-term economic growth and stability. The UNICEF Liberia Initiative will work toward eliminating childhood malnutrition in children below 2 years of age. By increasing the country's GDP by up to 3% annually, this initiative will help to build the prospects of the country as a whole. With the help of our Vice Presidents and philanthropists like Eric and Kirsty Bendahan, UNICEF is in position to help eliminate child malnutrition and make a lasting impact on development in Liberia.

Rangers, one million vaccines target

Our partnership with Rangers Football Club through the Rangers Charity Foundation has raised £400,000 for children since 2008. In 2013, Rangers signed a new three-year partnership to support UNICEF's life-saving vaccines for children with a donation of £100,000 per year.

Child mortality, Ethiopia

We are grateful for the 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 opened 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.

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easyJet and Change for Good

2013 was the second year of the *Change for Good* partnership with easyJet, the UK's largest airline. The partnership has so far helped purchase 5.3 million vaccines for mums and children.

Change for Good runs 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 passenger has the chance to save and change children's lives simply by dropping their spare change into pouches held by easyJet's crew during flights. In 2013, easyJet raised £1.9 million to vaccinate children in West and Central Africa as well as help children caught in the emergencies in the Philippines and Syria.

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 2013, the Co-operative Pharmacy gave more than £100,000 to support a UNICEF community development project in Togo. Over three years, the project is supporting over 420 communities to encourage them to install thousands of toilets to help improve the health of children and families. Approximately 8100 toilets have already been built as a result.

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 £3 million for UNICEF's child survival work. Most recently, the partnership helped to build and equip 35 child survival centres in Senegal.

Baby health and nutrition in the UK

The UK Baby Friendly Initiative is based on a global accreditation programme of UNICEF and the World Health Organization (WHO). It is designed to support breastfeeding and parent-infant relationships by working with public services to improve standards of care. Our accreditation programme rewards high standards of care in maternity and neonatal units, community health services, children's centres 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 fundamental health benefits of breastfeeding, both for baby and for mother, are extensive and well established. Since Baby Friendly's introduction to the UK in 1994, breastfeeding initiation rates have risen significantly. The 2010 Infant Feeding Survey 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.

In 2012 Baby Friendly introduced revised standards to build on this significant progress and to embrace a holistic approach to the well-being of mothers and babies

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in order to support strong loving bonds. Breastfeeding is an important factor in relationship building – reflecting this, Baby Friendly promotes the maintenance as well as the initiation of breastfeeding, taking into account the world in which mothers breastfeed, and supporting mothers however they choose to feed.

Over 170 healthcare facilities and health education institutes are now fully accredited as Baby Friendly, with over 88 per cent of maternity units and 82 per cent of community services in the UK working towards or having achieved Baby Friendly accreditation. During 2013, there were 151 new awards. We also delivered 73 courses and workshops for health professionals, which will lead to a higher standard of service to new mothers and babies.

Baby Friendly's reputation as a quality mechanism for improving health and well-being for mothers and babies means that we have recognition at national strategic level, and therefore can influence policy to continue to ensure these outcomes. With a grant from the Department of Health, Baby Friendly coordinates the organisation of the National Infant Feeding Network, a network of 600 infant feeding specialists – promoting and sharing best practice around infant feeding and very early childhood development. In addition, Baby Friendly was recommended in two key evidence-based reports in 2013: *Quality standard, Postnatal Care* (NICE, QS 37) and *Our children deserve better* (CMO).

At the 2013 Baby Friendly Conference in Glasgow, the largest infant feeding conference in Europe, Michael Matheson, Public Health Minister for Scotland, and Tam Baillie, Scotland's Commissioner for Children and young People, confirmed the Scottish Government's continued commitment to Baby Friendly.

HIV and children

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.

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 has supported 19,000 children at community based childcare centres throughout Malawi. 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.

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b. Education

Every child should have the opportunity to go to school; yet more than 57 million children⁴ do not even get the chance to go to primary school. Education enhances lives. It ends generational cycles of poverty and disease. UNICEF works to ensure quality basic education for all children with an emphasis on gender equality and ending all forms of discrimination.

In 2013, UNICEF UK committed £5.3 million for UNICEF's international programmes to help children gain access to education – many for the first time. We also spent almost £1.1 million in promoting child rights in UK schools through our *Rights Respecting School* initiative.

Check Out for Children

In 2013, UNICEF UK's Check Out for Children partnership with Starwood Hotels and Resorts celebrated 18 years of partnership and over \$30million globally for children.

Guest donations ensure the most disadvantaged children in Europe, Africa and the Middle East receive a quality education, while Starwood employee fundraising supported specific projects to help children in Cameroon and Nigeria go to school. In 2013 the partnership raised over £1.3 million.

IKEA, soft toys for education

In 2013 IKEA, UNICEF and Save the Children had another successful Soft Toys for Education campaign. The annual campaign ran from October to January 2014 in all IKEA stores. For each soft toy or children's book purchased, the IKEA Foundation donated €1 to UNICEF and Save the Children. The Campaign raised €10.1 million globally, with IKEA stores in the UK raising £230,000 for UNICEF from 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.

Little things make a big difference

Claire's has supported UNICEF since July 2012, raising over €900,000 for Child Survival programmes and the *Schools for Asia* education initiative. The partnership focuses on using little things – like a donation at the till point – to make a big difference for children. In 2013, Claire's customers and staff raised over £330,000 to support UNICEF.

Rural China

Currently, around 68% of China's schools lack adequate toilets and hand washing facilities. Thanks to the support of the Kwok Charitable Trust, UNICEF is improving water and sanitation facilities at 80 rural schools. We are constructing toilets and handwashing facilities as well as providing hygiene education. This is the first project in China to focus on improving the whole school environment as well as looking at nutrition, climate change adaptation and disaster preparedness.

⁴ UNESCO Institute for Statistics Data Centre, 2013.

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Rebuilding in Malawi

In February 2012, major flooding affected over 72,000 people and destroyed classrooms and water and sanitation facilities at several schools in southern Malawi. The Jersey Overseas Aid Commission has supported renovation and construction of classrooms and sanitation facilities at two schools in Phalombe.

Shoe Biz

Clarks have supported UNICEF since 2008 through the Shoe Biz Appeal (a shoe recycling initiative where we encourage customers to donate their old shoes). The partnership has raised nearly £650,000 for UNICEF's education work.

Skills in Brazil spreads to Romania

In 2011, UNICEF and Wella Professionals launched a partnership to improve the life chances of young people in Brazil. In 2013 the programme expanded to Romania. Each year €500,000 is raised for life skills and vocational training – with a focus on four new hairdressing training centres. So far, 12,000 young people have benefitted from life-skills training

Rights Respecting Schools 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 2,900 to 3,250 during 2013 – just over 13 per cent of all schools in the UK. More than one million children in the UK now attend schools that are becoming rights respecting.

There are now 170 schools in the UK that have achieved our highest accreditation of Level 2, including five schools that have been reaccredited having achieved Level 2 more than 3 years ago. There are a further 830 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 UN Convention on the Rights of the Child. An additional 8,250 teachers are enrolled on our virtual learning environment.

Evidence from RRS has shown that taking a rights-based approach significantly improves the experience of children at school. Schools that adopt the RRS programme experience: reductions in bullying, significant increase in children's feelings of in-school safety and inclusion, improvements in child confidence and self-esteem, improvements in child-child and adult-child relationships, and mutual respect and empathy.

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c. Protecting children

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 year⁵. 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 2013, UNICEF UK committed £1.7 million to child protection. This includes campaigning for the protection of all children, particularly focusing on the prevention of child trafficking, and the rescue and rehabilitation of children who have been trafficked, forced into labour or enlisted as child soldiers.

Trafficking, Nepal

Nepal has a particularly significant child trafficking industry both internally and to neighbouring India. Trafficking sees Nepalese children enslaved and exploited as child brides, cheap labour and for prostitution.

UNICEF is currently helping the Government of Nepal to develop and implement child protection services in 22 of the most disadvantaged districts of Nepal, focusing on preventing trafficking and caring for child survivors. We are deeply grateful to The Brook Foundation for enabling us to do this.

Romania's invisible children

Since its launch in 2010, the Visa Europe partnership has raised more than £1 million. In 2013, 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.

Child justice, Bangladesh

In 2013 UNICEF UK and DLA Piper announced a ground-breaking new partnership that will support the significant expansion and development of UNICEF's global child justice work. DLA Piper will pledge up to US\$1.5 million through corporate donations and fundraising. The partnership aims to ensure that children coming into contact with the law get better service and protection. In 2013, DLA Piper supported child

⁵ 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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justice work in Bangladesh, where their support is helping to improve the standards of care and treatment for children who come into contact with the law as victims, witnesses and offenders.

In addition, DLA Piper will provide *pro bono* assistance to the UK Committee for UNICEF to the value of an additional \$5 million in support and for the benefit of UNICEF's global child justice programme

Child labour, India

In 2013, we launched a new partnership with leading landscape firm Marshalls, which aims to tackle child labour in India's stone quarrying sector and promote responsible business practice across the industry. Marshalls is donating £1 to UNICEF for every square metre sold of its ethically produced 'Fairstone' paving product. Funds raised will aid UNICEF-supported projects transforming the lives of children in India's poorest stone quarrying communities.

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 nearly £750,000, including more than £150,000 in 2013.

In Bolivia, 2.2 million children are victims of violence. The *Brighter Futures* partnership is supporting the Bolivian Government to implement changes for children to receive appropriate judicial support for violent crime and other crimes committed against them. For instance, in 2013 the partnership helped protect nearly 3,000 children to make legal statements without fear of retribution.

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 2013, more than 1,300 children attended life skills education sessions and 1,700 children received additional support services through child friendly spaces.

In Malawi, *Brighter Futures* is helping to provide early childhood care and learning for orphans and other vulnerable children affected by HIV and AIDS (*see page 11*).

d. Policy, partnership and participation for children

Every child should be able to speak 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.

Glasgow 2014 Commonwealth Games, putting children first

2013 saw the start of our exciting new partnership with the Glasgow 2014 Commonwealth Games and the Commonwealth Games Federation. The partnership is supporting children and young people across all six regions of the Commonwealth with five international programmes and a programme in Scotland. The ambition is to reach every child in Scotland and children in every Commonwealth country by the time of the next Commonwealth Games in 2018.

In October 2013, UNICEF played a pivotal role in the launch of the Queen's Baton Relay as it set off on its journey around the 70 nations and territories of the Commonwealth. Children and young people from Rights Respecting Schools and supporter groups across the UK represented UNICEF UK by bearing the flags of each Commonwealth nation. UNICEF UK Ambassador Sir Chris Hoy presented the baton to the Queen and UNICEF Youth Ambassador Monica Dzonzi, the first official baton bearer, shared her first-hand experience of how a UNICEF programme in her homeland of Malawi had helped to change her life.

Building Young Futures

In 2013 we continued our Building Young Futures partnership with Barclays, now in its second phase. The partnership supports young people in Africa, Asia and Latin America by providing them with the enterprise, financial and employability skills they need to make a living. Worldwide, almost 290 million young people are not working: almost a quarter of the planet's youth. Building Young Futures addresses this, investing extensive knowledge and support to help ensure young people are able to fulfil their potential and mature into financially secure adults.

The continued collaboration between UNICEF and Barclays builds on the successes and learning from phase one (2008–11). We provide in-depth training, mentoring and work placements to give young people the skills they need to set up their own small business or gain sustained employment. As well as making a financial investment, Barclays provides financial and business expertise, and the knowledge, time and skills of its employees. The partnership is also working with national and local governments to deliver the programmes and influence policies that will unlock further resources and support for young people.

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Phase two of our partnership is directly targeting 74,000 young people age 15–25 in six countries: Brazil, Egypt, India, Pakistan, Uganda and Zambia. In 2013 Barclays provided more than £1.8 million to support Building Young Futures.

Report Card 11

UNICEF's *Report Card 11* (April 2013) placed the UK in 16th position – below Slovenia, the Czech Republic and Portugal – in a league table of child well-being in the world's richest countries. While this showed improvement from *Report Card 7* (2007) that had placed UK bottom of 21 developed countries for overall child well-being, there remain areas in which the UK ranks significantly low, especially among young people age 15 to 19. Fewer young people go on to further education in the UK than in any other developed country. Teenage pregnancy rates continue to be high and the UK also has one of the highest alcohol abuse rates in 11 to 15 year olds.

Report Card 11 also showed that cuts to services for young people are having a negative effect. (More than £300 million was cut from services for young people in the Department for Education's 2011–12 budget, a 26% drop from the previous year.) It is projected that 400,000 more children will be in poverty by 2015–16 because of cuts to services.

The report featured on BBC *News at 10*, the BBC's *Today* programme, Sky News, *Daybreak*, ITV and Channel 5 news programmes as well as many national newspapers. The report findings influenced the Social Mobility and Child Poverty Commission report and secured a meeting with the Child Poverty Minister David Laws, which contributed to the retention of the relative poverty measure for child poverty.

Marks & Spencer, child health and education, Bangladesh

The UNICEF UK and Marks & Spencer partnership is helping to transform the lives of some of the poorest children living in communities near to garment factories in Bangladesh. The £1.9 million raised by the partnership over the past 3 years has been used to improve every aspect of these children's lives, including health care, clean drinking water, and education.

In 2013 UNICEF UK became the first official charity partner for the international business of Marks & Spencer, helping them to take their Plan A strategy to customers and employees across nearly 50 territories. The aim is to raise £1.75 million for UNICEF education project across the world over the next 3 years.

Schools Campaign Network

Our UK Schools Campaign Network doubled in size – from 17 to 34 schools across the UK. The Network took part in the *Enough Food for Everyone IF* (along with over 60 Rights Respecting Schools) and the *Climate Fit for Children* campaigns.

In Autumn 2013, children from the Schools Campaign Network got active on climate change with more than one in four making contact with their school's local MP and getting coverage in their local media.

UK incorporation of the UN Convention on the Rights of the Child

UNICEF is named in the UN Convention on the Rights of the Child (1989) as having a unique role to play in providing technical expertise, advice and support to

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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 Convention since the UK ratified it more than 20 years ago.

In 2013 we advised the UK Government in the development and submission of its national report to the UN Committee on the Rights of the Child, ensuring that UNICEF UK remains a leading voice on child rights in the UK.

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 Convention has been devised for all officials. UNICEF UK can take much credit for encouraging and supporting the Welsh Government to take these historic steps. We have supported the Welsh Government in the implementation of its pioneering child rights measure and Child Rights Impact Assessments (CRIA) and in preparation for its duty to give due regard to children's rights to apply across all Ministerial functions in order to deliver better outcomes for Welsh children. In early 2013, an excellent CRIA was produced on the organ transplantation bill: as a result, the Bill was changed to exempt children from a general donor donation assumption.

Our extensive advocacy calling for children's rights to be embedded across Scotland helped to ensure that the Scottish Government published legislation in 2013, placing duties on Scottish ministers to take children's rights into account, especially by placing children at the heart of public services. The duty will also require Ministers to promote awareness and understanding of the UN Convention on the Rights of the Child.

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, six local authorities with some of the highest rates of child poverty in Europe became child rights partners. Derry, Glasgow, Tower Hamlets, Newcastle, Leeds and Neath Port Talbot committed to put children's rights at the heart of their practice in order to tackle well-being and child poverty. In 2013, we publicly launched the Child Rights Partners programme with an event at the House of Commons attended by over 100 people from the children's charity sector, local authority partners, Members of Parliament, and children and young people. The projects work to specifically target child poverty and have the potential to reach 500,000 children.

The business of child rights

In September 2013, the UK Government published its Action Plan on Business and Human Rights. The plan includes an endorsement of the Children's Rights and Business Principles developed by UNICEF, Save the Children and the UN Global Compact. This landmark set of 10 principles forms the first comprehensive set of guidelines for companies on the full range of actions they can take in the workplace,

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marketplace and community to respect and support children's rights. Our advocacy also helped secure a commitment from the government to support new projects to tackle the negative impacts of business on vulnerable groups like children.

Post-2015: a world fit for children

A global conversation is happening about what the development agenda should be after the Millennium Development Goals reach the 2015 deadline. In early 2013, as part of this conversation, UNICEF UK consulted children and young people in the UK to understand more about the world they want to live in and the issues they regard as important. The consultation involved an online survey that had 587 responses and a series of workshops with 89 children and young people, held in conjunction with the British Youth Council.

The responses demonstrate the important role that young people's voices can and should play in discussions about international development. The responses were diverse, yet there was strong consensus around some key areas:

- Children and young people should be informed and consulted in the post-2015 process as well as part of the efforts to implement the new goals.
- Human rights are a priority for action
- Freedom is the most important principle for children and young people, and the world they want to live in
- The new goals should be universal

In September, we supported the participation of a young person from Croydon College, a UNICEF UK Rights Respecting School, at the UN General Assembly about the post-2015 agenda. Throughout the year, we continued to raise these issues with the UK Government and were happy to see positive statements in the High Level Panel Report, co-chaired by Prime Minister David Cameron.

International Inspiration

International Inspiration continued to deliver on the social legacy of the London 2012 Olympic and Paralympic Games by supporting programmes in nine countries. From survival swimming in Bangladesh to youth empowerment in Egypt to girls' education in Uganda, International Inspiration programmes continued to educate and inspire children and young people through sport. The five-year initiative has enriched the lives of more than 15 million children in 20 countries.

Climate change

Climate change presents the world with an urgent global challenge, making it harder to meet the Millennium Development Goals. Rising malnutrition, diminishing water supplies, increasing disease and more frequent and severe storms and floods imperil the lives and futures of more and more children.

In 2013, UNICEF UK's advocacy on climate change and children made significant progress in terms of the UK Government recognising that children are central to the issue of climate change and the need for new and additional climate finance to help children to adapt to their changing climate.

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In spring, UNICEF UK campaigners called on the Energy and Climate Change Secretary of State, Ed Davey and the International Development Secretary Justine Greening to put children at the heart of their climate change policies. DFID responded via Twitter to the campaign action acknowledging the impact of climate change on children and linking to its current programmes. Ahead of climate change negotiations in May 2013, Ed Davey called on action on climate change for children: *" what we still need is the political will to take the action desperately needed to protect our climate for the sake of our children and grandchildren. "*

In September 2013, ahead of the International Panel on Climate Change (IPCC) report on the impacts of climate change and Mary Robinson's climate change summit in Ireland, UNICEF UK published an IPSOS-Mori poll that found that almost three-quarters of young people aged 11–16 years are concerned about how climate change will impact on their lives and would like the UK Government to do more to combat it. 61% of parents and grandparents also surveyed thought that the UK Government should take more action to combat climate change. The poll gained significant coverage from national broadcast and print media. In addition, Christina Figueres, Executive Head of the UN climate negotiations team (UNFCCC), tweeted about the findings of the poll.

UNICEF UK supporters wrote powerful emails and letters to their MPs voicing their concerns about the impact of climate change on children, such as Francis from Cardiff. *"In the past, grandparents and great-grandparents, like myself, have felt confident that the world had improved since their childhood. I am concerned about the legacy we're leaving for future generations if we don't act now on climate change."*

Cyclone-proof schools, Madagascar

CBRE continue to support the rebuilding of schools destroyed by cyclones in Madagascar. By the start of 2015, the partnership will have helped build 16 new eco-friendly classrooms, all fully equipped with child-friendly furniture, as well as constructing 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.

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.

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

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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.

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 £13.5 million to help the millions of children caught up in emergencies in 2013. We supported humanitarian relief work in 18 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 2013 the Fund helped us to provide rapid support for 18 different emergencies for children worldwide. For instance, it helped UNICEF UK support a programme to treat children under 5 with severe acute malnutrition in the Democratic Republic of Congo, as well as help children internally displaced by conflict in eastern DR Congo.

In 2013, we raised £1.1 million towards the Children's Emergency Fund from generous individuals and charitable foundations.

EE has supported UNICEF's disaster and emergency relief work for over 11 years, helping raise more than £3.6 million for children through emergency appeals. In November 2013, EE launched a text appeal to customers within days of Typhoon Haiyan making landfall in the Philippines. The campaign was a huge success and bought EE customers and staff together to raise over £1.3 million to support children and families affected.

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Jersey Overseas Aid Commission is one of UNICEF UK's most loyal supporters in emergencies. In 2013, it supported nine emergencies in countries as diverse as Syria, Namibia, Chad, Niger, and the Philippines. Throughout the year, Jersey Overseas Aid Commission made emergency grants totalling £340,000 to help some of the most vulnerable children in the world. This included £80,000 towards the crisis in Syria and surrounding regions and £50,000 towards the typhoon relief effort in the Philippines. We are extremely grateful for the support from this donor, particularly for the silent emergencies that receive little attention in the media despite their severity.

Syria, conflict

As the crisis in Syria rages on into a fourth terrible year, unrelenting violence, massive population displacement and damage to infrastructure and essential services have left approximately 9.3 million people, or 40 per cent of the population, in need of humanitarian assistance. UNICEF UK supporters responded by giving more than £9 million to help Syria's children.

Nearly 6.5 million people have been displaced and are struggling to survive in increasingly desperate conditions, and 4.3 million children have been directly affected by the crisis. Children who have been exposed to the horrors of war and have witnessed unspeakable cruelties are suffering from psychological distress. Children are paying the heaviest price. Close to 2.3 million boys and girls in Syria are still out of school or are at risk of dropping out of school. Lack of access to clean water and food is raising serious concerns about child nutrition. Over 200,000 children under 5 may be at risk of malnutrition. The collapsing health care and water systems are exposing children to infectious diseases. In November 2013, Syria confirmed 17 cases of polio, the first confirmed cases since 1999.

By December 2013, over 1.1 million children and their families had been forced to take refuge in Lebanon, Jordan, Turkey, Iraq and Egypt. Children arrive in host countries traumatized by the events they have experienced. The threat of measles, polio, malnutrition and diarrhoeal diseases persists. Sixty-eight per cent of refugee children are out of school. In Jordan, more girls are marrying at a young age; children are more likely to be exposed to violence; and one in 10 children is working. While 20 per cent of Syria's 2.3 million refugees live in 40 refugee camps in Jordan, Turkey and Iraq, the majority of Syrian refugees live in host communities. Many of these families are exposed to harsh conditions and, living in makeshift settlements, face increased risk of disease. The burden of meeting the basic needs of these refugees is also taking a massive toll on local services and systems. Water supplies are strained in Jordan, which already faces among the worst water scarcity in the world. In Lebanon, health care costs have increased and classrooms are overcrowded.

Despite major security and access constraints, UNICEF continues to reach millions of children with life-saving services. In partnership with the International Committee of the Red Cross, UNICEF supported chlorination efforts that provided 10 million people with access to clean water to prevent the transmission of waterborne diseases and improve access to clean water. In addition, more than 580,000 internally displaced persons were reached with soap and hygiene items. UNICEF-supported health centres and mobile health teams across Syria reached more than 365,000 children with medical check-ups, treatment and referrals. More than 2 million children under 5 have been vaccinated against polio, measles, mumps and

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rubella. UNICEF has also provided school bags and teaching and learning materials to get more than 1 million children back to school. In addition, 460,000 children benefitted from remedial education and psychosocial support.

In the region as a whole, UNICEF has supported education and learning programmes for over 267,000 children, administered 4.7 million measles and 21.8 million polio vaccines to refugee and non-refugee populations, and reached 388,000 children with psychological care and support. More than 330,000 people, including refugees and people from host communities, have received safe drinking and domestic water. UNICEF and its partners also facilitated safe WASH in camps in Jordan and Iraq.

With the help of the Syria Winter appeal, UNICEF was able to provide Syrian children with 1 million blankets and more than 185,000 sets of winter clothing.

The Halloween Ball

Held on 31 October 2013, *The Halloween Ball* raised £1 million for the children of Syria. It was UNICEF UK's inaugural fundraising gala. UNICEF UK Ambassador Jemima Khan hosted the event at One Mayfair, London. Other UNICEF UK's Ambassadors also played a starring role: Robbie Williams giving an exclusive live performance (with a little help from Ewan McGregor and Lily Allen), prizes from David Beckham, and support from Martin Bell and James Nesbitt. Many other high profile celebrities also attended. *The Halloween Ball* appeared across national and regional broadcast and print media, reaching a total audience of 56 million people.

DFID and the Syria winter appeal

We are grateful to the Department for International Development for generously match funding all public donations made to UNICEF UK's winter appeal for Syria, including funds raised through *The Halloween Ball*. The match funding from DFID is being used to provide winter clothing and blankets for children, continue an immunisation campaign, provide treatment for malnutrition, construct/rehabilitate school infrastructure, provide access to education, protect children through psychosocial support, and ensure all children have access to clean and safe sanitation facilities and hygiene supplies.

Michael Sheen in Lebanon

In November, actor and UNICEF supporter Michael Sheen travelled to Lebanon to see how UNICEF is working around the clock to help children affected by the Syria crisis. Michael met children who were struggling to keep warm as winter temperatures plummeted and witnessed one of the first distributions of UNICEF winter clothing kits for children. On his return, Michael spoke about the plight of Syria's children and UNICEF's work in a number of TV interviews as well as first-hand pieces for *The Telegraph* and *The Independent*.

UNICEF is deeply grateful to all those who have supported our work for Syria's children, particularly easyJet, Manchester United, CBRE, Kantar, Starwood Hotels & Resorts, Unilever, Comfy Quilts, The Spiers Family Foundation, and philanthropist Chris Rokos.

Philippines, typhoon

On 8 November, one of the most powerful storms ever recorded hit the Philippines. Typhoon Haiyan left a trail of devastation. Fourteen million people were affected in

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the Philippines, including 5.9 million children. Four million people lost their homes and thousands were killed, injured or are missing. The typhoon seriously damaged or disrupted food and water supplies, health care and schooling, placing children at risk of malnutrition and disease. The typhoon also affected the ongoing response to the October 2012 earthquake in Bohol, causing power failures that obstructed the water supply and diverting attention and support to typhoon-affected areas.

With the help of our UNICEF UK supporters who gave more than £5.8 million, UNICEF mounted a rapid and massive response. To date, UNICEF has helped to provide more than 925,000 people with clean water, deliver education supplies for 420,000 pre-school and school-aged children, set up more than 1,200 temporary schools for a total of 124,400 children, immunise more than 78,000 children against measles, reach 13,500 children with psychological care and support in 79 UNICEF-supported child friendly spaces, and complete nutrition screening of over 97,000 children under the age of five.

UNICEF Ambassadors and supporters David Beckham, Andy Murray, Simon Reeve, Robbie Williams, Sir Roger Moore, Lewis Hamilton, Ewan McGregor, Tom Hiddleston, Cat Deeley, Charley Boorman and Tom Daley encouraged their fans to support UNICEF's humanitarian relief efforts. We also secured a photo shoot with England football players Wayne Rooney, Tom Cleverley and Jack Wilshire, who tweeted the images and requested fans donate to UNICEF.

This work has been made possible thanks to the incredible help of our corporate partners EE, easyJet, Manchester United, CBRE, Burberry, FTSE, Marks & Spencer, Rangers FC, Bloomberg, DLA and Pearsons as well as philanthropists like Michael and Jenny Farmer and The Alan Howard Foundation. Virgin Atlantic, BA and Emirates all kindly donated freight space to help UNICEF deliver emergency supplies for children affected by the typhoon.

Mali, conflict and malnutrition

The situation in the north of Mali remained highly volatile following the conflict in 2012. This aggravated the existing structural crises, including food insecurity and malnutrition. With nearly half a million people displaced in and outside the country and the cycle of chronic nutrition that affects thousands of children, UNICEF prioritised supporting the Malian government to restore basic social services in the conflict-affected areas. UNICEF supported routine vaccination as well as tetanus and measles campaigns. And reached nearly 75,000 children under 5 suffering from severe acute malnutrition. In the north, UNICEF also helped more than 140,000 children get back to school after the conflict.

UNICEF UK contributed £300,000 to Mali from our Children's Emergency Fund.

Central African Republic, conflict

In 2013, the humanitarian crisis in Central African Republic attracted global coverage. More than 600,000 people were displaced by violent civil conflict. Children were separated, injured, kidnapped, killed, raped and recruited into armed groups. Basic services such as water, health care and education were disrupted and the number of children at risk of malnutrition increased due to food insecurity.

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UNICEF prioritised life-saving interventions such as vaccination campaigns and the provision of clean water and medicines. Measles, polio and vitamin A campaigns were carried out and therapeutic food was provided to more than 13,000 severely malnourished children. Despite the insecurity, UNICEF was also able to help 30,000 children return to school. Special focus was also paid to children associated with armed groups as well as children separated from their families.

UNICEF UK contributed £100,000 to Central African Republic from our Children's Emergency Fund.

Your support for children

Our total income for 2013 was £79.1 million, which allowed us to make £54.8 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 2013 income, the contribution of UNICEF UK to UNICEF's core programmes amounts to over £12.5 million, a 5% 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 2013 Global Guardians gave more than £100,000 towards UNICEF's work for children in emergencies and over £370,000 in unrestricted funding, enabling us to support children in some of the most challenging countries such as Ethiopia, Niger and the Democratic Republic of Congo. Global Guardians enjoy being closely involved with UNICEF's work through regular updates and invitations to events.

UNICEF is also deeply grateful to those philanthropists such as Peter and Jan Winslow and Brad and Katherine Wickens, who like Global Guardians choose to enable us to support children in the greatest need, irrespective of country or thematic area.

Corporate support

In 2013, UNICEF UK corporate partners donated more than £16.4 million with valued support from Barclays, CBRE, Claire's, Clarks, The Co-operative Pharmacy, DLA Piper, easyJet, EE, FTSE, IKEA, ITP, Kantar, Manchester United, Marks & Spencer,

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Marshalls, Pampers, Rangers, Starwood Hotels and Resorts, State Street, Twinings, Visa Europe, and Wella among others.

Legacies

UNICEF UK is deeply grateful to the 241 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 £4.4 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 2013, UNICEF UK received £16.2 million 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.

Fundraising groups and volunteers

Through volunteering their time and skills on a wide range of innovative events, community fundraisers and event organisers raised over £2.1 million in 2013.

Our loyal and dedicated UNICEF Volunteer Groups and On Campus societies alone raised over £150,000. Organisations including Lions, UNA, Inner Wheel, Soroptomist International and Rotary International raised £42,000. Individuals continued to amaze with the creativity and success of their fundraising events. 2013 also saw UNICEF's involvement in Live Below the Line, The Giant Sleepover and Sing for Syria. More than 120 groups held *Sing for Syria* choir concerts, raising nearly £21,000 for Syria's children.

Team UNICEF challenge events raised more than £400,000, with more than 900 individuals going the extra mile for children. And our relationships with schools across the UK brought in over £300,000. More than £127,000 of that came in through our annual *Day for Change* appeal, which focused on the theme of food for all. *Jar of Grace*, our annual appeal with UK churches, focused on child malnutrition. It raised more than £60,000 for children.

Individual support

UNICEF UK raised £33 million through marketing campaigns to our existing supporters and other members of the public. For the first time, we recruited more than 100,000 new pledge supporters (regular givers) in a year. Support via direct debit now brings in more than £2 million per month (including Gift Aid) for our work for children.

Cards and gifts

2013 proved another challenging year for the sale of cards and gifts with a total income of £198,000, down 16% (£232,000 in 2012). This disappointing result reflected the challenge in our trading partners recruiting new buyers for both the corporate and consumer business areas. The online share of the business reached the 50% mark for the first time (42% in 2012), helped by the introduction of a new online shop. Donations added to their orders by our generous supporters totalled a

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further £98,500 (7% lower than 2012) helping provide vital funds for UNICEF's work for children.

£175,000 was raised through the sale of our Inspired Gifts. Here are some examples of the life-saving, life-changing supplies provided:

- Equipment, medicine and training to help the safe delivery of over 500 babies in Central African Republic, Comoros, Lebanon and The Philippines.
- Water kits, including buckets, containers, soap and water-purification tablets to over 550 families in The Philippines, Chad and Jordan.
- 1,150 fleece blankets to protect children from the cold in Syria, Jordan, Myanmar and Central African Republic.
- Over 4,000 bed nets to protect children and families in Myanmar from the menace of malaria-carrying mosquitoes.
- Measles vaccines to protect over 25,200 children from this killer disease in East Timor, Sudan, Guinea-Bissau, Central African Republic, Comoros and Democratic Republic of Congo.
- 106,200 doses of polio vaccines to protect children in Afghanistan, Chad, Iraq, Somalia, Sudan, South Sudan, Niger, Yemen and Nigeria.
- 137 sets of warm clothing for Syrian children, helping protect them from the harsh winter.
- More than 20,400 packs of high-energy peanut paste to treat malnourished children in Cameroon, Central African Republic, Chad, Comoros, Democratic Republic of Congo and Senegal.
- 183,000 pencils to help children in Chad and Mali with their learning.

Looking ahead: Operational Plan 2014–15

UNICEF UK has demonstrated the ability to achieve consistent growth in fundraising income as well as deliver change for children in policy and practice. We are determined to continue to do so.

2014 and 2015 are years four and five of our Five-Year Strategic Framework, the strategic priorities of which are:

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

1. Maximise the money to programmes for children

In 2014 we aim to raise £83.5 million. This is a bold and ambitious target, yet it is vital to provide the necessary support for UNICEF's work to save and change children's lives.

We will start to implement our new Fundraising Strategy, seeking to maximise opportunities around Soccer Aid 2014 and the 2014 Commonwealth Games. We aim to raise in excess of £3 million from our fifth Soccer Aid event on 8 June 2014. It will bring together leading celebrities, football legends, and supporters to help save and change children's lives. The previous Soccer Aid in 2012 raised enough money to help UNICEF reach more than two and a half million children. We hope to help even

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more children this time around. UNICEF UK is official charity partner of the Glasgow 2014 Commonwealth Games starting on 23 July. In 2014 we will continue to raise money for our Games-related programmes to reach every child in Scotland and children in every Commonwealth country.

UNICEF UK will continue to invest in direct marketing (especially mobile and online), working hard to retain support and increase understanding of our new supporters, especially those arriving through SMS and digital channels. We will seek to continue growth in new corporate partnerships, as well as focusing efforts on strengthening our existing corporate partnerships. We will review our public fundraising portfolio, aiming to build on the success of events such as the Halloween Ball as well as develop opportunities around 'Team UNICEF'.

In our UK programmes for children, we will seek to maintain full cost recovery from the Baby Friendly Initiative and cost recovery of 50% from the Rights Respecting Schools programme, while securing grant income to cover programme costs and specific projects. We will explore development of the operating models for these programmes to provide financially sustainable ways to embed child rights within institutions and public services to improve outcomes for children in the UK.

2. Champion children's rights, delivering change in policy and practice

In 2014 UNICEF UK will seek to ensure that the protection of children is at the heart of the Global Summit to End Sexual Violence in Conflict in June. We will also continue our work to influence the UK Government to ensure that the needs and views of children are reflected in the development framework that will replace the Millennium Development Goals when they expire in 2015. UNICEF UK will also work to maintain UK Government commitment to 0.7% GNI. We will continue to advocate that the Government takes a child centred approach to climate change and commits additional funds to combat the effects of climate change. UNICEF UK will work to maintain child nutrition as an urgent development priority and call for new funding to combat child malnutrition. We will also continue to seek the incorporation of children's rights into the Government's corporate social responsibility and business and human rights agendas.

On the domestic front, we will campaign to ensure that the Modern Slavery Bill includes measures to protect children trafficked in the UK. UNICEF UK will support the submission of the UK Government's fifth report to the United Nations Committee on the Rights of the Child on how the UK is working to the UN Convention on the Rights of the Child and how it has addressed the recommendations from the Committee in 2008. In November, we will celebrate the 25th anniversary of the Convention. UNICEF UK will continue to support the incorporation and implementation of the Convention in Wales and Scotland. We will also support the launch of UNICEF Innocenti's *Report Card 12* on the impact of economic crises on children in OECD countries.

We will continue to develop our programmes for children in the UK, with each programme growing in terms of its impact on children's lives. The Baby Friendly Initiative will continue to use its expertise and reach to influence national strategy around infant feeding and early child development. We will continue to expand our work with providers of community and district nursing care and children's centres, as

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well as in District General Hospitals. From July 2014, in response to changes in the public health landscape and to ensure that babies are given the very best start in life, we will begin to roll out and embed new Baby Friendly standards.

The Rights Respecting Schools programme will continue to redevelop with a stronger child rights framework. The new model is designed with sustainability, growth, quality, and cost recovery at its centre. It focuses on expanding in areas of deprivation in the UK. As part of our Commonwealth Games commitment to reach every child in Scotland, we will significantly increase the reach of Rights Respecting Schools in Scotland. The Child Rights Partners programme will continue its work to embed a rights-based approach with six 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.

3. To strive to be more effective and create the conditions for future success

Building on the success of a return to the Top 100 charities to work for in *The Sunday Times* Best Companies survey, we will continue to focus on embedding our Common Approach ethos of putting children first, personal responsibility, sound work-life balance, mutual trust and respect, transparent and appropriate information sharing, innovation and learning, and good management. Achievement of this will be supported by the recommendations of task groups on Leadership, Management and Personal Growth and the work of the Diversity Group.

A 'ways we work' project will be set up to consider the development of our organisational culture, use of facilities and technology, with the aim of developing sustainable, effective and collaborative working practices that will enable delivery against UNICEF UK's long term strategic objectives.

Financial review

Income

In describing our activities and achievements above, we have reported that UNICEF UK's total income for 2013 was £79.1 million. This represents an increase in income of £16.8m compared to the £62.3m raised in 2012.

Our appeals to fund work for children caught up in the humanitarian emergencies in Syria and the Philippines was met with great generosity. Together these two appeals raised almost £15 million in the UK during 2013.

Costs of generating funds

Charities have to spend money to raise money. Over the past five years⁶, UNICEF UK has spent an average of 23 pence to raise the next 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.

⁶ 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 2013, £54.8 million was available for programmes to benefit children. Of this, £37.9 million was for specific programmes or countries chosen by our donors, £12.5 million for UNICEF core programmes and £4.4 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, 75 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 2013.

UNICEF UK Enterprises Limited

The charity's wholly owned trading subsidiary carries out commercial trading activities for the charity. During the year, income of £923,000 (2012: £975,000) was raised from event registration fees, corporate cause-related marketing arrangements, commissions and royalties. After allowing for associated expenditure and management charges, £772,000 (2012: £745,000) was covenanted under Gift Aid to UNICEF UK.

Reserves

Total reserves at the year end amounted to £4.6 million. 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 £2m.

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Retain an emergency reserve 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. Due to the speed at which we are now able to launch emergency appeals and the increase in income raised for our Children's Emergency Fund, the decision was made to reduce the emergency reserve from £500,000 to £100,000.

At the end of the year, there was also £329,000 of restricted funds relating to income from UNICEF HQ to contribute towards developing innovative fundraising techniques. Designated funds of £2.3m have been set aside at the end of 2013 for a number of specific activities planned for 2014–15 (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 2013 are set out in note 13 to the financial statements. The net value of the charity's fixed assets has decreased from £1.5 million at the end of 2012 to £1.2 million at the end of 2013 because depreciation 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 £7.5 million, compared to £4.1 million at the end of 2012. The balance at the end of 2013 was unusually high as a result of our payment cycle coinciding with the non-working days around Christmas.

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 thousands of hours of their time during 2013.

Principal risks and uncertainties

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

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risks. The group reports to the Audit Committee twice yearly and also the Board of Trustees twice a year. Risk management is an integral part of our planning process at a strategic, departmental and project level. During 2013 we implemented changes to the risk management processes to further strengthen this area of governance following a comprehensive review of our approach to risk the previous year.

The three principal risks and uncertainties on the organisation's risk register, taking into account the controls and safeguards we already have in place, are as follows:

- UNICEF UK works internationally through UNICEF country offices to deliver programmes to benefit children, often in difficult environments. Despite the safeguards that are put in place, there is an increased risk of breaches of laws and regulations in such environments, for example in humanitarian emergencies and volatile conflict zones.
- The loss of key employees or a reduction in wellbeing, resulting in diminished performance of the people delivering UNICEF UK's objectives for children
- Technology or other information security breach results in a real or perceived unauthorised access to stored data.

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

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.

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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 allocates an annual budget for training and support to Trustees and they receive regular briefings on their legal responsibilities and duties. All new Trustees undergo an induction programme that includes meetings with each of the Executive Team, a briefing on their role and responsibilities, and a comprehensive set of documents that includes detailed information about UNICEF as well as general guidance from the Charity Commission. The Trustees' induction programme is currently being revised, with input from existing trustees and our legal advisors, to maximise the benefit the Board of Trustees bring to UNICEF UK.

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.

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.

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Trustees

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

| | |
|-----------------------------------|-----------------------------------|
| Ilse Howling | Chair (from June 2013) |
| David L Stanton | Chair (to June 2013) |
| Sue MacGregor CBE | Vice-Chair (to June 2013) |
| Robert Scott | Vice-Chair |
| Professor Martin Woodhead | Vice-Chair (from June 2013) |
| Sir Anthony Redmond | Treasurer |
| Graham Badman CBE | |
| The Baroness Brinton | (from February 2013) |
| Dr Harriet Crabtree OBE | (to June 2013) |
| Margaret Cund | (from June 2013) |
| Professor Jagdish Gundara | |
| Glyn Isherwood | |
| The Baroness Jenkin of Kennington | (from February 2013) |
| The Baroness Massey of Darwen | |
| Professor Mary Renfrew | |
| Surinder Sharma | (from June 2013) |
| Caroline Thomson | (from June 2013 to February 2014) |

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 2013 was 113 (2012 – 114). 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 (to June 2013)
Lauren Eaves (from June 2013)
Harry Phinda

Statement of responsibilities of the Trustees

The Trustees (who are also Directors of UNICEF UK for the purposes of company law) are responsible for preparing the Trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;

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- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

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

In so far as the Trustees are aware:

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

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

Auditors

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

The report of the Trustees including the Strategic Report was approved by the Trustees on 23 April 2014 and signed on their behalf by

Ilse Howling
Chair of UNICEF UK

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 2013 which comprise the Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Group cashflow statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

Respective responsibilities of trustees and auditors

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

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

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

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the group's and the parent charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the Trustees; and the overall presentation of the financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. In addition, we read all the financial and non-financial information in the report of the Trustees 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
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Opinion on the financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 December 2013 and of the group's incoming resources and application of resources, including the group's income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

Opinion on other matters prescribed by the Companies Act 2006

In our opinion the information given in the report of the Trustees, including the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

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

- the parent charitable company has not kept proper and adequate accounting records or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records or 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 2014

for and on behalf of Sayer Vincent LLP, Statutory Auditors

Sayer Vincent LLP, 8 Angel Gate, City Road, LONDON EC1V 2SJ

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

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

For the year ended 31 December 2013

| | Notes | Unrestricted £'000 | Restricted £'000 | 2013 Total £'000 | 2012 Total £'000 |
|---|-------|-----------------------|---------------------|------------------------|------------------------|
| Incoming resources | | | | | |
| <i>Incoming resources from generated funds:</i> | | | | | |
| Voluntary income | 2 | 31,938 | 41,583 | 73,521 | 55,906 |
| Government grants | 3 | - | 3,080 | 3,080 | 3,991 |
| UNICEF fundraising development | 11 | - | 575 | 575 | 589 |
| UNICEF cards and gift sales | 4 | 294 | 8 | 302 | 337 |
| Investment income | | 13 | - | 13 | 15 |
| <i>Incoming resources from charitable activities:</i> | | | | | |
| Advocacy programmes | | 1,585 | 44 | 1,629 | 1,488 |
| Total incoming resources | | 33,830 | 45,290 | 79,120 | 62,326 |
| Resources expended | | | | | |
| <i>Costs of generating funds:</i> | | | | | |
| Costs of generating voluntary income | 5 | (15,595) | (6,633) | (22,228) | (18,446) |
| UNICEF fundraising development | 11 | - | (439) | (439) | (721) |
| UNICEF cards and gifts costs | 4 | (108) | - | (108) | (187) |
| | | (15,703) | (7,072) | (22,775) | (19,354) |
| <i>Charitable activities</i> | | | | | |
| Core UNICEF programmes | 6 | (12,516) | - | (12,516) | (11,915) |
| Specific UNICEF programmes | 6,8 | - | (37,934) | (37,934) | (24,702) |
| Advocacy programmes | 6,7 | (4,346) | (44) | (4,390) | (4,767) |
| | | (16,862) | (37,978) | (54,840) | (41,384) |
| <i>Governance costs</i> | 9 | (565) | - | (565) | (612) |
| <i>Other resources expended</i> | | (31) | (105) | (136) | (73) |
| Total resources expended | | (33,161) | (45,155) | (78,316) | (61,422) |
| Net movement in funds before transfers | | 669 | 135 | 804 | 903 |
| Funds at the start of the year | | 3,617 | 194 | 3,811 | 2,908 |
| Funds at the end of the year | | 4,286 | 329 | 4,615 | 3,811 |

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 2013

| | Note | The group | | The committee | |
|---|------|----------------------------|---------------------|----------------------------|---------------------|
| | | 2013 £'000 | 2012 £'000 | 2013 £'000 | 2012 £'000 |
| Fixed assets | | | | | |
| Tangible fixed assets | 13 | 1,224 | 1,477 | 1,224 | 1,477 |
| Investments | 14 | - | - | 20 | 20 |
| | | <u>1,224</u> | <u>1,477</u> | <u>1,244</u> | <u>1,497</u> |
| Current assets | | | | | |
| Debtors | 15 | 9,520 | 4,261 | 9,759 | 4,283 |
| Cash at bank and in hand | | <u>7,482</u> | <u>4,112</u> | <u>7,223</u> | <u>4,070</u> |
| | | 17,002 | 8,373 | 16,982 | 8,353 |
| Creditors: amounts due within one year | | | | | |
| Creditors and accrued charges | 16 | 4,971 | 4,185 | 4,971 | 4,185 |
| Amounts due to UNICEF | | <u>8,640</u> | <u>1,854</u> | <u>8,640</u> | <u>1,854</u> |
| | | 13,611 | 6,039 | 13,611 | 6,039 |
| Net current assets | | <u>3,391</u> | <u>2,334</u> | <u>3,370</u> | <u>2,314</u> |
| Net assets | 17 | <u><u>4,615</u></u> | <u><u>3,811</u></u> | <u><u>4,614</u></u> | <u><u>3,811</u></u> |
| Funds | | | | | |
| Unrestricted funds | | | | | |
| General funds | | 2,002 | 2,000 | 2,002 | 2,000 |
| Designated funds | | - | 6 | - | 6 |
| -Youth participation project | | - | 6 | - | 6 |
| -Baby Friendly Research fund | | - | 5 | - | 5 |
| -Major IT projects | | 1,881 | 880 | 1,881 | 880 |
| -Sports Partnership Programme | | 10 | 100 | 10 | 100 |
| -Nutrition campaign | | - | 126 | - | 126 |
| -Innovation projects | | 258 | - | 258 | - |
| -UK programmes action research | | 35 | - | 35 | - |
| -Emergencies reserve | | 100 | 500 | 100 | 500 |
| Restricted funds | | <u>329</u> | <u>194</u> | <u>329</u> | <u>194</u> |
| Total funds | | <u><u>4,615</u></u> | <u><u>3,811</u></u> | <u><u>4,615</u></u> | <u><u>3,811</u></u> |

The notes on pages 41 to 52 form part of these financial statements.

These financial statements were approved by the Trustees on 23 April 2014 and were signed on their behalf by:

Ilse Howling
Chairman

Sir Anthony Redmond
Treasurer

The United Kingdom Committee for UNICEF

Consolidated cash flow statement

For the year ended 31 December 2013

| | 2013 £'000 | 2012 £'000 |
|--|---------------|---------------|
| Net incoming / (outgoing) resources for the year | 804 | 903 |
| Interest received | (13) | (15) |
| Depreciation of tangible fixed assets | 324 | 370 |
| (Increase)/ decrease in debtors | (5,259) | 84 |
| Increase/ (decrease) in creditors | 7,572 | (4,937) |
| Net cash inflow / (outflow) from operating activities | 3,428 | (3,595) |
| Returns on investments and servicing of finance | | |
| Interest received | 13 | 15 |
| Capital expenditure | | |
| Payments to acquire tangible fixed assets | (71) | (10) |
| Increase/ (decrease) in cash | 3,370 | (3,590) |
| Reconciliation of net cash flow to movement in net cash | | |
| | 2013 £'000 | 2012 £'000 |
| Increase / (decrease) in cash | 3,370 | (3,590) |
| Net cash at 1 January | 4,112 | 7,702 |
| Net cash at 31 December | 7,482 | 4,112 |

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2013

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 total incoming resources for the charity are £78,968,000 (2012 = £62,096,000) and the net result for the charity is a surplus of £801,000 (2012 = surplus of £903,000) in accordance with 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 | 65% |
| Cards and Gifts | 1% |
| Advocacy Programmes | 20% |
| 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.

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2013

1. Accounting policies (continued)

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

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

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 the first quarter of 2012 both in discussions with DFID and in raising public awareness and funds. From the second quarter of 2012 a change in the global UNICEF organisation's working practices resulted in fewer contributions from DFID being recognised in UNICEF UK's accounts.

The UK Government also made other contributions to UNICEF Headquarters which are not shown in UNICEF UK's accounts on the basis that the income recognition 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.

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2013

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.

| 2. Voluntary income | | | 2013 | 2012 |
|--|-----------------------|---------------------|----------------------|----------------|
| | Unrestricted £'000 | Restricted £'000 | Total £'000 | Total £'000 |
| Direct marketing | 24,679 | 8,331 | 33,010 | 24,958 |
| Change for Good | - | 1,883 | 1,883 | 951 |
| Check Out for Children | - | 1,340 | 1,340 | 1,326 |
| Corporate partnerships | 958 | 12,284 | 13,242 | 9,591 |
| Major supporters, charitable trusts and foundations* | 820 | 15,383 | 16,203 | 7,263 |
| Legacies | 4,380 | 46 | 4,426 | 3,519 |
| Fundraising initiatives and regional fundraising | 1,050 | 632 | 1,682 | 1,669 |
| Special events | 41 | 632 | 673 | 3,418 |
| "Inspired Gifts" donations | - | 169 | 169 | 197 |
| Sports Programmes | - | 819 | 819 | 2,953 |
| Donated goods and services | - | 57 | 57 | 48 |
| Other fundraising | 10 | 7 | 17 | 13 |
| Total | <u>31,938</u> | <u>41,583</u> | <u>73,521</u> | <u>55,906</u> |

* Charitable trusts restricted income includes £Nil (2012- £2.6m) from RDCYP

| 3. Government grants | 2013 | 2012 |
|---|---------------------|----------------|
| | Total £'000 | Total £'000 |
| The Department for International Development (DFID) | 2,023 | 3,270 |
| The States of Guernsey & Jersey and the Isle of Man | 1,057 | 721 |
| Total | <u>3,080</u> | <u>3,991</u> |

All government grants are treated as restricted funds.

| 4. UNICEF cards and gifts | 2013 | 2012 |
|---|---------------------|----------------|
| | Total £'000 | Total £'000 |
| Sales of UNICEF cards and gifts | 205 | 232 |
| Donations with orders | 97 | 105 |
| Total | 302 | 337 |
| Less: Costs of selling UNICEF cards and gifts | | |
| Staff costs | (72) | (86) |
| Direct costs | (1) | (42) |
| Support costs | (35) | (59) |
| | <u>(108)</u> | <u>(187)</u> |
| | <u>194</u> | <u>150</u> |

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 2013

5. Costs of generating voluntary income

| | Staff costs | Direct costs | Support costs (note9) | 2013 Total | 2012 Total |
|---|--------------|---------------|-----------------------|---------------|---------------|
| | £'000 | £'000 | £'000 | £'000 | £'000 |
| Direct marketing | 1,203 | 12,041 | 1,324 | 14,568 | 12,042 |
| Change for Good | 50 | 27 | - | 77 | 9 |
| Check Out for Children | 95 | 24 | 65 | 184 | 228 |
| Corporate partnerships | 1,394 | 386 | 726 | 2,507 | 1,996 |
| Major supporters, charitable trusts and foundations | 958 | 177 | 554 | 1,689 | 1,465 |
| Legacies | 99 | 209 | 106 | 414 | 445 |
| Fundraising initiatives and regional fundraising | 701 | 542 | 689 | 1,932 | 1,618 |
| Special events | 226 | 307 | 234 | 767 | 541 |
| "Inspired Gifts" fundraising | 24 | 55 | 12 | 91 | 102 |
| Total | 4,750 | 13,768 | 3,710 | 22,228 | 18,446 |

6. Charitable activities

| | Staff costs | Direct costs | Support costs (note9) | 2013 Total | 2012 Total |
|-------------------------------------|--------------|---------------|-----------------------|---------------|---------------|
| | £'000 | £'000 | £'000 | £'000 | £'000 |
| Core UNICEF programmes | - | 12,516 | - | 12,516 | 11,915 |
| Specific UNICEF programmes (note 8) | - | 37,735 | 199 | 37,934 | 24,702 |
| Advocacy programmes (note 7) | 2,339 | 950 | 1,101 | 4,390 | 4,767 |
| Total | 2,339 | 51,201 | 1,300 | 54,840 | 41,384 |

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 (note9) | 2013 Total | 2012 Total |
|---------------------------------------|--------------|--------------|-----------------------|--------------|--------------|
| | £'000 | £'000 | £'000 | £'000 | £'000 |
| Development education and youth work | 633 | 171 | 319 | 1,123 | 1,403 |
| Baby Friendly Initiative | 563 | 520 | 266 | 1,349 | 1,422 |
| Management of information resources | 61 | 8 | 24 | 93 | 169 |
| Communication of UNICEF's programmes | 222 | 57 | 62 | 341 | 281 |
| Management of high profile supporters | 69 | 13 | 38 | 120 | 161 |
| Campaign and parliamentary work | 791 | 181 | 392 | 1,364 | 1,331 |
| Total | 2,339 | 950 | 1,101 | 4,390 | 4,767 |

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2013

8. Specific UNICEF programmes

£37,934,000 was for supplementary programmes (2012: £24,702,000). The main components of expenditure are identified below:

| | 2013 £'000 | 2012 £'000 |
|--|---------------|---------------|
| Children in emergencies | 13,515 | 5,283 |
| Young child survival and development | 17,299 | 10,698 |
| Basic education and gender equality | 5,297 | 6,179 |
| HIV and children | 128 | 868 |
| Child protection | 1,683 | 1,674 |
| Policy, partnership and participation for children | 12 | - |
| | 37,934 | 24,702 |

9. Support costs

| | Fundraising and sales costs £'000 | Advocacy programmes £'000 | Governance £'000 | Specific UNICEF programme £'000 | 2013 Total £'000 | 2012 Total £'000 |
|------------------------|--|---------------------------------|---------------------|--|------------------------|------------------------|
| Finance | 640 | 195 | 97 | 34 | 966 | 1,004 |
| Information technology | 370 | 112 | 56 | 19 | 557 | 644 |
| People and development | 580 | 176 | 87 | 31 | 874 | 828 |
| Office management | 1,102 | 335 | 166 | 59 | 1,662 | 1,581 |
| Support services | 377 | 115 | 57 | 19 | 568 | 928 |
| Directorate | 679 | 206 | 102 | 37 | 1,024 | 1,136 |
| | 3,748 | 1,139 | 565 | 199 | 5,651 | 6,121 |

| | Staff costs £'000 | Other costs £'000 | 2013 Total £'000 | 2012 Total £'000 |
|------------------------|----------------------|----------------------|------------------------|------------------------|
| Finance | 437 | 529 | 966 | 1,004 |
| Information technology | 152 | 405 | 557 | 644 |
| People and development | 844 | 30 | 874 | 828 |
| Office management | 199 | 1,463 | 1,662 | 1,581 |
| Supporter Care | 407 | 161 | 568 | 928 |
| Directorate | 765 | 259 | 1,024 | 1,136 |
| | 2,804 | 2,847 | 5,651 | 6,121 |

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2013

10. Staff costs

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

| | 2013 | 2012 |
|---------------------|-------------------|------------|
| | Number | Number |
| Fundraising | 126 | 114 |
| Advocacy programmes | 85 | 84 |
| Governance | 5 | 5 |
| | <u>216</u> | <u>203</u> |

Staff costs were as follows:

| | 2013 | 2012 |
|-----------------------|----------------------|--------------|
| | £'000 | £'000 |
| Salaries and wages | 8,166 | 7,600 |
| Social security costs | 898 | 800 |
| Pension contributions | 400 | 359 |
| Total salaries costs | 9,464 | 8,759 |
| Other staff costs | 908 | 655 |
| Total staff Costs | <u>10,372</u> | <u>9,414</u> |

| | No. | No. |
|--|------------|-----|
| Employees with emoluments including employer's pension contributions over £60,000 were as follows: | | |
| £110,001 - £120,000 | 1 | 1 |
| £90,001 - £100,000 | 1 | 1 |
| £80,001 - £90,000 | 2 | 1 |
| £70,001 - £80,000 | 4 | 1 |
| £60,001 - £70,000 | 7 | 8 |

There were 13 employees in the year (2012: 9 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 £66,572. The Executive Director's emoluments for 2013, excluding employer's pension costs, amounted to £109,773.

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 £400,000 (2012: £359,000).

There were £nil outstanding contributions at the end of the financial year (2012: £nil).

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2013

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.

| | 2013 | 2012 |
|-------------------|-------------------|------------|
| | £'000 | £'000 |
| Donor recruitment | <u>575</u> | <u>589</u> |
| | <u>575</u> | <u>589</u> |

Movements on UNICEF fundraising development programme funds

| | Fundraising development programme £'000 | 2013 | 2012 |
|--------------------------|--|-------------------|--------------|
| | | £'000 | £'000 |
| At the start of the year | - | 194 | 326 |
| Funding received | - | <u>575</u> | <u>589</u> |
| Funding available | - | 769 | 915 |
| Funding utilised | - | <u>(439)</u> | <u>(721)</u> |
| At the end of the year | - | <u>329</u> | <u>194</u> |

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2013

12. Net incoming resources for the year

This is stated after charging:

| | 2013 £'000 | 2012 £'000 |
|--------------------------|---------------|---------------|
| Depreciation | 324 | 370 |
| Trustees' expenses | 7 | 6 |
| Trustees' remuneration | Nil | Nil |
| Auditors' remuneration: | | |
| ▪ Audit | 28 | 27 |
| ▪ Other services | - | - |
| Operating lease rentals: | | |
| ▪ Property | 1,023 | 999 |

Trustees' expenses represent travel and subsistence for 7 (2012: 4) trustees relating to attendance at Board meetings.

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 until June 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 2013 was £345,000 (2012: £291,000).

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 | 465 | 867 | 3,630 |
| Additions in the year | - | 5 | 66 | 71 |
| Disposals in the year | - | - | - | - |
| At the end of the year | <u>2,298</u> | <u>470</u> | <u>933</u> | <u>3,701</u> |
| Depreciation | | | | |
| At the start of the year | 925 | 400 | 828 | 2,153 |
| Charge for the year | 224 | 58 | 42 | 324 |
| Disposals | - | - | - | - |
| At the end of the year | <u>1,149</u> | <u>458</u> | <u>870</u> | <u>2,477</u> |
| Net book value | | | | |
| At 31 December 2013 | <u><u>1,149</u></u> | <u><u>12</u></u> | <u><u>63</u></u> | <u><u>1,224</u></u> |
| At 1 January 2013 | <u><u>1,373</u></u> | <u><u>65</u></u> | <u><u>39</u></u> | <u><u>1,477</u></u> |

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2013

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:

| | 2013 | 2012 |
|---|------------------|-----------|
| | £'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)

| | 2013 | 2012 |
|--|---------------------|--------------|
| | £'000 | £'000 |
| Turnover | 923 | 975 |
| Cost of sales | <u>-</u> | <u>-</u> |
| Gross profit | 923 | 975 |
| Administrative expenses | (151) | (230) |
| Interest receivable | <u>-</u> | <u>-</u> |
| Operating profit / (loss) | 772 | 745 |
| Amount donated by Gift Aid to the charity | <u>(772)</u> | <u>(745)</u> |
| Retained in the subsidiary | - | - |
| The assets and liabilities of the subsidiary were: | | |
| Current assets | 648 | 335 |
| Creditors: amounts falling due within one year | (628) | (315) |
| 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 2013

15. Debtors

| | The group | | The committee | |
|---|---------------|---------------|---------------|---------------|
| | 2013 £'000 | 2012 £'000 | 2013 £'000 | 2012 £'000 |
| Trade debtors | 613 | 464 | 244 | 191 |
| Accrued income | 7,464 | 3,100 | 7,464 | 3,100 |
| Other debtors | 1,443 | 697 | 1,423 | 677 |
| Amounts due from subsidiary undertaking | - | - | 628 | 315 |
| | <u>9,520</u> | <u>4,261</u> | <u>9,759</u> | <u>4,283</u> |

16. Creditors and accrued charges

| | The group | | The committee | |
|-------------------------|---------------|---------------|---------------|---------------|
| | 2013 £'000 | 2012 £'000 | 2013 £'000 | 2012 £'000 |
| Trade creditors | 1,653 | 576 | 1,653 | 576 |
| Tax and social security | 350 | 285 | 350 | 285 |
| Accruals | 1,443 | 1,009 | 1,443 | 1,009 |
| Deferred income | 1,304 | 1,273 | 1,304 | 1,273 |
| Other creditors | 221 | 1,042 | 221 | 1,042 |
| | <u>4,971</u> | <u>4,185</u> | <u>4,971</u> | <u>4,185</u> |

17. Analysis of group net assets between funds

| | General funds £'000 | Designated funds £'000 | Restricted funds £'000 | Total funds £'000 |
|--|------------------------|---------------------------|---------------------------|----------------------|
| Tangible fixed assets | 1,224 | - | - | 1,224 |
| Net current assets/(liabilities) | <u>778</u> | <u>2,284</u> | <u>329</u> | <u>3,391</u> |
| Net assets at the end of the year | <u>2,002</u> | <u>2,284</u> | <u>329</u> | <u>4,615</u> |

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2013

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 | <u>2,000</u> | <u>32,536</u> | <u>(32,533)</u> | <u>2,002</u> |
| <i>Designated funds:</i> | | | | |
| Youth participation project | 6 | - | (6) | - |
| Baby Friendly Research fund | 5 | - | (5) | - |
| Major IT projects | 880 | 1,001 | - | 1,881 |
| Sports Partnership Programme | 100 | - | (90) | 10 |
| Nutrition campaign | 126 | - | (126) | - |
| Innovation projects | - | 258 | - | 258 |
| UK programmes action research | - | 35 | - | 35 |
| Emergencies reserve | <u>500</u> | <u>-</u> | <u>(400)</u> | <u>100</u> |
| <i>Total designated funds</i> | <u>1,617</u> | <u>1,294</u> | <u>(627)</u> | <u>2,284</u> |
| Total unrestricted | <u>3,617</u> | <u>33,830</u> | <u>(33,161)</u> | <u>4,287</u> |
| Restricted funds: | | | | |
| Supplementary programmes | - | 44,716 | (44,716) | - |
| UNICEF fundraising development | <u>194</u> | <u>575</u> | <u>(439)</u> | <u>329</u> |
| Total restricted funds | <u>194</u> | <u>45,290</u> | <u>(45,155)</u> | <u>329</u> |
| Total funds | <u>3,811</u> | <u>79,120</u> | <u>(78,316)</u> | <u>4,615</u> |

Purposes of funds

- The general unrestricted fund of £2,000,000 covers fixed assets and working capital needs.
- The designated fund for the youth participation project was to cover the costs of developing new digital methods of engaging young people in the work of UNICEF UK.
- The designated Baby Friendly Research Fund was held to cover costs relating to commissioned research and the creation and development of a new information management system.
- The major IT projects fund is designated for projects planned to commence in 2013/14
- The sports partnership programme designated fund is to fund a strategy to leverage UNICEF UK's sporting 'assets' to generate increased fundraising and awareness for UNICEF UK's work for children.
- The designated fund for a nutrition campaign was held to cover the costs of an advocacy project focussed on child nutrition. This was fully spent in 2013.
- Funds have been set aside for specific innovation projects which commenced in 2013 and continue into 2014.

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2013

18. Movements in funds, purposes of funds (continued)

- The UK Programmes Action Research fund is designated to improving strategy across UNICEF UK's domestic programmes
- The designated 'emergencies reserve' is held to enable rapid transfers to be made to UNICEF HQ for immediate needs before appeals are made to donors and funds received in response to humanitarian emergencies.
- Restricted funds are used for specific purposes as stipulated by the donor.
- UNICEF fundraising development programme funds are provided by UNICEF headquarters for market development, research & development and fundraising development initiatives.

19. Commitments under operating leases

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

| | 2013 | 2012 |
|----------------------------------|---------------------|---------------------|
| | £'000 | £'000 |
| Expiring in less than 1 year | 24 | - |
| Expiring in 2 to 5 years | 1,011 | 96 |
| Expiring in greater than 5 years | <u>-</u> | <u>1,011</u> |
| | <u>1,035</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 2013.

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

| | | |
|-----------------|-----------------------------------|------------|
| Trustees | Ilse Howling | Chair |
| | Robert Scott | Vice-Chair |
| | Professor Martin Woodhead | Vice-Chair |
| | Sir Anthony Redmond | Treasurer |
| | Graham Badman CBE | |
| | The Baroness Brinton | |
| | Margaret Cund | |
| | Professor Jagdish Gundara | |
| | Glyn Isherwood | |
| | The Baroness Jenkin of Kennington | |
| | The Baroness Massey of Darwen | |
| | Professor Mary Renfrew | |
| | Surinder Sharma | |

(the names of all Trustees who served during the year are shown on page 34)

Youth Advisers to the Trustees Lauren Eaves
Harry Phinda

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

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

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

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

www.unicef.org.uk

Hakim, 3, and his younger sister Amira, 1, wrapped up in a UNICEF blanket. They fled Syria with their family a year ago, and now live in a tent in Domiz refugee camp, northern Iraq.

In 2013, UNICEF provided Syrian children with 1 million blankets and more than 185,000 sets of winter clothes. We supplied 4.7 million measles and 21.8 million polio vaccinations. More than 388,000 Syrian children have received psychological care and support.

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

Registered Company
Number 3663181

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Number 1072612 (England and
Wales) SC043677 (Scotland)

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

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