

The United Kingdom  
Committee for UNICEF  
*Trustees' Report  
and Consolidated  
Financial Statements*

For the year ended  
31 December 2016

# UNICEF UK IN NUMBERS

**£** ..... **£102.8 MILLION** raised to build a safer world for every child

**£** ..... **£11.7 MILLION** raised for Unicef's work for Syrian children in danger

**+** ..... **14 MILLION** vaccines for Unicef to keep mums and children safe from tetanus through Pampers 1 pack = 1 vaccine

**SOCCER AID 2016** ..... Soccer Aid raised over **£6 MILLION** for children in danger. 4.3 million people watched on TV.

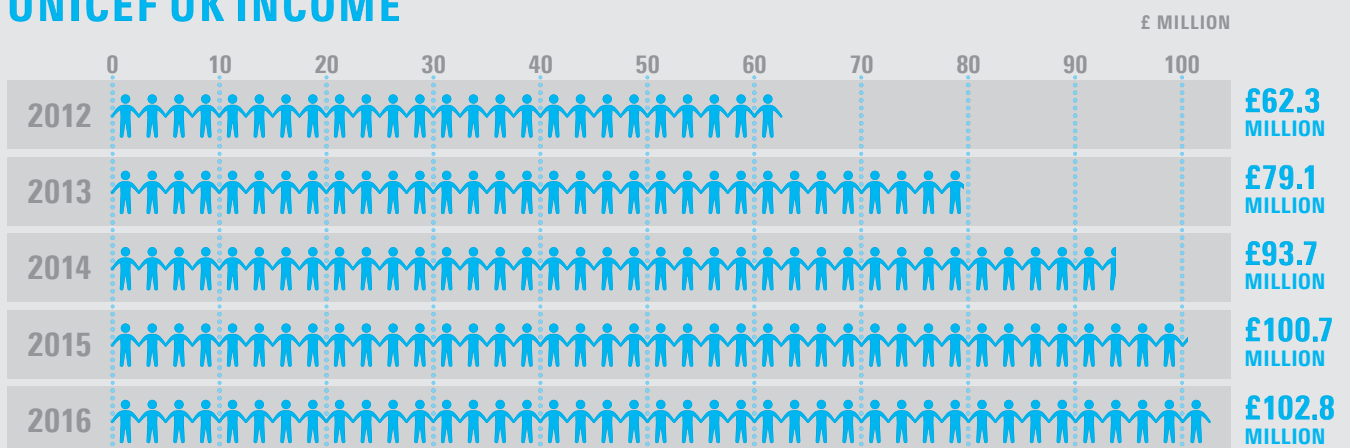
**7** ..... In its second year, **7: The David Beckham Unicef Fund** raised over **£2.2 MILLION**. David Beckham's film for the #ENDViolence campaign had over **18 MILLION VIEWS**

**♀** ..... **600,000** newborn babies supported by Unicef's Baby Friendly Initiative in the UK.

**RIGHTS RESPECTING SCHOOLS** ..... **1.5 MILLION** children in the UK go to schools that are putting rights at the heart of their culture

**PROTECT CHILDREN IN DANGER** ..... **175,000 PEOPLE** signed our petition to reunite unaccompanied refugee children with family in the UK.

## UNICEF UK INCOME



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

# **THE UNITED KINGDOM COMMITTEE FOR UNICEF**

## **TRUSTEES' ANNUAL REPORT AND CONSOLIDATED FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2016**

## **TRUSTEES' ANNUAL REPORT**

<b>MESSAGE FROM THE CHAIR OF UNICEF UK .....</b>	<b>1</b>
<b>STRATEGIC REPORT .....</b>	<b>2</b>
APPROACH AND AIMS .....	2
VISION AND MISSION .....	2
OUTCOMES IN 2016 .....	2
HIGHLIGHTS IN 2016 .....	4
ACTIVITIES & ACHIEVEMENTS IN 2016 .....	6
1. CHILDREN AFFECTED BY WARS AND DISASTERS.....	6
2. HEALTH FOR EVERY CHILD .....	12
3. NOURISHMENT FOR EVERY CHILD.....	14
4. CLEAN WATER AND SANITATION FOR EVERY CHILD .....	17
5. PROTECTION FROM VIOLENCE AND ABUSE FOR EVERY CHILD.....	19
6. EDUCATION FOR EVERY CHILD.....	23
7. CLIMATE CHANGE .....	26
8. PARTNERSHIPS .....	27
9. UK ADVOCACY AND CAMPAIGNS FOR CHILDREN .....	29
10. OUR WORK FOR CHILDREN IN THE UK .....	34
11. FUNDRAISING FOR CHILDREN .....	41
LOOKING AHEAD: STRATEGIC PLAN TO 2020 .....	44
FINANCIAL REVIEW .....	45
PRINCIPAL RISKS AND UNCERTAINTIES.....	48
<b>GOVERNANCE .....</b>	<b>49</b>
<b>STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES .....</b>	<b>54</b>
<b>INDEPENDENT AUDITORS' REPORT TO THE MEMBERS AND TRUSTEES OF UNICEF UK.....</b>	<b>55</b>
<b>CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES .....</b>	<b>57</b>
<b>BALANCE SHEETS.....</b>	<b>58</b>
<b>CONSOLIDATED CASH FLOW STATEMENT .....</b>	<b>59</b>
<b>NOTES TO THE FINANCIAL STATEMENTS .....</b>	<b>60</b>
<b>REFERENCE AND ADMINISTRATIVE DETAILS.....</b>	<b>74</b>

## **MESSAGE FROM THE CHAIR OF UNICEF UK**

In 2016 Unicef marked 70 years of working for children around the world. In this time, no organisation has done more to save and change children's lives. Yet the need for Unicef has never been greater. In 2016, one in four children lives in a country affected by conflict. Children face unprecedented dangers from war and disaster, disease and hunger, abuse and exploitation. However, thanks to the wonderful generosity of our supporters, we were able to do more to protect children than ever before. In 2016, Unicef UK raised £102.8 million for our work the second successive year that we have raised more than £100 million.

Children continue to bear the brunt of the devastating war in Syria, the greatest humanitarian emergency since World War 2. After six years of conflict, more than 8 million children are now in desperate need of humanitarian assistance. Our supporters responded with incredible generosity, giving £11.7 million to help Unicef deliver life-saving food, clean water, vaccines, education and protection for children in Syria and the surrounding region.

Children and families fleeing Syria and other emergencies made perilous journeys in search of sanctuary. We launched a major campaign to reunite unaccompanied refugee children with family in the UK. More than 170,000 people signed our petition – our most successful public campaign ever. The UK government agreed to reunite 600 unaccompanied refugee children from the 'Jungle' camp in Calais, northern France, with family in the UK. A further 200 children were provided with refuge under the Dubs amendment to the Immigration Act. Advocacy by Unicef UK was therefore crucial in securing the safety of more than 800 children.

In the UK, our programmes for children and families continue to flourish. The Baby Friendly Initiative works in UK hospitals, community health services, children's centres and universities to help new parents give their babies the love, care and nourishment they need to get the best start in life. Today, we work in 91% of maternity units and 85% of health visiting services across the UK, each year supporting more than 600,000 new babies as they enter the world.

The Unicef UK Rights Respecting Schools Award works with schools in the UK to create safe and inspiring places to learn, where children are respected, their talents are nurtured and they are able to thrive. More than 1.5 million children in the UK now attend schools that are becoming Rights Respecting – with schools reporting reductions in bullying and improvements in school relationships and child confidence and esteem.

It is a fitting tribute to the dedication and talent of the staff at Unicef UK that we are in The Sunday Times Top 20 Best Not-for-Profit Organisations. I would like to express my thanks to our President Kirsty Young for helping to raise the profile of our work and to our new Executive Director Mike Penrose for helping to deliver such unprecedented results for children in his first year and at a time when Unicef's work was needed more than ever.

*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 Directors' Report) Regulations 2014.

2016 was the first year of our 2016–20 strategic framework and refreshed mission statement.

## **APPROACH AND AIMS**

Unicef (the United Nations Children's Fund) is the world's leading organisation for children, ensuring more children are fed, vaccinated, educated and protected than any other organisation. Unicef has done more to influence laws, policies and customs to protect children than any other humanitarian organisation.

Unicef works with families, local communities, partners and governments in more than 190 countries to help every child realise their full potential. In everything we do, the most disadvantaged children and the countries in greatest need have priority.

Unicef UK is a registered charity that raises funds for Unicef's emergency and development work around the world and advocates for lasting change for children worldwide. This includes, for example, working to change government policies and practices that are harmful to child rights in the UK and internationally. Unicef UK is one of 34 Unicef national organisations based in industrialised countries.

## **VISION AND MISSION**

Our vision is a world fit for every child.

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

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

## **OUTCOMES IN 2016**

### **1. Resources to create a world fit for every child**

In 2016, Unicef UK raised a total of £102.8 million for our work to create a world fit for every child.

This was the second successive year that we have raised in excess of £100 million and represented growth of £2.1 million on 2015. This total sum was achieved through the generous support of our many individual supporters and partners, of particular note:

- 112,000 new pledge givers joined Unicef UK in 2016, with regular giving now generating £34.5 million for our work.

- Philanthropic gifts and charitable trusts and foundations generated £16.2 million
- Corporate partnerships raised £16.7 million
- Gifts left to Unicef UK in wills provided £9.3 million
- Special events raised £4.6 million

Unsurprisingly, in keeping with our increasingly digital world and lifestyle, 12% of all income came from digital sources.

## 2. Creating change for children

2016 was an eventful and successful year for our advocacy work on behalf of children. The plight and rights of refugee children were very much to the fore in the face of unprecedented global levels of displacement of children due to conflict, climate change and food crises. The tragic consequences for thousands of unaccompanied vulnerable children and young people were of particular concern.

Following sustained pressure from Unicef UK and our supporters, more than 750 children were transferred from Calais to the UK in the second half of the year. The UK government has also announced a new safeguarding strategy to cover unaccompanied asylum-seeking refugee and trafficked children, and Unicef UK will be involved in its development.

This impact would not have been possible without action by our supporters. Our supporters took a record 193,000 campaign actions in 2016. Thank you to everyone who signed a petition or wrote a letter to promote the rights and voices of children in danger.

## 3. Promoting children's voices

Unicef UK's mandate is encompassed in the UN Convention of the Rights of the Child. We aim through our Rights Respecting Schools programmes to ensure more children know and understand their rights. This has continued with significant growth in schools across the UK in 2016 – more than 750 new registrations from schools. A particularly satisfying milestone was surpassing 50% of schools in Scotland now registered as Rights Respecting.

In addition to supporting children directly to raise their voices, Unicef UK's media coverage on their behalf in 2016 grew considerably. In total there were 12,583 items of media coverage for Unicef's work, an increase of 23% from 2015.

## HIGHLIGHTS IN 2016

**The year saw three achievements of outstanding significance for our work to protect children in danger.**

### SOCCER AID

On 5 June, *Soccer Aid* returned to the pitch and our screens for a sixth time, raising a record breaking £6.6 million for children. Generous donations from the public were matched pound for pound by the UK government. At its peak, Unicef received more than 21,000 donations in a minute. easyJet also held special collections on board flights to and from the UK in the 10 days leading up to the match. These raised over £50,000.

The match, shown live on ITV1 and hosted by Dermot O'Leary and Kirsty Gallacher, featured Unicef appeal films on the dangers faced by children around the world: Eddie Izzard (Djibouti, malnutrition), Nicole Scherzinger (Kenya, child protection), Tinie Tempah (Nigeria, water and sanitation), Olivia Colman (Zimbabwe, maternal health) and Keeley Hawes (Philippines, natural disaster)

An audience of nearly 70,000 at Manchester United's Old Trafford stadium and 4.3 million TV viewers witnessed another pulsating game between celebrities and football legends representing England and the Rest of the World. England won the closely fought match 3–2. Celebrity players included Olly Murs, Jack Whitehall, Louis Tomlinson, Niall Horan, Patrick Kielty, Damian Lewis and John Bishop. Football legends included Ronaldinho, Jaap Stam, Dimitar Berbatov, Samuel Eto'o, Jermain Defoe, Jamie Carragher and David Seaman.

Unicef UK is very grateful for the continued support from Unicef UK Ambassador Robbie Williams, ie Music, ITV plc and Endemol UK.

### WINTER CAMPAIGN

Our winter campaign focused on Unicef's work for children in emergencies, in particular the conflict in Syria and child refugees. We appealed for public support to keep Syria's children safe and warm this winter.

#### **It begins with a blanket**

We worked with Saatchi & Saatchi on a short film to support the campaign. *It begins with a blanket* told the story of a 9-year-old refugee girl called Yana and her desperate attempts to keep warm. Across social media, the film secured over 20 million impressions. On Facebook, we reached over 7.5 million people.

#### **Safe and warm**

The campaign launched on 13 October with the Halloween Ball, which raised more than £570,000 for Syria's children. Our appeal to the UK public to help keep Syria's children safe and warm by helping to provide warm blankets and winter clothing led with the story of a little boy called Yahya, who we met in Iraq in February 2016. The appeal raised more than £5.5 million and inspired more than 56,000 new regular supporters.



### **Hogmanay**

The campaign was also the charity focus of Edinburgh's Hogmanay 2016 celebrations. Our films and messages reached over 150,000 people through the torchlight procession, street party, and firework display. The headline concert by Paolo Nutini had Unicef messages and calls for support from Unicef UK Ambassador Ewan McGregor and First Minister Nicola Sturgeon.

### **Unicef @ 70**

Unicef UK organised a special exhibition *Children of War: 70 years of Unicef working for Children* to mark the 70th anniversary of Unicef. The exhibition featured iconic and historic images from Unicef and Magnum Photos portraying the effects of war on children and how Unicef has worked to protect children from the dangers of conflict for the past 70 years. Unicef was founded in 1946 to provide life-saving aid for children in the aftermath of World War 2. And in 2016, Unicef continues to help children affected by conflict in Syria, Iraq, Afghanistan and elsewhere. We linked the exhibition to our winter campaign for the children of Syria.

## **7: THE DAVID BECKHAM UNICEF FUND**

Our exciting partnership *7: The David Beckham Unicef Fund* moved into its second year, with David continuing his commitment to raise funds and advocate for children. In January, he was awarded the Danny Kaye Humanitarian Leadership Award by Unicef in recognition of his on-going work to build a safer world for children. In 2016 fundraising events, corporate support and philanthropists raised over £2.2 million for the 7 Fund and introduced new supporters to Unicef.

In June, David Beckham travelled to Swaziland to see how the 7 Fund is helping Unicef to support and protect children with HIV. During his visit, David saw how one of the worst droughts in decades was having a devastating impact on children already made vulnerable by HIV. News of David's visit to Swaziland reached millions of people and helped Unicef communicate the need for the global community to take urgent action to help children affected by the drought. In December, as part of Unicef's 70th anniversary celebrations, David attended a special event at the UN headquarters to commemorate Unicef's 70 years of work for children.

The 7 Fund supports crucial Unicef programmes for children in seven countries or regions of the world and covers every aspect of Unicef's work. For more information and details about the Fund, please visit [www.7.org](http://www.7.org)

## **ACTIVITIES & ACHIEVEMENTS IN 2016**

### **1. CHILDREN AFFECTED BY WARS AND DISASTERS**

Established 70 years ago to provide emergency aid for children affected by World War 2, Unicef remains a leader in providing life-saving assistance and protection for children in danger from war or disaster around the globe. With a permanent presence in more than 190 countries, Unicef is poised to respond rapidly wherever and whenever an emergency happens.

During an emergency, Unicef delivers life-saving help for children in health and nutrition, water and sanitation, education, and child protection. During and after emergencies, Unicef works to promote long-term rehabilitation and recovery. Our humanitarian emergency work seeks to build resilience and reduce vulnerability by supporting local systems and structures. Throughout all our emergency work, Unicef takes appropriate measures to ensure that funds are well managed and monitored, and used only for intended purposes.

#### **Children and emergencies in 2016**

**One in four children in our world are affected by war or disaster. Emergencies threaten children's survival and development more today than ever.**

Whether it is the relentless conflicts and displacement crises in Nigeria and the Lake Chad basin, South Sudan, Syria or Yemen, or climate-related disasters such as El Niño and the ferocious storms across the Caribbean, humanitarian crises threaten millions of children's lives. Complex and protracted emergencies aggravate the risks that children face and exacerbate their needs; and sudden disasters can undermine development gains overnight. No matter where or what, thanks to our supporters, Unicef was there to protect children from danger.

Unicef UK committed £15.7 million to help the millions of children caught in emergencies in 2016. We supported humanitarian relief work in more than 40 countries.

Unicef's largest ever appeal, for children affected by the crisis in Syria, was a core driver of Unicef UK's fundraising activities in 2016. While child refugees in Europe – many fleeing the violence in Syria but also from Iraq, Afghanistan and Nigeria – benefited from fundraising activities as well as communications and advocacy work by Unicef in the UK.

#### **Child refugees**

Unicef UK Ambassador Ewan McGregor visited the refugee camps of northern Iraq to draw attention to the plight of 50 million children uprooted by war around the world. Coverage of his trip reached millions of people through TV interviews, videos and social media posts. In September, Ewan spoke at a special candlelit vigil and the UN Private Sector Forum, urging world leaders to put children first ahead of the first UN Refugees Summit. Unicef UK Ambassador Tom Hiddleston's television ad on the refugee crisis is on target to raise more than £300,000.

## **CHILDREN'S EMERGENCY FUND**

Our Children's Emergency Fund is vital for vulnerable children caught up in under-reported or often completely ignored humanitarian crises around the world. It allows Unicef UK to deliver a rapid response for 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 2016 we raised more than £2.2 million for the Children's Emergency Fund from generous individuals, companies and charitable foundations. This money supported vital work for children affected by conflict and disaster in countries including Burundi, the Lake Chad basin region, Central African Republic, Iraq, Yemen and the Democratic Republic of Congo. We supported preparedness and emergency response activities for children in Ethiopia, Angola and in Latin America (in response to the Zika virus outbreak), and also in chronic and complex crises such as South Sudan and Mauritania.

Rangers Charity Foundation (£25,000) and London Stock Exchange Group (£100,000) contributed to the Children's Emergency Fund to help Unicef support children caught up in a range of emergencies in 2016. This included responding to the worst drought in decades in Ethiopia, providing support to children affected by conflict in Burundi, and supporting yellow fever vaccinations in Angola.

### **UK support for emergencies**

We were grateful to our partners Clarks, EE, H&M, Jersey Overseas Aid, Kantar Group, Louis Vuitton, LSEG, Manchester United, Andy Murray and Rangers for their support.

#### **Louis Vuitton**

In 2016 Unicef and Louis Vuitton launched a global partnership to help support the millions of children affected by war and disaster. Louis Vuitton for Unicef has helped to raise US\$2.5 million globally through the sale of specially designed Silver Lockit products and customer and employee fundraising. These funds have helped Unicef provide children with life-saving humanitarian support in Syria and Nigeria.

#### **Jersey Overseas Aid**

Jersey Overseas Aid is one of our most loyal supporters in emergencies. In 2016, it supported seven emergencies in countries as diverse as Malawi, Ethiopia, Ecuador, Madagascar, Iraq and Lebanon. Throughout the year, Jersey Overseas Aid made emergency grants totalling £700,000 to help some of the most vulnerable children in the world. This included £475,000 to Syrian refugees in Lebanon, £30,000 towards food insecurity in Malawi and £30,000 to an earthquake in Ecuador. We are extremely grateful for the support from Jersey Overseas Aid, particularly for those emergencies that receive less media attention.

#### **Andy Murray Live**

In its debut year Andy Murray Live, a charity tennis event hosted by Unicef UK Ambassador Andy Murray, raised more than £150,000 for our Children's Emergency Fund. Around 10,000 people attended the first ever tennis event at The SSE Hydro Glasgow on 21 September, which was televised live on Sky Sports. We are delighted that Andy will host the event again on 7 November 2017.

## **SYRIA, CONFLICT**

2016 saw the five-year anniversary of the conflict in Syria. The Syrian refugee crisis is the largest humanitarian emergency since the end of World War 2. There are now more than 8 million Syrian children in urgent need of humanitarian aid. The countries neighbouring Syria are hosting more than 4.8 million Syrian refugees, including more than 2.3 million children.

Unicef is one of the few agencies working inside Syria, as well as helping to provide urgently needed aid and services for refugee families in Jordan, Lebanon, Iraq, Turkey and Egypt. As the battle raged for Aleppo, Syria's largest city, Unicef prepared supplies for thousands of children and families in warehouses on the edge of the battle zone, ready to be mobilised as soon as humanitarian access allowed. In 2016 Unicef engaged in almost 90 operations across battle-lines into besieged and hard to reach areas, reaching thousands of desperate children and families with life-saving food, water and medical supplies.

### **UK support for Syria's children**

In 2016, Unicef UK raised £11.7 million for the children of Syria. Our television ads featuring Unicef UK Ambassadors Ewan McGregor, Michael Sheen and James Nesbitt raised more than £3.4 million.

Unicef UK Ambassador Michael Sheen travelled to Lebanon and Jordan to draw attention to the suffering of children during five years of conflict. On his return, Michael was interviewed on Good Morning Britain, Sky News and BBC Breakfast. He also wrote articles for *The Huffington Post* and *The Daily Mirror*. Michael's Facebook Live interview reached over 78,000 people. To mark the five-year anniversary, we also released an innovative Instagram story of a nine-year old Syrian girl called Bitu that was told and shared by David Beckham, Ewan McGregor, Andy Murray, Emma Bunton and Jessie Ware.

### **The Halloween Ball**

On 13 October, Unicef UK held our fourth annual Halloween Ball to raise funds for Unicef's life-saving work for the children of Syria. There were exclusive performances from Unicef Ambassador Robbie Williams and Laura Mvula and a special filmed message from Unicef UK Ambassador Ewan McGregor. Unicef UK Ambassador James Nesbitt spoke passionately of his dedication and commitment to Unicef's work for children. Special guests included Unicef UK Ambassador Jemima Goldsmith, Princess Beatrix, Erin O'Connor, Unicef UK Ambassador Charley Boorman and Cel Spellman. Guests bid on exclusive auction items, including a private dining experience with Tom Sellars at his Michelin star restaurant and the chance to name a character in David Walliams's new book. The Ball raised a total of more than £570,000 for Syria's children.

### **UK government aid match**

We are grateful to the Department for International Development for generously match funding all public donations made to both Unicef UK's 2015–16 winter appeal for Syria and our Day for Change UK schools appeal. The match funding from DFID is being used to supply winter clothing and blankets, clean and safe sanitation facilities, as well as provide education and protect children through psychosocial support.

### **Next Generation**

Next Generation is a global initiative that brings together diverse groups of young professionals, age 21 to 40, who are committed to helping transform the lives of the world's most vulnerable children. The Next Generation London group launched in 2014 and has delivered significant support for the children of Syria.

In 2016, Next Generation London hosted their second annual gala event in aid of Unicef. In November, they launched a national campaign *Cook for Syria: a* fundraising initiative focused around Syrian cuisine, encouraging everyone from top chefs to people at home to cook and raise funds for the Syrian crisis. The *Cook For Syria* recipe-book has so far sold over 11,000 copies, with all profits going to Unicef's work for the children of Syria. Next Generation London's events and campaigns in 2016 raised an incredible £357,000 for Syria's children.

### **Unicef's response**

Unicef was working for the children of Syria before the conflict started, we have continued to be there for them throughout the past five years, and we will be there to help them rebuild their lives when the conflict is over.

Unicef is one of the few agencies working for children inside Syria and in surrounding countries, as well as for children seeking refuge in Europe. With help from our UK supporters, Unicef is delivering life-saving food, clean water and vaccines, as well as providing education and protection services for children in Syria and the surrounding countries of Jordan, Lebanon, Iraq, Turkey and Egypt.

Across 2016 we reached 4.5 million people in Syria with clean water, including thousands in east Aleppo in December. Unicef programmes reached over 1 million people living in besieged and hard to reach areas inside Syria, providing life-saving health, nutrition, water, sanitation and hygiene, and education supplies. Across the region, we have provided education and child friendly spaces, allowing children a safe space to play, and offering support, psychological care and alternative learning opportunities.

## **EUROPE, REFUGEE CRISIS**

Children are fleeing war and disaster in greater numbers than at any time since World War 2. So many of those seeking sanctuary in Europe have lost their homes, their parents, their friends and their schools. Vulnerable children and families urgently need governments and child protection systems in Europe to recognise their plight and ensure their long-term safety. More than 335,000 people arrived in Europe in 2016, seeking safety and a chance to rebuild their lives. Two in three are children.

### **Unicef's response**

In 2016, Unicef UK raised more than £250,000 for the Europe refugee crisis. Unicef has set up child and family support spaces across Europe. These provide children with a safe place to eat and sleep, as well as receive health care, counselling and support. Unicef will not stop until every child is safe. Unicef UK welcomed the UK's financial contribution to humanitarian assistance in the Syria region and the UK's commitment to resettle up to 20,000 Syrian refugees from the region in the UK by 2020 and to take in some unaccompanied children from conflict-affected regions.

We welcomed the announcement from the UK government to resettle 3,000 at risk children from the Middle East and North Africa and the commitment that unaccompanied children in Europe should be brought to the UK if they have family here. In October, the safety of 300-400 children in the 'Jungle' refugee camp in Calais was secured by a promise from the British Home Secretary on the back of dedicated advocacy, campaigns and communications work by Unicef UK in collaboration with our colleagues at Unicef in France. However given the scale of the current global refugee crisis, Unicef UK urges the UK government to do more.

## **ECUADOR, EARTHQUAKE**

On 16 April 2016, a huge earthquake struck northwest Ecuador, resulting in a state of emergency in the six provinces of Manabí, Esmeraldas, Santa Elena, Guayas, Santo Domingo and Los Ríos. The largest disaster in the region since Haiti in 2010, the earthquake directly affected 720,000 people, including 250,000 children.

### **Unicef's response**

Unicef UK raised nearly £330,000 for Ecuador's children. Since the earthquake, Unicef has delivered more than 100 tonnes of critical medical, water and sanitation, education from supply hubs in Panama and Copenhagen. Throughout the earthquake-affected zones, Unicef has helped set up temporary educational spaces for 12,000 children, and 590 school in a box kits have been provided to help teach a further 23,600 students. Along with humanitarian partners, about 250,000 people have benefited from clean water and sanitation. To prevent malnutrition and associated health issues, 350,000 zinc tablets were provided for 12,500 children, micronutrients for more than 80,000 and over 250,000 vitamin A doses. In addition, more than 20,000 children received psychosocial care.

## **EAST AND SOUTHERN AFRICA, EL NINO**

One of the strongest ever El Niño events affected more than 50 million people and placed more than 26.5 million children at risk of malnutrition, water shortages and disease in 10 countries in East and Southern Africa. The countries most affected were Ethiopia, Somalia and Eritrea in East Africa, and Angola, Lesotho, Malawi, Swaziland, Zimbabwe, Madagascar and Mozambique in southern Africa.

Severe food shortages and food insecurity in Malawi left almost 3 million people in need of humanitarian assistance. The Scottish government generously provided £100,000 to support Unicef's provision of nutrient supplements, clean drinking water and sanitation.

Unicef supporter Rosie Huntington-Whiteley travelled to Lesotho to raise awareness of the food crisis in the region. Her visit delivered exclusive pieces in *Vogue* and *The Mirror*, as well a Facebook Live interview. Rosie also posted four Instagram images from her visit to her 5.7million followers, one of which received over 98,000 likes. Unicef supporter Simon Reeve made four explainer films to inform the public about child malnutrition and its causes.

### **Unicef's response**

Unicef UK raised £600,000 for children affected by this crisis. In immediate response, Unicef helped treat more than 1 million children for severe malnutrition.

We are taking integrated action with government and other partners to address the immediate and multiple impacts of drought on children's nutrition, health, wellbeing and education. And for the long term, we are continuing to strengthen children's resilience to the increasing impacts of climate-related hazards like droughts and floods, and to support the coping mechanisms of families and communities to protect children and their families.

## **HURRICANE MATTHEW**

Hurricane Matthew was the most powerful and destructive Caribbean storm in a decade. In late September–early October, this tropical cyclone left 800,000 people requiring life-saving aid and 175,000 people displaced. Haiti was worst hit, with up to 1,600 deaths and US\$1.9 billion damagers. About 1 million people were evacuated from the storm's path in Cuba.

### **Unicef's response**

Unicef UK raised more than £350,000 for affected children in the Caribbean region. Unicef responded rapidly with pre-positioned emergency supplies, providing safe water and sanitation and restoring health services. By the end of 2016, Unicef had also reached more than 807,000 people, including 309,000 children, with crucial cholera vaccinations to prevent the outbreak of this deadly infectious disease.

## **YEMEN, CONFLICT**

After two years of conflict, 10 million children in Yemen are in danger, with the health system near collapse, millions of children malnourished, and millions lacking access to clean water and sanitation.

### **Unicef's response**

In 2016, Unicef UK raised more than £250,000 for the children of Yemen. In 2016 Unicef has supported treatment for over 200,000 severely malnourished children and helped vaccinate more than 4.6 million children. Over five-days in September 2016, Unicef mobilized thousands of health workers in an innovative, nationwide campaign. Traveling in cars, on motorcycles, by donkey or on foot, mobile teams reached more than 600,000 children under 5 and 180,000 pregnant and breastfeeding women in remote areas with services ranging from vaccination and micronutrient supplementation to antenatal care. This action helps protect children in immediate danger and also supports the long-term health and wellbeing of families.

## **2. HEALTH FOR EVERY CHILD**

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

In 2016, Unicef UK committed £4.1 million to prevent children dying from preventable diseases.

### **Pampers helps tackle tetanus**

Every year, maternal and neonatal tetanus (MNT) kills around 49,000 newborn babies and a significant number of mothers.<sup>1</sup> Caused by tetanus spores present in unsanitary conditions during childbirth, this painful disease spreads rapidly throughout the body. With Pampers' support, Unicef has helped make great progress in the global drive to eliminate deaths from MNT.

### **One pack, one vaccine**

In the past 11 years, Pampers' support has helped UNICEF to eliminate maternal and newborn tetanus (MNT) in 19 countries and Pampers has donated vaccines that are helping to protect 100 million women and their babies. However, there is still work to do, as MNT still threatens the lives of more than 67 million women and their future newborns.

In 2016, the partnership generated funds that could buy more than 14 million vaccines, helping to save the lives of many thousands of mothers and babies in the 19 countries where MNT remains (Afghanistan, Angola, Central African Republic, Chad, Democratic Republic of Congo, Equatorial Guinea, Ethiopia, Guinea, Haiti, Kenya, Mali, Nigeria, Pakistan, Philippines, Papua New Guinea, Somalia, South Sudan, Sudan and Yemen).

### **easyJet helps to tackle polio**

Our Change for Good partnership with easyJet supports Unicef's vital work to end polio. Since 1988, the number of polio cases has fallen by more than 99 per cent. The world has never had a better opportunity to end polio but while the disease continues to exist anywhere, children everywhere remain at risk.

In 2016 Change for Good raised over £1.5 million and helped raise awareness of Unicef's work among easyJet's 70 million customers across Europe. easyJet cabin crew delivered on-board collections in spring, summer and winter. On World Polio Day (24 October) easyJet also held a special collection and activated communications to raise awareness and thank their customers and staff.

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<sup>1</sup> [www.who.int/immunization/diseases/MNTE\\_initiative/en/](http://www.who.int/immunization/diseases/MNTE_initiative/en/)



Donations helped Unicef respond rapidly to a sudden outbreak of polio in Myanmar. By supporting health workers, social mobilisation, and the distribution of vaccines, funds helped vaccinate more than 7 million children against polio. In Pakistan, easyJet's support also helped Unicef vaccinate more than 280,000 children on the border with Afghanistan, and helped support the training and supervision of 3,000 women volunteers who encouraged the community to vaccinate their children against polio.

To mark World Polio Day on 24 October, a virtual reality film featuring Unicef Ambassador Ewan McGregor was launched and Paralympic wheelchair basketball medallist and Unicef supporter Ade Adepitan posted on social media, thanking easyJet customers for their support.

### **England Footballers Foundation, helping to beat malaria**

The England Footballers Foundation (EFF) is using their global status to help raise funds and awareness about the dangers of malaria. In Africa, malaria is one of the leading causes of death of children under five, and globally it is the third biggest killer of children. The poorest and most vulnerable children are in the greatest danger, yet sleeping under a mosquito net can offer them life-saving protection. Through the EFF partnership, players donate their England match fees to help keep children safe from malaria.

### **3. NOURISHMENT FOR EVERY CHILD**

**Every 15 seconds, a child somewhere in the world dies because of malnutrition. Of those that survive, millions have to live with the effects for the rest of their lives because their bodies and brains haven't developed the way they should.**

**Unicef works to prevent malnutrition as well as provide 80 per cent of the world's supply of life-saving food for malnourished children. In 2016, Unicef UK committed £11.2 million to keep children safe from hunger and malnutrition.**

#### **Children's Investment Fund Foundation (CIFF)**

The Children's Investment Fund Foundation continues to be a key partner in tackling malnutrition for children around the world, by generously investing in Unicef's programmes in Nigeria, Bangladesh and Tanzania.

In Nigeria, CIFF's investment has enabled Unicef, in partnership with the government of Nigeria, to supply life-saving treatment for malnourished children. This contributed to the treatment of 480,000 severely malnourished children, with recovery rates of more than 87% in 2016, thanks to the CIFF investment.

In Bangladesh, CIFF has enabled Unicef to support the government to improve national nutrition services through the use of data and quality training. While in Tanzania, Unicef has been able to support the government's planning, resourcing and monitoring of services for women and children affected by severe malnutrition.

#### **The Power of Nutrition**

Unicef is working with The Power of Nutrition, an innovative new foundation designed to tackle child malnutrition in Africa and Asia. Over the coming years, Unicef and The Power of Nutrition aim to expand simple, inexpensive and evidence-based interventions that improve child and maternal nutrition and save lives. By matching donations to Unicef's Liberia Initiative, The Power of Nutrition will help to save lives, protect children from malnutrition and ensure Liberia remains on target to reach its nutrition goals. Unicef will focus investment from The Power of Nutrition on expanding an integrated package of evidence-based nutrition interventions in five counties (Bomi, Bong, Grand Cape Mount, Lofa and Sinoe).

#### **KidPower**

With funding from the Scottish government, we piloted Kid Power with 25 primary schools in Scotland. KidPower is the world's first wearable-for-good fitness band that supports physical exercise for children while earning points to provide life-saving food for malnourished children around the world. Over 1,000 pupils took part, with an average daily step count of 13,603. Teachers felt pupils had a sense of purpose as active participants for global change and identified a noticeable difference in children's physical activity levels. £48,000 was raised for child nutrition in Pakistan and Malawi.

### **The Liberia Initiative**

Liberia has one of the highest child mortality rates in the world. In a country where nearly half of all children 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 aims to significantly reduce chronic malnutrition in children under five, by ensuring the universal coverage of essential nutrition interventions across Liberia. The Initiative is supporting activities to improve child survival, growth and development and maternal nutrition through the delivery of services, advocacy, increasing awareness, and training health workers.

With the support of our President Kirsty Young, Vice Presidents and supporters including the Department for International Development, Jersey Overseas Aid, The Ingram Trust, The ELEVA Foundation, Kirsty & Eric Bendahan and The Power of Nutrition, Unicef is in a position to transform the lives of an entire generation. In support of this initiative, Passenger also donated nearly £120,000 in proceeds from his album *Whispers II*.

In 2016, the Liberia Initiative screened more than 87,000 children for malnutrition and distributed iron supplements to over 100,000 pregnant women nationwide. Currently, nearly 200 health workers from over 50 health facilities have received on the job mentoring and support, enabling nutrition treatment to be offered in 98% of all health districts nationwide. The programme has been working with community volunteers to reach over 16,000 mothers with key nutrition messages through 60 community awareness campaigns and 102 cooking demonstrations.

Unicef is also working with policy makers and key stakeholders to ensure that nutrition is recognised as a priority on the development agenda at the global and national level. Unicef is also working with the government of Liberia to strengthen institutional frameworks and capacity to initiate and expand evidence-based, high impact and cost effective nutrition interventions, while ensuring sustainable development and government ownership.

### **Malnutrition in 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 as a result of malnutrition. Unicef UK is deeply grateful to Megha and Aditya Mittal's generous partnership on a five-year Unicef initiative that will provide the first comprehensive 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 poor nutrition and lower 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.

### **Soccer Aid and the UK government: South Sudan, Sierra Leone and Liberia**

The UK government generously doubled all public donations made to *Soccer Aid* in 2014. In 2016 Unicef continued to use the match funding to reduce maternal and child mortality in South Sudan, Sierra Leone and Liberia. The Unicef programme provides access to maternal health services, supplies life-saving nutrition, and trains health professionals. More than 1 million women and children will benefit from the project.

In 2016, more than 49,300 children were screened for malnutrition. Unicef also reached 37,000 mothers with nutrition messages and 8,560 women were provided with antenatal services. In addition, more than 1,400 health workers and 2,200 community health volunteers received child nutrition training, and more than 340 mother-to-mother support groups were created.

### **Vitality, life-saving food**

In 2016 Unicef teamed up with health and life insurance company Vitality to support child nutrition. Vitality is offering its members up to 25% off selected healthy foods in the shopping basket with online supermarket Ocado. For every member's first shop with Ocado through Vitality, Vitality will donate one day's worth of nutrition to children in southern and eastern Africa. One day's worth of nutrition means three packs of life-saving food for a severely malnourished child.

### **Jersey Overseas Aid, tackling child malnutrition in Chad**

Around one in three children in Chad are moderately or severely malnourished. Malnutrition is the underlying cause of half of all child deaths. To help tackle this crisis, Jersey Overseas Aid is supporting a Unicef programme to provide life-saving food, train health workers on nutrition, and raise awareness of the importance of nutrition among parents and caregivers.

## **4. CLEAN WATER AND SANITATION FOR EVERY CHILD**

Dirty water and poor sanitation claim the lives of one million children under the age of five every year. Unicef works to keep children safe by improving water supplies and sanitation facilities in schools and communities, and promoting safe hygiene practices in more than 100 countries around the world.

### **Check Out for Children**

In 2016, Unicef UK's Check Out for Children™ partnership with Marriott International, Inc. (formerly with Starwood Hotels & Resorts) raised over £1.2 million to provide clean drinking water and decent sanitation facilities for children and families across Africa and the Middle East.

The partnership has so far raised more than \$35 million globally to help Unicef build better lives for more than 4.5 million children. The core of the programme is that guests at Starwood Hotels & Resorts are asked if they would add \$1 (or local equivalent) to their bill at check out in order to help Unicef's work for children. Further funding is raised by the employee campaign Road to Awareness™.

### **Kimberly-Clark, Angola and South Africa**

In 2016 Unicef's partnership with Kimberly-Clark™ raised over US\$800,000 through on-pack promotion with brands such as Andrex™ and the Kimberly-Clark Foundation™ to help thousands more children in Angola and South Africa get access to proper sanitation and hygiene facilities.

The partnership is helping Unicef to reach more than 1 million children and 35,000 teachers in South Africa to improve water and sanitation in schools. In 2016, over 200,000 people in Angola were empowered to help build their own toilets and received best practice training on hygiene.

### **M&S, sustainable change in Bangladesh**

M&S and Unicef have been in partnership since 2011, focusing on delivering programmes and interventions with life changing results for children and their families, including in key sourcing locations for M&S.

In 2015 and 2016, M&S and Unicef have worked on an innovative and bespoke initiative on clean cook-stoves that addresses employment, training, health and wellbeing, and community investment in eight districts of Bangladesh. The initiative aligns with M&S environmental strategy and the reduction of carbon emissions contributes to M&S achieving carbon neutrality. The initiative is accredited as Gold Standard.

Key achievements include from the Carbon Cook Stoves initiative include:

- Installation of 46,000 clean cook-stoves
- Benefiting 230,000 people
- Skills training for 560 entrepreneurs
- Reduction of CO<sup>2</sup> emissions by more than 52,000 tonnes

### **Jersey and Guernsey Overseas Aid, Eritrea**

In Eritrea, three out of four people do not have access to safe sanitation facilities and one in three does not have safe drinking water. Nine out of ten schools in Eritrea lack hand-washing facilities. The Jersey Overseas Aid and Guernsey Overseas Aid and Development Commission are supporting a Unicef project in Eritrea to improve the health of children in Eritrea by providing toilets, hand-washing facilities, and safe water supplies at two rural schools.

### **Water in schools: Tanzania**

One in three primary schools in Tanzania has no water supply and 84 per cent of schools do not have a functional hand washing facility. In addition to the impact on children's health, poor water and sanitation facilities in schools can have a detrimental impact on a child's education, and ultimately their future.

Thanks to the generosity of our philanthropic supporters, Unicef aims to improve water, sanitation and hygiene facilities for approximately 3,500 children in five schools across Tanzania. These schools typically have the poorest attendance records and highest dropout rates. We are deeply grateful to Bradley and Katherine Wickens for their ongoing investment in this project and their commitment to making a positive difference for children in Tanzania.

### **Domestos, better sanitation**

For the fifth consecutive year, our global cause-related marketing campaign with Domestos, Unilever's leading toilet cleaner brand, raised funds for Unicef's global sanitation programmes. Since 2012, our partnership has helped more than 6 million children and adults gain access to safe toilet facilities through behaviour change interventions and capacity-building initiatives.

We also worked with Domestos to raise global awareness of the sanitation crisis through initiatives such as an outdoor "see-through loo" and a No More Sick Days social media campaign to highlight the number of school days lost as a result of disease caused by lack of proper sanitation. Our partnership with Unilever also extended into advocacy – as Unicef and Unilever were both involved in the creation and development of the WASH4Work initiative.

### **Rainwater harvesting: Honduras**

We are grateful to Big Lottery Fund for providing a grant of £500,000 for four years to provide safe water to isolated indigenous communities in Honduras. The programme is directly benefiting 17,000 indigenous people from 60 communities, including 5,000 children. The programme aims to improve the health of indigenous schoolchildren and communities through environmentally sustainable rainwater supplies that incorporate basic sanitation and develop local capacities for managing and maintaining water systems.

## **5. PROTECTION FROM VIOLENCE AND ABUSE FOR EVERY CHILD**

We live in a dangerous world where every five minutes a child dies of violence. There are tens of millions of children living on the streets, more than 165 million child labourers, tens of thousands of child soldiers recruited by armed groups, and millions of children trafficked each year.<sup>2</sup> These statistics hide the impact on individual children, denied an education and at risk of violence, abuse and exploitation.

Unicef works to keep children safe, protecting them from abuse, providing support to help them leave the streets or dangerous work and get an education. Unicef also helps to demobilise child soldiers, reintegrating them into family and community life by providing counselling, education and training. And Unicef works with governments and local organisations to prevent child trafficking and to protect and support child victims of trafficking.

In 2016, Unicef UK committed £2.9 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 to work or enlisted as child soldiers.

### **Twinings, supporting adolescent girls in India**

Since 2010, Unicef and Twinings have been working in partnership on a programme focusing on the empowerment and protection of 34,000 adolescent girls in Assam, India. Phase 2 of the partnership, investing more than £370,000, seeks to empower 5,000 girls through life-skills training that helps to protect them and their peers from violence and exploitation, including child marriage.

The programme has so far helped:

- 4,800 girls to attend weekly sessions covering issues such as health and nutrition, violence and abuse, and children's rights
- 341 girls to re-enrol into school
- addressed 82 cases of child violence and neglect.

Nutrition has also been an integral part of the Unicef and Twinings partnership. This has supported adolescent girls through cooking classes and the distribution of iron folic tablets at the 63 tea gardens. A key element in 2016 was the integration of this work with national nutrition programmes.

### **Safeguarding children in sport**

Since 2012 Unicef UK has coordinated the International Safeguarding Children in Sport Initiative, a coalition of more than 60 organisations working in sport and sport for development across six continents. The Initiative has developed a set of eight international safeguards for children in sport – the first international resource of its

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<sup>2</sup> *Marking progress against child labour – Global estimates and trends 2000–2012* (ILO-IPEC, 2013); *Every child counts: new global estimates on child labour* (ILO-IPEC, 2002)

kind. And 2016 saw the launch of international guidance on safeguarding children in sport.

The initiative has so far enabled around 10,000 children to enjoy sport in an environment that aims to protect them from violence, abuse and neglect. The vision is a future where every child is safe in sport.

### **Funders' Collaborative for Children (FCFC), Malawi**

Violence against children is a major issue in Malawi. One in five girls experience sexual abuse and two out of three boys suffer physical abuse. With generous support from the FCFC – a collaborative between the Elton John AIDS Foundation, ClIFF, Comic Relief and the Diana Fund, Unicef is helping to expand the government of Malawi's National Plan of Action for vulnerable children in seven districts, in order to prevent and respond to the violence, abuse, exploitation and neglect of children affected by HIV and AIDS. More than 18,500 vulnerable children have received specialist care and child protection services, and more than 300 child protection workers, government and NGO staff have been trained to report and monitor child protection.

### **Manchester United, United for Unicef**

We have been in partnership with Manchester United since 1999, the longest running collaboration between a Premiership football club and a global charity. The partnership is currently helping provide education for vulnerable children in Bangkok and for children in remote communities of Chiang Mai province, northern Thailand. Manchester United's funding also supports life skills training for young people at risk of exploitation and brings sport, and specifically football, to some of the most vulnerable and marginalised children in Thailand

Since our partnership began, United for Unicef has raised more than £4 million and helped more than 3.4 million children around the world. In 2016, the Club's annual gala dinner raised over £234,000 to support children in Thailand.

### **Commonwealth Games and children's rights initiative**

This important initiative establishes a new benchmark within the sports sector for respecting human rights in line with the UN Guiding Principles on business and human rights and the Children's Rights and Business Principles. We are now working in partnership with the Commonwealth Games Federation to embed human and child rights due diligence throughout their work. The hosts of the next four Commonwealth Games and Commonwealth Youth Games are working together to understand how the Games might impact on people's rights. The vision is that this work will pave the way to a future where no child is harmed as the result of a mega sporting event being hosted in their community, and no child is harmed in the supply chain of these events.

### **Ethical Tea Partnership and the children of Assam**

In 2014, Unicef UK signed a ground-breaking partnership with the Ethical Tea Partnership, worth £1.2 million over three years, addressing the issue of child protection and girls' empowerment in tea communities in Assam, north-east India. The partnership aims to co-create industry standards in India to minimise the negative impact of business practices on child rights in Assam.



Over the three years, the partnership aims to reach more than 25,000 adolescent girls in Dibrugarh, Sivasagar and Tinsukia districts with knowledge and skills to protect them from violence and exploitation. It also aims to reach more than 10,000 members of the community in the three districts, increasing their awareness of child rights and equipping them with skills to protect children. As a result of the programme, Assam is the first Indian state to declare an annual Child Protection Day, to be celebrated every 4 March.

In 2016, the partnership supported nearly 15,000 adolescent girls from more than 100 tea estates. The programme has already helped more than 230 children to go back to school, addressed 27 cases of violence or exploitation, and averted 39 cases of child marriage.

### **DLA Piper and child justice**

In 2013, Unicef UK and DLA Piper began a ground-breaking partnership to support and develop Unicef's child justice work around the world. Over four years, DLA Piper has pledged up to US\$1.2 million through corporate donations and employees' fundraising to help ensure children coming into contact with the law are protected from violence, abuse and exploitation, and they are treated fairly.

#### *Child justice in Bangladesh*

The partnership has raised more than £900,000 to support Unicef's child justice work in Bangladesh. This support has helped Unicef Bangladesh's work for a justice system that is fair for children and protects their rights. Achievements include:

- Around 1,600 adolescents benefited from juvenile delinquency prevention through education, training and counselling.
- 234 young people arrested by police have seen their cases handled within the community, rather than through the adult court system.
- 424 key professionals, including police officers and lawyers, have received training on child friendly justice and the 2013 Children's Act.

#### *Pro bono*

In addition, DLA Piper has provided 14,400 hours of pro bono legal support for our work globally, including research into birth registration legislation and inheritance rights; developing rules for the implementation of the 2013 Children's Act in Bangladesh, and work on legislation around harmful practices such as child marriage and female genital mutilation in The Gambia. This in-kind assistance is not reflected in the accounts of Unicef UK because the services were provided to Unicef globally rather than to the UK charity.

### **Brighter Futures in Bangladesh, Bolivia, Malawi and Mauritania**

Our *Brighter Futures* partnership with Kantar helps protect children from violence and disease in Bangladesh, Bolivia, Malawi and Mauritania. The partnership is largely supported by employee fundraising, and has so far raised over US\$2.4 million to help Unicef support more than 80,000 children. Kantar is contributing to Unicef's goal of eliminating pneumonia and diarrhoea by 2025. Globally, pneumonia and diarrhoea are the two leading killers of children under 5. Together they result in loss of 2 million young lives each year.

### **Starwood, helping reduce child labour**

In 2016, the Starwood Foundation donated US\$175,000 to protect children from violence, exploitation and abuse, by enabling global business to reduce child labour through the Unicef Private Sector Initiative on Child Labour. The funds were also used to support local communities in Mexico to build capacity and change attitudes towards violence, exploitation and abuse, and in family services to ensure the safety of children ages 0 to 5 with working parents.

### **Road safety for children and the FIA Foundation**

At least 500 children are killed on the world's roads every day. Thousands more are disabled or injured. The FIA Foundation and Unicef are working together to tackle the issue of road safety around the world, and to call for safe and healthy journeys to school for children worldwide. We are most grateful for the Foundation's generous support of programmes in China, South Africa and Viet Nam, which are working to protect children from the dangers of road traffic. We're also delighted that the programme is being expanded to Cuba, Jamaica, Mongolai, Papua New Guinea, Paraguay and Philippines.

In joint advocacy with the FIA Foundation, Unicef put child road safety prominently on the New Urban Agenda adopted at Habitat III (the UN Conference on Housing and Sustainable Urban Development). Unicef also published two reports on child road traffic injury and in July provided input to the policy priority of a 'safe journey to school for every child' at the High Level Political Forum (HLPF) on the Global Goals.

### **Big Lottery Fund, Ethiopia**

We are grateful to the Big Lottery Fund for providing a grant of over £440,000 for three years to benefit 2,400 vulnerable families and 100 young people leaving institutional care from around 12 communities in the Amhara region of northern Ethiopia.

Now entering its third year, this Unicef programme is contributing to child-focused social welfare development in Ethiopia by integrating community-level child protection with economic strengthening, thus supporting extremely poor households and young people leaving institutional care. The programme will inform regional and national policy and programming across Ethiopia.

## 6. EDUCATION FOR EVERY CHILD

Every child should have the opportunity to go to school; yet more than 55 million children<sup>3</sup> do not get the chance to go to primary school. Education transforms lives, helping to end generational cycles of poverty and disease. Unicef works to ensure quality education for every child with an emphasis on gender equality and ending all forms of discrimination.

In 2016, Unicef UK committed £2.8 million for Unicef's programmes to help children gain access to education – many for the first time.

### **IKEA, Let's Play for Change**

In 2016, the IKEA Foundation launched the new *Good Cause Campaign: Let's Play for Change* to support their six global charity partners including Unicef's early childhood development and child protection programmes in resource-poor communities in China, India, Indonesia and Kenya. For every children's book and toy sold during the campaign period, the IKEA Foundation will donate €1 to support children's right to play. Globally, 12.6 million children's products were sold as part of the campaign. The IKEA Foundation donated US\$6 million to Unicef (including an additional 2018 contribution).

### **Comic Relief, youth centres and schools**

Malawi is one of the youngest populations in Africa. Many young people fail to complete their education, and thus often lack the basic skills they need to earn a living. With the support of Comic Relief, Unicef is working to address this by integrating education and sport activities at Youth Multipurpose Learning Centres. This programme, which started in 2013, has helped thousands of young people in Blantyre and Thyolo, southern Malawi. Every young person who has taken part in education, arts, recreation or sports activities at the youth centres has also received life-skills training in planning, decision-making and leadership as well as information about adolescent growth and development.

In Bangladesh, Comic Relief has supported Unicef to identify and support children at risk to attend school, and build their civic engagement through life skills training. This programme has also helped Unicef to prevent 154 cases of child marriage and rescue 161 children from child labour.

### **Zambian Girls 2030 and London Stock Exchange Group**

In 2016, London Stock Exchange Group Foundation, whose mission is to help young and disadvantaged people realise their potential through the development of life skills and business enterprise, donated a further £380,000 to support *Zambian Girls 2030: Realising My Potential*. Over the course of three years, focusing on empowering Zambian girls with career and skills mentoring and guidance, entrepreneurship and financial literacy education, this programme aims to:

- Enrol 11,200 girls in careers and skills clubs at school

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<sup>3</sup> UNESCO Institute for Statistics Data Centre, 2013.

- Support 800 of these girls to participate in careers and skills camps; and
- Register 300 girls in a career internship programme.

In 2016, the London Stock Exchange Group supported Unicef to enrol around 6,000 girls in careers and skills clubs. These clubs aim to provide career opportunities for schoolgirls, with a strong emphasis on professional career development.

### **ShoeShare at Clarks**

Since 2008 Clarks has supported Unicef's work to help some of the world's most vulnerable children get an education through the *ShoeShare* recycling initiative that encourages customers to donate their unwanted or old shoes. *ShoeShare* drop-off points are in more than 500 Clarks' stores nationwide.

The partnership has so far raised more than £1.2 million for children. In 2016, ShoeShare raised £180,000 to support Unicef's global education programmes.

### **Making Waves, Wella and Unicef**

In 2011 Unicef and Wella launched the innovative Wella–Unicef Making Waves partnership to help transform the lives of vulnerable young people through life-skills education, including hairdressing training and mentoring.

Through corporate donations and customer fundraising, Wella has helped empower more than 37,000 young people and their families in Brazil, Romania and Viet Nam.

### **Herd boys in Lesotho**

Unicef is working with local NGOs and the government of Lesotho to provide education for herd boys and other children whose nomadic lifestyles prevent them from accessing formal education. In the last year, this programme has reached more than 11,000 learners with non-formal education (including 7,300 herd-boys), and trained over 200 teachers to deliver non-formal education.

In partnership with the Eleva Foundation, Unicef is providing essential basic education and life skills to vulnerable herd boys and children in rural areas of Lesotho. We are very proud of this innovative and sector-leading partnership. Investments from the Eleva Foundation are making a significant positive impact to the lives of some of Lesotho's most vulnerable children.

### **ITP and Schools for Africa in Malawi**

ITP Trust has supported Unicef since 2011 and in 2014 renewed its commitment to the children of Malawi for a further three years with an overall donation of £309,000. ITP Trust supports the *Schools for Africa* programme in Malawi, contributing to Unicef's efforts to implement a child friendly schools approach at 100 focus schools in Mangochi district, southern Malawi.

**Open Society Foundation, early learning in Sierra Leone**

Fewer than 2% of children in Sierra Leone have reading materials at home, part of a picture of worryingly low literacy rates among children and young people. One in three young people aged 15–24 is illiterate.

With help from the Open Society Initiative for West Africa and the Open Society in London, Unicef Sierra Leone has developed a picture book to reach around 9,000 young children aged 0-5, and 600 caregivers and teachers.

The book is a key means of promote understanding of gender equality, democracy, social responsibility and the rights of children among children aged 0–5.

## 7. CLIMATE CHANGE

Climate change represents an on-going emergency for children, presenting the world with an urgent global challenge. Rising malnutrition, scarce water supplies, increasing disease, and more frequent and severe storms and floods place great numbers of children in danger.

Children are disproportionately affected by climate change. Over half a billion children live in areas at extremely high risk of flooding, nearly 160 million live in areas at high or extremely high risk of drought and half of the world's children live in urban areas, where air pollution is at its worst. And the regions with the highest number of children, Africa and Asia, also bear the greatest brunt of the impacts of climate change.

This year, Unicef UK convened a high-level international roundtable on human and child rights and climate change (with the UN Special Rapporteur for Human Rights and the Environment, the UN Committee on the Rights of the Child, and representatives from civil society, academia and the private sector) at the COP22 climate change conference in Marrakech, Morocco. We also presented the initial findings of our research into the impacts of climate-related migration and displacement on children at a joint UN side event at COP22, Morocco. This has resulted in, among other things, agreement from a broad range of actors to join our calls for a workshop on child rights and climate change at COP23 in 2017.

We provided specialist technical advice on climate change for the UN Committee on the Rights of the Child's 2016 Day of General Discussion on child rights and the environment. Through the Committee's reporting process, we secured Concluding Observations on climate change and air pollution to the UK, the first recommendation that the Committee has ever made on climate change to a developed country, and the first ever to address mitigation (cutting carbon emissions) rather than adaptation. This represents a significant precedent for the UN Committee and all human rights treaty bodies. The Committee's outcome report, which will reflect Unicef UK's recommendations, will set down new guidance for governments and may form the basis for a new General Comment.

The CRC's report on child rights and the environment will set down new guidance for all State Parties on how their CRC obligations relate to climate change, and may lead to a new General Comment in due course.

The CRC Concluding Observations represent an important advocacy tool for the UK government in terms of recognising the impacts of UK emissions on child rights domestically and internationally. They also represent an important precedent for the CRC to use in other developed countries, for other treaty bodies, and for child/human rights actors.

## **8. PARTNERSHIPS**

### **ATP and the Super 8**

We were delighted to launch a three-year partnership with the ATP (Association of Tennis Professionals), centred on the ATP World Tour Finals held at the O2 arena, London, in November 2016. Eight of the world's leading men's tennis players joined together to support Unicef's work to protect children in danger. The week-long event attracted more than 100 million TV viewers and more than 260,000 fans on site across the week, with Unicef branding prominent. Awareness of Unicef's work was enhanced by player videos that were shared on social media channels and collectively received more than 200,000 views. In total, the partnership raised nearly £200,000.

### **The Girls Investment Fund Taskforce (The GIFT)**

In November 2015, Unicef UK proudly launched The Girls Investment Fund Taskforce (The GIFT) – a collective movement uniting individual supporters, business leaders and families with Unicef to advance the survival, protection and development of girls around the world.

The vision of the GIFT is to build on the commitment and collective investment of supporters in order to develop a flexible and impactful fund that focuses on the hardest to reach girls, delivering greater impact and cost-efficiency in our programmes. There are four areas for investment: ending child marriage, advancing girls' education, adolescent girls' health and ending violence against girls in conflict and disaster.

In its first year, the Taskforce grew to 13 members, who collectively gave more than £400,000 to support girls in Jamaica and Somalia. We would like to thank the following philanthropists for being part of The GIFT: Claudia Rocca Ryan, Nikita Mehta, Mrs and Miss Bolland and Mr and Mrs Bradford.

Led by a Board of GIFT investors, members of the GIFT enjoy being closely involved with Unicef's gender work through regular updates, invitations to exclusive events and the chance to play an active role in the process of deciding where their donations go.

### **Children's rights are everyone's business**

In its second year, our Children's Rights and Business Unit deepened and extended its work with UK companies and the government to ensure that child rights are better respected in the operations and supply chains of leading British businesses.

The unit comprises business and human rights expertise and has four focus areas:

- Business outreach and education
- Achieving change in business policy and strategy
- Achieving change in business practice
- Advocating with business and government.

The Unit has supported a number of private sector partners on various policy and strategy processes, including: the drafting of child protection and safeguarding

policies; advice on human rights and sustainability strategies; and, in one case, the development of child rights indicators for a company's community needs assessment toolkit. Notably, Clarks were supported to integrate child rights into their global supplier code of conduct and in developing a child labour remediation process that they are now rolling out across their global factory supply chain with Unicef's support.

#### **Business awareness**

To raise awareness of child rights in the business community, we organised an event with the UN Global Compact attended by 20 businesses that featured speakers from Unicef, the Commonwealth Games, IKEA and Starwood. At the Innovation Forum's Human Rights Conference, we organised and chaired a panel on child labour with Clarks and Starwood speaking about their experience of working on the issue with Unicef UK. In addition, we showcased our work at the Oxford Business School Responsible Business Summit.

#### **ARM: technological innovation for children**

In 2015, Unicef and ARM, the world's most influential IP design company, launched a groundbreaking partnership to unleash the power of technology to transform the lives of the world's most vulnerable children.

This year marked the climax of the Wearables for Good Challenge that attracted entries from 250 people from across 46 countries. The Challenge had two winners: Khushi Baby, a necklace that stores immunization records for children in the first two years of life and SoaPen, a soap crayon that encourages handwashing.

The winners were taken through a four-month incubation programme with Unicef, ARM and partners, aiming to build a foundation for product development and growth.

ARM also supported an expansion of U-Report apps on Android and iOS platforms. U-Report is a programme designed to amplify youth voices and empower young people to speak out about issues that affect them.



## 9. UK ADVOCACY AND CAMPAIGNS FOR CHILDREN

### Family reunion

We launched a major public campaign to reunite unaccompanied refugee children with family in the UK. More than 175,000 supporters signed our petition – our most successful public campaign ever – and thousands contacted their local MP. The scale of public support demonstrated to politicians that there is UK public support to protect refugee children. Our campaign was a major factor in the UK government's commitment to reunite refugee children in the so-called 'Jungle' camp in Calais, northern France, with family in the UK.

We delivered sustained media activity to keep the issue of refugee children in the Calais camp at the top of the government's agenda. We engaged parliamentarians from across all parties to advocate on our behalf, including raising the issue in Parliament and publishing an open letter from MPs and Unicef ambassadors and high-profile supporters to the Home Secretary. We built constructive relationships with the UK government, including Number 10 and the Home Office. We organised a successful parliamentary reception with the Home Secretary to welcome progress and call for further action for children.

Our briefing paper, *The refugee crisis in Europe: the UK's role in protecting the rights of unaccompanied and separated children*, helped shape government guidance on family reunion for unaccompanied and separated children. We also collaborated on *Neither Safe Nor Sound*, a major research report with Unicef France to expose the scale of violence and exploitation of children in the refugee camps in northern France. We worked with partners across the sector, including UNHCR, British Red Cross, Save the Children, and Citizens UK.

We engaged children and young people with the campaign through our OutRight schools campaign, developing learning materials about the impact on children's rights and helping students to express their views to their MP and the Prime Minister.

Unicef Ambassador Keeley Hawes spoke about her trip to the Calais camp on *Good Morning Britain* and Chris Evans's *Breakfast Show* on BBC Radio 2 as well as writing an exclusive feature in *Good Housekeeping* magazine. We produced two innovative short animated films with illustrator Rohan Eason that told the story of Bilal and Yana, two children forced to flee Syria and the dangers they faced.

At the end of the year, about 600 unaccompanied asylum-seeking children were transferred from France to the UK for family reunion, and a further 200 children were transferred and provided with refuge in the UK under the Dubs amendment to the Immigration Act. Further transfers of unaccompanied children to the UK from France, Greece and Italy are anticipated in 2017. Prior to our campaign, not one child was transferred to the UK from France for the purposes of family reunion in 2015. Advocacy by Unicef UK and others in the sector was therefore crucial in making this a political priority and thereby securing the safety of more than 800 children.

Through this campaign, we have also significantly strengthened our relationships with UK government and parliamentarians, putting us in a stronger position for

future advocacy. We have also strengthened our supporter base, increasing the number of Unicef UK campaigners by 65 per cent in 2016.

### **#ENDviolence against children**

Following our successful campaign for the UK government to prioritise ending violence against children in the Sustainable Development Goals (Global Goals) negotiations, we sought to promote UK international leadership within the Global Partnership to End Violence Against Children.

We convened civil society meetings on the Partnership with UK international and domestic NGOs. We organised a 'pathfinder' scoping visit to Scotland and meeting with the Scottish government, civil society and think tanks. We also engaged with the UK Office for National Statistics on measuring violence against children within the Global Goal indicators

The UK is now a founding partner of the Global Partnership, with the Secretary of State for International Development joining the Partnership's board in September 2016. In addition, the UK Minister for online protection participated in the launch of the Partnership in July, and the associated trust fund for ending violence against children, which includes £40 million from the UK government, was established in September. UK leadership should translate into greater prioritisation and effectiveness of UK policies and resources to tackle violence against children, sharing lessons internationally, with the ultimate result of protecting more children from violence in the UK and overseas.

We also made a powerful new video for Unicef's global #ENDViolence campaign, featuring Unicef Ambassador David Beckham. By the end of the year, the film had over 18 million views and ran across 32 top-tier media outlets.

### **Child trafficking in the UK**

We continued to advocate for a new guardianship system for trafficked children and were delighted that such a system (involving independent advocates) was piloted in three areas of England, with national rollout planned in 2019. This will have significant impact for individual children, helping them access support, care, protection, and give them the longer-term stability they need.

We published research on durable solutions for trafficked children in the UK and a joint briefing with UNHCR on the best interests of unaccompanied children in the asylum procedure. Further research into the impact of new legislation to protect trafficked children from prosecution is due to be published in 2017.

Unicef UK has supported devolved administrations in Wales and Scotland to strengthen their child protection and anti-trafficking response. We were involved in drafting a broad range of government guidance on the care and support of child victims of trafficking or modern slavery as well as asylum-seeking and refugee children (both in the UK and overseas). We were also part of the multi-agency pilot for a new National Referral Mechanism for identifying victims of human trafficking and modern slavery. Unicef Ambassador Michael Sheen spoke at an Anti-Slavery Conference in Wales.

Our work to ensure UK policy and practice has the best interests of unaccompanied children at heart saw the best interests principle firmly embedded in a number of vital policy document and practical processes affecting asylum-seeking and trafficked children.

We also worked with Islington Law Centre and UNHCR to deliver training to frontline practitioners on the best interests of children – building their capacity to support the children they work with.

### **Modern slavery**

The Modern Slavery Act is estimated to affect 12,000 companies, so its potential positive impact on children's lives is highly significant. Our Children's Rights and Business Unit worked on policy and advocacy to influence the business community and its role in tackling modern slavery.

We helped develop the UK government's Modern Slavery Transparency in Supply Chains Requirement with the CORE coalition and received excellent feedback from businesses on our guidance for reporting under the Requirement.

We advocated for more effective incentives for and enforcement of reporting on modern slavery. A key ask made to the Home Office Modern Slavery Unit and relevant ministers is that public bodies should be required to report on the steps they are taking to address modern slavery in their supply chains in the same way as businesses. Practically, we supported the Welsh government in the drafting of a code of conduct and accompanying guidance on modern slavery for public buyers. We also presented at the Department for International Development's conference for its global procurement team on the risks posed by the goods and services they buy.

### **Children of war**

This strand of work sought to influence UK policy so that the UK plays a role in protecting schools and children from armed conflict.

We produced a global advocacy briefing on *Ending the recruitment and use of children in armed conflict* and had advocacy meetings with the Foreign and Commonwealth Office and the Ministry of Defence. We also made a submission into consultation by the Ministry of Defence on the UK Army's new Human Security Doctrine. This Doctrine is used for training all UK army officers and therefore may impact on the treatment of children in conflict settings. The final Doctrine included some positive content on children's rights.

We organised a parliamentary meeting, involving Unicef Ambassador Martin Bell and the Special Representative of the UN Secretary-General for Children and Armed Conflict, calling for the UK to sign up to the Safe Schools Declaration and endorse the Guidelines for Protecting Schools and Universities from Military Use during Armed Conflict. Our campaign for the UK to sign up to the Safe Schools Declaration featured in national media. Martin Bell's *Guardian* article, for instance, reached over 2.3 million people and was tweeted by fellow Unicef Ambassador Tom Hiddleston to his 2.8 million followers.

### **Education cannot wait**

This strand of work sought to influence UK financial contribution to global education initiatives.

More than 80,000 people signed our public petition calling for the UK government to prioritise education and protection at the World Humanitarian Summit and to keep schools safe in conflict areas was sent to the Prime Minister by Unicef UK Ambassadors and High-Profile Supporters including Michael Sheen and Rosie Huntington-Whitely. We also produced a global briefing paper on *Education Cannot Wait: a global fund for education in emergencies* for government and other representatives at the World Humanitarian Summit, where the global fund was being launched in May. And we participated in *Emergency Lessons*, a public awareness campaign led by the Directorate-General for European Civil Protection and Humanitarian Aid Operations (ECHO). Unicef UK Ambassador Tom Hiddleston filmed five videos in support of *#EmergencyLessons*, which he posted on social media.

We were pleased that the UK government committed £30 million to the *Education Cannot Wait* fund at its launch at the World Humanitarian Summit.

### **Schools Campaign Network**

In 2016, we grew the Schools Campaign Network from 75 to 107 schools. The Network took part in our key campaigns throughout the year, including the Safe Schools Declaration and on reuniting unaccompanied refugee children with their family in the UK. Pupils wrote letters and made videos for the Home Secretary Amber Rudd, calling on her to strengthen family reunion rules. And students from Parliament Hill School attended a Unicef UK parliamentary event in December. Pupils were also active in their local community, raising awareness of the family reunion campaign and mobilising support for solidarity with refugees. Rights Respecting Schools who are members of the Schools Campaign Network are able to reference their campaign activities in their Rights Respecting Schools Award assessment.

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

Unicef is named in the UN Convention on the Rights of the Child (1989) as having a unique role to play in providing technical expertise, advice and support to governments to help them implement their child rights obligations. The realisation of children's rights is Unicef UK's core purpose and fundamental aim, and we have been advocating for the UK and devolved governments to incorporate and implement the Convention since the UK ratified it more than 20 years ago.

In 2016 we submitted our report on UK compliance with the Convention to the UN Committee on the Rights of the Child. The report included 42 recommendations for action, across all our priority policy and UK programmatic areas and in relation to child rights in the UK. We met with the Committee to inform their review, providing expertise and follow up on key policy areas and ways forward within the UK. We also supported child rights alliances in England, Scotland, Wales and Northern Ireland in presenting evidence to the Committee and provided technical advice and assistance to the UK and devolved governments in light of the Committee's reporting process

The United Kingdom Committee for Unicef  
Trustees' Annual Report and Consolidated Financial Statements  
For the year ended 31 December 2016

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The Committee explicitly reflected our representations in more than 25 recommendations for action to the UK government. These recommendations included: on the best interests of asylum-seeking, refugee and trafficked children; refugee family reunion; immigration law; cumulative impacts of child poverty; climate change; business and human rights; education (including a call to make child rights education mandatory); children in the armed forces; and breastfeeding.

As a direct result of the reporting process, the UK government has committed to a stronger non-legislative framework for children's rights in England, which includes active consideration of how to strengthen child rights impact assessments of proposed legislation, policy and practice. Unicef UK is a key partner in the development of these plans. The UK government has established a permanent dedicated team to lead this work across government.

## **10. OUR WORK FOR CHILDREN IN THE UK**

As is the case for so many children around the world, life for children in the UK can be tough. Almost 4 million UK children live in poverty. Obesity and mental health problems are rising. And every day, many thousands are in danger from violence, abuse and neglect.

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

### **BABY FRIENDLY**

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

Over the last 20 years, the Baby Friendly Initiative (BFI) has revolutionised health care for mums and babies in the UK, as part of a wider global partnership between the World Health Organization (WHO) and Unicef. The initiative was introduced to address a fall in breastfeeding around the world, and the impact that was having on children's health. In 20 years Baby Friendly has championed breastfeeding and supported women to feed their babies in the UK; but we haven't stopped there. Thanks to our work, care for all babies, whether breast or bottle fed, has been transformed and practices that help new babies to feel loved and secure, such as keeping them close to their mums and encouraging skin contact, are now the routine in almost every hospital across the UK.

Today, we work in 91% of maternity units and 85% of health visiting services across the UK, each year supporting more than 600,000 new babies as they enter the world.

#### *Neonatal care*

Neonatal units are highly technical and often very stressful environments. Our work with these units helps us reach the most vulnerable babies in the UK: those born sick or premature. Baby Friendly aims to raise standards of care for these babies, their mothers and families. Improving neonatal care in line with Baby Friendly standards has been linked to improved survival and outcomes for these children.

With funding from the Burdett Trust, we selected six neonatal units for financial and practical support to become Baby Friendly accredited. For the next two years, these pioneer units will receive specialist training in our bespoke neonatal standards. These units care for 2,000 babies a year. The standards help provide the extra support that parents need to develop close, loving relationships with their baby, provide breast-milk and breastfeed where possible, and take an active role in their baby's care. We hope that these units will act as trailblazers for the neonatal community in the UK.

*Recommendations and endorsements*

The *Good Food For London* report measures the extent to which London boroughs are working to secure a healthy and sustainable food future – Baby Friendly accreditation is included as a key indicator of strong leadership and progress.

Public Health England's *Health Matters* guidance, focusing on ensuring the best possible start for children from pregnancy through to age two, recommends the Baby Friendly Initiative as a robust, evidence-based framework to develop a whole system approach for promoting and supporting breastfeeding.

In its review of the Public Health Outcomes Framework, the government has continued to prioritise breastfeeding initiation and breastfeeding prevalence at 6–8 weeks as indicators of health improvement. The *NICE guidance on antenatal care for uncomplicated pregnancies* was reviewed in 2016, and continues to recommend the provision of breastfeeding information from the Baby Friendly Initiative.

The *Lancet breastfeeding series*<sup>4</sup> (2016) presented overwhelming evidence of the impact of breastfeeding on child and maternal health in all countries worldwide. The evidence suggested that increasing breastfeeding rates to near universal levels could prevent over 800,000 child deaths and 20,000 deaths from breast cancer worldwide. The benefits to health were observed in both high- and low-income countries, and a lack of protection and support for breastfeeding is costing the global economy around \$302bn per year in lost cognitive development and thus economic potential.

*Call to Action*

In light of *The Lancet* evidence, we launched our Call to Action campaign, urging UK governments to take four key steps around infant feeding and child health:

1. Establishment of government leadership through a National Infant Feeding Strategy Board
2. Recognition of the relevance of breastfeeding to an array of policy areas, from obesity to education
3. Implementation of evidence-based initiatives to support breastfeeding both in health services and in the community
4. Implementation of the International Code of Marketing of Breastmilk Substitutes, designed to protect families from commercial interests and promote the provision of evidence-based, unbiased information about infant feeding.

The campaign received over 5,000 signatures, as well as support from over 30 professional organizations and charities. This is being used to support advocacy with government ministers. It is raising awareness of infant feeding as a public health issue that requires action in health services and in the community.

In line with the campaign, we submitted evidence to the UN Committee on the Rights of the Child. In its subsequent recommendations on children's rights in the

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<sup>4</sup> [www.unicef.org.uk/babyfriendly/lancet-increasing-breastfeeding-worldwide-prevent-800000-child-deaths-every-year](http://www.unicef.org.uk/babyfriendly/lancet-increasing-breastfeeding-worldwide-prevent-800000-child-deaths-every-year)

UK, the Committee called on the UK to “promote, protect and support breastfeeding in all policy areas where breastfeeding has an impact on child health, including obesity, certain non-communicable diseases, and mental health, and fully implement the International Code of Marketing of Breastmilk Substitutes.”

#### *Baby Friendly Conference*

On 3–4 November, we held our annual conference at the Birmingham International Convention Centre. More than 800 health professionals had an opportunity to share new ideas and best practice for the care of babies, their mums and families.

We launched our new Baby Friendly website just before the conference. As the intellectual lead in breastfeeding research, we prioritised streamlining our research section to better support health professionals. During the week of the conference, the new website received over 64,000 unique page views, 46% of all visits to the Unicef UK website.

#### *National and World Breastfeeding Weeks*

National Breastfeeding Week and World Breastfeeding Week helped to increase publicity for breastfeeding support initiatives, and drew attention to the importance of community support to raise breastfeeding rates and improve child health. During World Breastfeeding Week, a guest blog by breastfeeding counsellor Emma Pickett broke Unicef UK records with 232,000 page views – half of Unicef UK’s total website visits in August and more than double the number of views of the second most popular Unicef UK blog.

#### **Baby I Love You**

*Baby, I Love You* is a beautiful baby book that we are gifting to every baby born in Scotland as a legacy of our partnership with the Glasgow 2014 Commonwealth Games. Over the lifetime of the project, we estimate that the book will reach 240,000 babies and their families.

The book is given to every new mother in Scotland on her first home visit after giving birth, usually within 10 days. *Baby, I Love You* aims to help new parents build loving and nurturing relationships with their baby, encouraging skin contact, holding, stroking, playing and singing. The books are also available to buy on Unicef UK’s online shop.



## **RIGHTS RESPECTING SCHOOLS**

More than 1.5 million children in the UK now attend schools that are becoming rights respecting.

The Unicef UK Rights Respecting Schools Award works with schools in the UK to create safe and inspiring places to learn, where children are respected, their talents are nurtured and they are able to thrive. With support from Unicef UK's expert team, schools put in place a set of standards based on equality, dignity, respect, non-discrimination and participation. These values are ever-present in a Rights Respecting school, from the classroom to the canteen. As a result, the award transforms whole schools into places where children have the best chance to lead happy, healthy lives and grow up to be responsible, active citizens.

### **The difference for children**

We believe schools should be places where children learn more than how to read and write. They should prepare children to thrive in a world where resilience, emotional intelligence and respect for others are often as important as basic literacy and numeracy skills.

The Rights Respecting Schools Award creates this environment, and as their rights are absorbed into daily life in a school, the difference for children is profound.

#### **1. Children are healthier and happier**

By promoting the values of respect, dignity and non-discrimination, children's self-esteem and well-being is boosted and they are less likely to suffer from stress.

- 97 per cent of headteachers at Rights Respecting Schools said the award had improved children's respect for themselves and each other.
- 93 per cent of headteachers at Rights Respecting Schools said the award had helped children to embrace diversity and overcome prejudices

#### **2. Children feel safe**

The programme gives children a powerful language to use to express themselves and to challenge the way they are treated. They are also able to challenge injustices for other children. In some cases children have been able to use the language of rights to tell teachers they do not feel safe at home or in their community, whether that's because of violence, abuse or neglect.

- 76 per cent of headteachers at Rights Respecting Schools say the award has helped to reduce bullying and exclusions.

#### **3. Children have better relationships**

In Rights Respecting Schools children have better relationships with their teachers and their peers, based on mutual respect and the value of everyone's opinion.

- 98 per cent of headteachers at Rights Respecting Schools said the award had improved relationships and behaviour.

#### **4. Children are active and involved**

Children become more involved and active in school life, building the confidence to make informed decisions. They have a moral framework, based on equality and respect for all, that lasts a lifetime.

■ 93 per cent of headteachers at Rights Respecting Schools said the award contributed to children and young people being more engaged in their learning

### **New registrations**

More than 750 new schools registered to become rights respecting in 2016, bringing the total number of Rights Respecting Schools registrations to over 4,500 – about 18% of all schools in the UK. In Scotland over 50% of schools are registered with more than 400,000 children attending Rights Respecting Schools.

There are now 320 schools in the UK that have achieved our highest accreditation of Level 2, and are a further 1,150 schools have achieved Level 1. In 2016, we worked with over 6,000 adults and 6,500 children to develop their knowledge and understanding of the UN Convention on the Rights of the Child.

### **School visits**

During the course of the year, Rights Respecting Schools hosted a series of high profile visits including Secretary of State for Education Justine Greening, Minister of State for Vulnerable Children and Families Edward Timpson, Deputy First Minister of Scotland and the Cabinet Secretary for Education and Skills John Swinney, the Children's Commissioners for England, Scotland and Wales, and Unicef UK Ambassador Tom Hiddleston and Unicef supporters Emma Willis and Cel Spelman.

### **The Right Click**

We have been working with BT on *The Right Click: Internet Safety Matters* campaign since 2014 to deliver online safety workshops at Rights Respecting Schools. The initiative aims to empower children to use the Internet positively and safely, as well as equip parents and teachers with the tools they need to help protect children online. Since the start of the campaign, we have delivered more than 500 workshops in Rights Respecting Schools, reaching over 7,200 children and 4,700 parents. We have also trained more than 1,000 teachers to roll out the workshops to even more children and parents in the future. In addition, BT's funding since 2014 has supported 80 new schools to join the Rights Respecting Schools network

### **School resources for Europe refugee crisis**

We produced a hugely popular new classroom resource *In Search of Safety* to help teach children about Europe's current refugee crisis. There have been nearly 5,000 unique views of our webpage and 2,460 people had the opportunity to download the resource. It was also hosted on *The Guardian* and Global Learning pages.

### **Child Rights Launchpad**

Child Rights Launchpad is Unicef UK's award-winning child rights digital experience. The space-themed interactive website takes children and young people in Scotland on an exciting journey to explore their rights, and the rights of their peers around the world. We have so far supported up to 60,000 children to learn about their rights in Scottish schools and have registered over 2,000 adult guides for Launchpad.

## **CHILD RIGHTS PARTNERS**

Child Rights Partners launched as a three-year pilot in November 2013, bringing together Unicef UK and local government to put children's rights at the heart of public services. In the three years of the pilot, we have trained nearly 1,000 people who work with vulnerable children.

### *Five local authority partners*

Working in partnership with five UK local authorities with some of the highest child poverty rates in Europe – Derry and Strabane, Glasgow, Leeds, Newcastle and Tower Hamlets – the programme is designed to embed a child rights-based approach in the planning and delivery of public services in the UK. Our aim is to profoundly change how children's services are planned and delivered, so that all children and young people experience services that are adaptable, connected and empowering. Together with our partners, we focus on services aimed at some of society's most vulnerable children, including young people affected by drug or alcohol problems and children in care or leaving care. Each partner is focused on a different area of public services.

Tower Hamlets has applied a child rights-based approach to the commissioning of children's services, corporate parenting and strategy development. Key achievements include a council-wide child rights-based Looked After Children's Strategy that has been used to commission a substance misuse service, a children and young people's advocacy service, and a short breaks service for children and young people with special educational needs (SEND). Four child rights training sessions were conducted with young people from Tower Hamlets at the SEND Information and Advice Service in 2016. Through these sessions young people have learnt about their rights and have been able to provide feedback to the council on how services might be improved.

Glasgow has worked to improve the experience of care leavers who are becoming young parents. Following a baseline audit, they found that this group were disproportionately involved in child protection procedures, and this often resulted in unnecessary separation of the new family. Through training and the process of creating the new guidance to support the pre-birth experience, caseworkers report that young people are more able to communicate their needs to them and they are better able to advocate on their behalf. Glasgow and Child Rights Partners are in the final stages of producing new guidance to shape the pre-birth experience of young women who have been in care. Glasgow also made our Continuing Professional Development (CPD) accredited child rights training mandatory for all elected members (local politicians) and now over half have received training.

The focus in Derry and Strabane has been a child rights-based approach to community planning. The Derry and Strabane community plan is the first of its kind in Northern Ireland and they have drawn on the input of their Children and Young Persons Council to ensure that the participation of young people helps shape planning in areas affecting children. Before the pilot concludes, Derry and Strabane also aim to complete a Children and Young People Participation Policy.

Leeds has strived to improve the quality of work with care leavers, with a focus on taking a child rights-based approach to pathway planning, a statutory planning

The United Kingdom Committee for Unicef  
Trustees' Annual Report and Consolidated Financial Statements  
For the year ended 31 December 2016

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process that assesses the needs of a young person leaving care. They have also conducted training sessions with 32 multi-agency children's professionals.

Newcastle trained 89 multi-agency staff and elected members in 2016. They have raised the profile of children's rights in Newcastle and taken steps to explore how a child rights-based approach can be applied to corporate parenting within the council.

*Evaluation of the pilot*

The Centre for Children's Rights at Queen's University Belfast leads the evaluation of the Child Rights Partners programme. It aims to identify promising practice emerging from the pilot, identify evidence gaps and make recommendations for the next phase of the programme. Following the collection of information from programme partners, the team at Queen's have produced a scoping and mapping paper that measures and monitors how children and young people experience a rights-based service. They will develop recommendations and present to Unicef UK in late Spring 2017.

*Looking to the future*

In 2017 the aim is to grow and develop the Child Rights Partners programme. We will invite new local authorities to work with us and we will introduce an award element that will give participating local authorities the opportunity to work towards international recognition as a Child Friendly City or Child Friendly Community. Over the course of three to five years, Unicef UK will support local authorities to achieve six 'badges' demonstrating progress towards embedding a child rights-based approach across the city or community. The badges will recognise the authority's progress and development in key areas such as political commitment to children's rights, workforce knowledge and understanding of children's rights, meaningful participation and child rights innovation. Progress will be celebrated at an annual event focused on child rights in practice.

## **11. FUNDRAISING FOR CHILDREN**

Our total income for 2016 was £102.8 million. Unicef UK depends entirely on voluntary contributions to support Unicef programmes worldwide.

### **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 2016 income, the contribution of Unicef UK to Unicef's core programmes amounts to over £19.7 million.

### **Individual supporters**

Our existing supporters and other members of the public donated £41.5 million to our work for children via our direct marketing campaigns.

#### *Regular givers*

We recruited more than 112,000 new regular givers. Regular giving now generates more than £34.5 million (including Gift Aid) for our work for children.

### **Corporate supporters**

In 2016, Unicef UK corporate partners donated £16.7 million with valued support from Barclays, BT Group plc, Claire's, Clarks, DLA Piper, easyJet, EMC Europe, EE, England Footballers Foundation, Ethical Tea Partnership, FTSE, GSK, IKEA, ITP, Kantar, Kimberly Clark, Louis Vuitton, M&S, Manchester United, Pearson, Procter & Gamble, Rangers, Starwood Hotels & Resorts, Twinings, Unilever, Vitality and Wella.

### **Community fundraising**

Through volunteering their time and skills on a wide range of innovative events, community fundraisers and event organisers raised over £1.13 million in 2016. Our loyal and dedicated Unicef Volunteer Groups and On Campus societies alone raised nearly £120,000. Organisations including Lions and Rotary International raised a further £108,000. Individuals continued to amaze with the creativity and success of their fundraising events, raising £287,000. We also raised £164,000 from religious bodies.

#### *Day for Change*

Our relationships with schools across the UK brought in over £435,000. We recruited over 1,400 UK schools through our revamped *Day for Change* appeal that focused on aid for the children of Syria. Donations were match funded by the UK government. Justine Greening, then Secretary of State for International Development, visited one of the schools taking part.

### *Clipper Race*

This was the second year of our partnership with the Clipper Boat Race, a round-the-world yacht challenge that is open to amateur sailors and is one of the greatest endurance races on Earth. The partnership encourages crew, staff and supporters to help Unicef build a safer world for children. The partnership raised over £330,000 for children in danger. Many Unicef country offices on route also engaged with the campaign. One particularly inspiring activity was the crew visit to the Day Care Centre for children with disabilities in Da Nang, Vietnam. The children at the centre also visited the Unicef boat, proving a memorable experience for all

### *Lord Bates*

Lord Bates set off from Buenos Aires on a 3,000-km solo walk to Rio De Janeiro. The purpose of the walk was two-fold: to raise funds for Unicef's work on child protection and to raise awareness of the UN General Assembly Resolution declaring an Olympic truce for the period of the Olympic and Paralympic Games. Lord Bates completed his walk in 115 days, raising over £270,000 to support our international work for children in danger – a phenomenal achievement.

## **Legacies**

Legacies continued to provide a large proportion of the unrestricted funds for Unicef UK in 2016. Unicef UK is deeply grateful to the 244 supporters who left a legacy of life for the children of the world through gifts in their Wills. These generous legacies, which totalled £9.2 million in 2016, have ensured more of the world's children are fed, vaccinated, educated and protected, 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 3,746 supporters have informed Unicef UK of their plans to leave a gift to children in their Wills. We will be forever grateful for these genuine acts of kindness, in helping us to create a safer world for tomorrow's children.

## **Trusts, foundations and statutory partners**

In 2016, Unicef UK received over £16.2 million from charitable trusts, foundations and statutory partners. We are extremely grateful for this invaluable and dedicated support that enabled us to undertake a range of important programmes for children.

## **Philanthropy**

In 2016, Unicef UK received over £6.4 million from individual philanthropists and their families. We are sincerely grateful for the loyal support and generosity of these individuals towards our work for children.

Unicef is deeply grateful to philanthropists including Amanda Staveley, Anthony and Sarah Cowell, Mr John and Mrs Sally Roberts, Charlotte and Peter Bolland, Nick and Holly Candy, Alan Howard, Bradley Yam, Ms M Kambara, Brad and Katherine Wickens, Lord and Lady Farmer and The Sackler Trust, Thank you also to our generous supporters who wish to remain anonymous.

### **Global Guardians**

Unicef UK is enormously grateful to our Global Guardians, a special group of supporters who make regular gifts to our core programmes for children around the world. Global Guardians give us the flexibility to respond wherever the need is most urgent, whether this is essential funding for a long-term programme or a humanitarian emergency for children. In 2016, Global Guardians gave more than £194,000 to Unicef's work for children in emergencies and over £992,000 in unrestricted funding; enabling us to support children in some of the most challenging countries such as Iraq, Niger and Sudan. Global Guardians enjoy being closely involved with Unicef's work through regular updates and invitations to exclusive events.

### **Cards and gifts**

Thanks to our generous supporters, £171,000 was raised through sales of Unicef cards and gifts.

#### **Inspired Gifts**

*Inspired Gifts* worth £559,000 were given by our supporters in 2016. Inspired Gifts are real, life-saving and life-changing supplies that Unicef delivers for children around the world.

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

- Nearly 400,000 pencils to help children with their learning in countries including Cuba, Nigeria and Sierra Leone.
- Almost 157,000 doses of polio vaccine to countries including Eritrea, Liberia and Yemen
- Around 95,000 sachets of life-saving peanut paste supplied to malnourished children in countries including Afghanistan, Angola and South Sudan.
- More than 73,600 doses of vaccines to help protect children against measles in countries including Burundi, Nigeria and the DPR of Korea.
- Hats and gloves to protect 5,580 Syrian children from the freezing winter
- Over 2,000 kilos of high protein biscuits to help malnourished children in Syria
- More than 1,850 footballs to schools and child-friendly spaces in Cuba and Niger
- Over 1,400 school bags to children in countries including Belarus, Democratic Republic of Congo and Tanzania
- Nearly 2,000 warm fleecy blankets to children in Afghanistan, Ecuador and Haiti

## LOOKING AHEAD: STRATEGIC PLAN TO 2020

The world around us is changing fast, so in 2016 we took the opportunity to reflect upon and iterate our strategic plan, reframing our work around four clear outcome areas for children (our causes). These are the areas where we believe Unicef UK can make a unique contribution to Unicef's global activities.

Our four causes are:

1. Protect the rights of children uprooted from their homes
2. Ensure that every child has a happy and healthy childhood, receiving the support they need to survive and thrive.
3. Ensure every child has the right to an education
4. End violence against children and make sure that every child can grow up in a world without fear



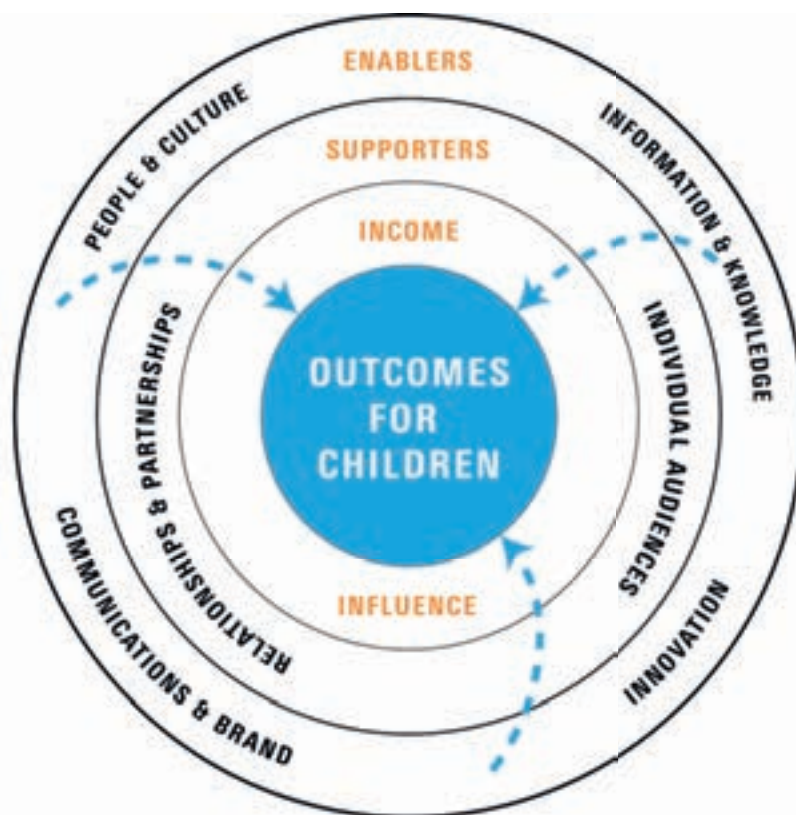
### Our mission

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

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



To deliver our mission we have identified four 'organisational enablers' that will underpin successful delivery – people and culture, communications and brand, information and knowledge, and innovation.



## FINANCIAL REVIEW

### *Income*

In describing our activities and achievements above, we have reported that Unicef UK's total income for 2016 was £102.8 million. This represents an increase in income of £2.1 million compared to the £100.7 million raised in 2015.

### *Costs of generating funds*

Charities have to spend money to raise money. Over the past five years, Unicef UK has spent an average of 29 pence to raise the next pound. This covers the costs of raising funds through mail campaigns, supporting our existing donors and recruiting new donors. 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.

### *Charitable expenditure*

Of the total income raised in 2016, £69.6 million was available for programmes to benefit children. Of this, £44.0 million was for specific overseas programmes or countries chosen by our donors, £19.7 million for Unicef core programmes and £5.9 million for Unicef UK's advocacy and programmes in the UK, such as our Baby Friendly Initiative and Rights Respecting Schools Initiative.

The United Kingdom Committee for Unicef  
Trustees' Annual Report and Consolidated Financial Statements  
For the year ended 31 December 2016

---

On average, over the last five years, 70 per cent of Unicef UK's gross income was available for programmes, after fundraising, sales and administration costs.

*Governance costs*

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

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

*Unicef UK Enterprises Limited*

The charity's wholly owned trading subsidiary carries out commercial trading activities for the charity. During the year, income of £0.4m (2015: £0.6m) was raised from event registration fees, corporate cause-related marketing arrangements, commissions and royalties. After allowing for associated expenditure and management charges, £0.3m (2015: £0.5m) was covenanted under Gift Aid to Unicef UK.

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

*Reserves*

Total reserves at the year end amounted to £6.2 million. Unicef UK's policy on reserves is to:

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

The United Kingdom Committee for Unicef  
Trustees' Annual Report and Consolidated Financial Statements  
For the year ended 31 December 2016

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amounted to £1.0m and will be utilised during the next humanitarian emergency that requires rapid funding.

■ Retain other designated funds for planned investments and invest in activities to seize opportunities to mobilise further resources and positive change for children. At the balance sheet date these other designated funds amounted to £2.6m and they are expected to be largely utilised in 2017 and fully utilised by the end of 2018.

At the end of the year, there was also £18,000 of restricted funds relating to income from Unicef HQ specifically to contribute towards fundraising costs.

*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 2016 are set out in note [14] to the financial statements. The net value of the charity's fixed assets has reduced from £1.1 million at the end of 2015 to £0.8 million at the end of 2016, as depreciation of existing assets exceeded the cost of new additions. 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 £12.9 million, compared to £17.1 million at the end of 2015. This reduction was expected because the end of 2015 was unusual in that the timing of public holidays in December resulted in planned payments being made shortly after the balance sheet date.

*Volunteers*

Our volunteers contribute in many important ways to Unicef UK's success and achievements. Volunteers including our Trustees, regional Unicef groups, special advisers, high profile supporters donated thousands of hours of their time during 2016.

## 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 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 2016 we continued to monitor emergent risks and strengthen our mitigations against the risk identified.

The five principal risks and uncertainties impacting Unicef UK are as follows:

1. The evolving domestic and global environment in which Unicef UK operates presents risks to income generation and could make it more difficult to achieve the changes necessary to ensure that all children in the UK and overseas are realising their rights as set out in the UN Convention on the Rights of the Child. Unicef UK has implemented a number of measures to mitigate the impact of these risks, but the actions of others in the wider environment are largely beyond our control.
2. The flexibility of the charity's existing technology infrastructure may not be sufficient to respond efficiently to changes in fundraising methods and practices. There is therefore a risk to our ability to generate the net income we have budgeted. Unicef UK is currently investing in a new 'Supporter Relationship Management' system to reduce the likelihood and impact of this risk.
3. Damage to the trust and reputation of charities in general, or Unicef UK specifically, may affect our ability to raise funds and advocate for change for children. Some of the actions taken to mitigate against this include screening of potential supporters and donors and the monitoring of the media, including social media, supported by a media crisis plan.
4. Unicef UK funds Unicef's work globally to deliver programmes for children and there is a risk of breaches of laws and regulations, particularly in difficult environments such as humanitarian emergencies and conflict zones. Processes are in place to safeguard and monitor the use of Unicef's funds and give reasonable assurance that such risks are mitigated. Key Unicef UK policies and procedures relevant to this risk, such as the Anti-Terrorism and Anti-Fraud Policies, are regularly reviewed to ensure they reflect any changes in legislation and are appropriate to prevent and detect any such breaches.
5. The cyber attacks affecting other organisations reported in the media show that there is a risk of unauthorised data access, inaccessibility of information systems, loss of trust and regulatory fines. A range of actions have been taken to mitigate against these risks, advised by independent reviews of data handling, security of data, and vulnerability testing.

The risks affecting Unicef UK were satisfactorily managed and there were no significant operational problems affecting the charity 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 among 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. Four sub-committees support the Board as follows:



**The Board Sub-Committee** comprises the Chair of the Board, the two vice-chairs, the Treasurer, the chair of the Audit Committee and two other Trustees. This Sub-Committee meets five times a year with delegated authority to consider strategic and operational matters, including governance, policy, external relationships and performance, and make recommendations to the Board. The Sub-Committee convenes the Remuneration Committee and examines the reports and recommendations of the Nominations Committee and makes recommendations to the Board.

**The Audit Committee** was chaired by Glyn Isherwood until September 2016 and Cosette Reczek from October 2016. The Committee reviews audited financial statements of the charity and recommends them to the Board. It also reviews the charity's annual statement on internal control and risk management and recommends it to the Board. It reviews reports from the internal and external

The United Kingdom Committee for Unicef  
Trustees' Annual Report and Consolidated Financial Statements  
For the year ended 31 December 2016

---

auditors and monitors management actions to implement recommendations made in audit reports. It determines the frequency and process of tendering for both external and internal audit services and considers their appointment, fees and independence and objectivity. In 2016 the Audit Committee met twice, in line with its terms of reference. During 2016, the members of the Audit Committee were Glyn Isherwood, Cosette Reczek, Sir Tony Redmond and Robert Scott.

**The Nominations Committee** consists of two members of the Board Sub-Committee, the Executive Director and the Deputy Executive Director for Communications, Advocacy and Programmes. The Committee reviews the structure, size and composition of the Board, the appointment of Honorary Fellows, the appointment of the President, Vice-Presidents and high profile supporters and makes recommendations to the Board Sub-Committee with regard to any changes. This Committee was established in 2017, and has taken on the functions previously performed by the Patronage Working Group.

**The Remuneration Committee** consists of the Chair of the Board and at least two of the Officers and one other Trustee, and has delegated responsibility to recommend procedures for the appointment of the Executive Team and deciding on the annual pay award to employees.

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 has been revised with input from existing trustees and our legal advisors to maximise the benefit the Board of Trustees bring to Unicef UK.

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

*Management of fundraising*

We recognise that the achievements we have described in this report are only possible with the resources provided by those who support our work for the world's children. Unicef UK is therefore committed to delivering the best possible

The United Kingdom Committee for Unicef  
Trustees' Annual Report and Consolidated Financial Statements  
For the year ended 31 December 2016

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experience when supporters and members of the public interact with us when we fundraise, and to be accountable and responsive to them.

Unicef UK's Trustees and staff have devoted significant time and resources to ensure that our fundraising practices continue to conform to all regulations and standards, and to adapt as the environment we operate in changes.

During 2016, we further strengthened the selection, training and monitoring of fundraising agencies that we work with to ensure that the work they carry out on Unicef UK's behalf is of the high standard we expect and insist upon. In some instances, we contract agencies to represent our organisation in telemarketing for both inbound and outbound calls, and also for our dialogue programmes, which include: street campaigns, sites such as shopping centres and door-to-door fundraising. We employ these agencies because they have the expertise to enable Unicef UK to generate the highest possible income for children around the world. Furthermore, from a resourcing perspective, this ensures that the most efficient fundraising means and methods are employed.

We fully recognise our responsibilities in monitoring our fundraising activities. The agencies we use must comply with all fundraising rules and regulations, and are fully trained on codes of practice issued by fundraising regulatory bodies. Unicef UK staff observe these trainings and we insist our agencies have appropriate measures in place to deal with any breaches of codes of practice. We regularly listen to verification and welcome calls, and work alongside fundraisers when they are speaking with members of the public. We also offer feedback cards for fundraisers to invite comments and feedback. The fundraisers' work is overseen by experienced fundraising managers who monitor their behaviour and performance. In addition, our fundraising agencies are all required to operate in accordance with Unicef UK's Vulnerable Persons Policy, and they are also given clear guidelines to avoid being unreasonably intrusive when communicating with the public. We continue to review these processes regularly to ensure we are doing all we can to provide the public with a positive experience.

To make it easier and more convenient for our supporters to contact us, in 2016 we extended the hours of our dedicated Supporter Care phone line and implemented a 'live chat' facility on our website. Complaints received and the amount of time taken to resolve them, together with the level of satisfaction of how enquiries have been dealt with, feature alongside other key indicators in our organisational performance dashboard. We have seen some positive changes in the levels of complaints, with a significant decrease in the total number of fundraising complaints submitted from 2015 to 2016 (from 1,382 to 671; a reduction of 51%).

#### *Common Approach*

Our Common Approach consists of seven inter-connecting principles that explain how we work together at Unicef UK. These principles reflect our values, describe the culture we aspire to and are an important part of decisions about what we do.

#### *Remuneration Statement*

Remuneration arrangements and processes for all employed staff in Unicef UK are set out in the Pay and Benefits Policy. This policy has been written and agreed with our Common Approach principles at heart. This policy was issued in February 2014.

The United Kingdom Committee for Unicef  
Trustees' Annual Report and Consolidated Financial Statements  
For the year ended 31 December 2016

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Policies are reviewed regularly or at the point of changes to legislation. It does not apply to agency workers, interns/volunteers or those employed under a contract for services. The policy outlines how we review pay and benefits at Unicef UK to provide a fair deal for staff contribution, whilst balancing the responsibility to deliver the best possible results for children.

We use the Top Charities Salary Survey to benchmark salaries against similar roles in comparable organisations in the voluntary sector. Salary surveys provide a wide range of data and the following principles are applied to obtain the most relevant match:

- Responsibility level
- Role function
- Annual income turnover and headcount.
- Location

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

#### *Equality Act 2010*

Unicef UK is committed to creating a working environment that supports and promotes equality and diversity. Our goal is to ensure that this commitment is lived out through our Common Approach and working practices. We provide equality of opportunity and will challenge discrimination on any grounds. This is true for disabled persons in our recruitment processes and in the ongoing support for staff should they become disabled while already employed. These commitments are set out in our recruitment and selection policy and equal opportunities and diversity policy.

#### *Employee engagement*

Unicef UK is committed to ensuring that the Common Approach principles are embedded in all relationships between colleagues in the organisation. We believe that open, honest and timely communication between staff and those in management positions is key to our success. A Staff Association, consisting of elected members of staff, is a formal channel for consultation and dialogue to promote better understanding at all levels of the organisation, and to safeguard the rights, interest and welfare of all Unicef UK staff. In addition, all members of staff are invited to regular 'staff briefings' which are designed to inform them of matters that concern them as employees and achieve a common awareness of the factors affecting Unicef UK's performance.

#### *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.



The United Kingdom Committee for Unicef  
Trustees' Annual Report and Consolidated Financial Statements  
For the year ended 31 December 2016

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*Related parties and connected organisations*

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

Unicef (the United Nations Children's Fund) is an international inter-governmental organisation established by the General Assembly of the United Nations as a subsidiary organ of the United Nations. This charity, Unicef UK, is connected to the global Unicef organisation through a 'co-operation agreement' between the two parties.

*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
Robert Scott	Vice-Chair
Professor Martin Woodhead	Vice-Chair
Sir Anthony Redmond	Treasurer
Baroness Sal Brinton	
Margaret Cund	
Steven Day	
Glyn Isherwood	(to September 2016)
Baroness Anne Jenkin	
Cosette Reczek	(co-opted from October 2016)
Professor Mary Renfrew	
Surinder Sharma	
Caroline Underwood	(from June 2016)
Baroness Bryony Worthington	

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 2016 was 108 (2015 – 105). 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:

Isobel Trout  
Thrinayani Ramakrishnan

## **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, including the strategic report, and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; 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*

haysmacintyre was appointed as the group's and charity's auditors during the year.

The report of the Trustees including the Strategic Report was approved by the Trustees on 3 May 2017 and signed on their behalf by

### **Ilse Howling**

Chair of Unicef UK

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

We have audited the financial statements of The United Kingdom Committee for UNICEF for the year ended 31 December 2016, which comprise the Consolidated Statement of Financial Activities, the Group and Charity Balance Sheets, Consolidated Statement of Cash Flows and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

### *Respective responsibilities of Trustees and auditor*

As explained more fully in the Trustees' Responsibilities Statement set out on page 54, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

We have been appointed auditor under the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. 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*

A description of the scope of an audit of financial statements is provided on the Financial Reporting Council's website at [www.frc.org.uk/auditscopeukprivate](http://www.frc.org.uk/auditscopeukprivate).

### *Opinion on 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 2016 and of the group's and the parent charitable company's net movement in funds, 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 requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and

Independent auditors' report to the members and Trustees of  
The United Kingdom Committee for Unicef  
For the year ended 31 December 2016

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regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

*Opinion on other matters prescribed by the Companies Act 2006*

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

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

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

*Matters on which we required to report by exception*

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

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

Anna Bennett (Senior statutory auditor)

for and on behalf of haysmacintyre, Statutory Auditor

3 May 2017

haysmacintyre, 26 Red Lion Square, London WC1R 4AG

# The United Kingdom Committee for UNICEF

## Consolidated statement of financial activities

(incorporating an income and expenditure account)

For the year ended 31 December 2016

				2016			2015
	Notes	Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
<b>Income from:</b>							
Donations and legacies	2	49,815	48,189	<b>98,004</b>	39,864	54,267	<b>94,131</b>
Charitable activities:							
UK Programmes	3	1,783	-	<b>1,783</b>	2,043	1	<b>2,044</b>
Other trading activities	4	82	89	<b>171</b>	128	100	<b>228</b>
Investments	5	34	-	<b>34</b>	34	-	<b>34</b>
Other income	6	141	2,704	<b>2,845</b>	-	4,271	<b>4,271</b>
<b>Total income</b>		<b>51,855</b>	<b>50,982</b>	<b>102,837</b>	<b>42,069</b>	<b>58,639</b>	<b>100,708</b>
<b>Expenditure</b>							
<b>Expenditure on:</b>							
Raising funds	7	26,448	4,071	<b>30,519</b>	21,634	4,807	<b>26,441</b>
Charitable activities							
Core UNICEF programmes	8	19,746	-	19,746	13,817	-	13,817
Specific UNICEF programmes	8	-	43,954	43,954	-	49,326	49,326
UK programmes & advocacy	8	5,667	253	5,920	5,953	235	6,188
		<b>25,413</b>	<b>44,207</b>	<b>69,620</b>	<b>19,770</b>	<b>49,561</b>	<b>69,331</b>
Other expenditure	9	-	3,257	<b>3,257</b>	-	3,754	<b>3,754</b>
<b>Total expenditure</b>		<b>51,861</b>	<b>51,535</b>	<b>103,396</b>	<b>41,404</b>	<b>58,122</b>	<b>99,526</b>
<b>Net income / (expenditure) for the year</b>		<b>(6)</b>	<b>(553)</b>	<b>(559)</b>	<b>665</b>	<b>517</b>	<b>1,182</b>
Transfers between funds		-	-	-	-	-	-
<b>Net movement in funds</b>		<b>(6)</b>	<b>(553)</b>	<b>(559)</b>	<b>665</b>	<b>517</b>	<b>1,182</b>
Total funds brought forward		6,208	571	<b>6,779</b>	5,543	54	<b>5,597</b>
<b>Total funds carried forward</b>		<b>6,202</b>	<b>18</b>	<b>6,220</b>	<b>6,208</b>	<b>571</b>	<b>6,779</b>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 22 to the financial statements.

## Balance sheets

As at 31 December 2016

	Note	2016 £'000	Group 2015 £'000	2016 £'000	Charity 2015 £'000
<b>Fixed assets</b>					
Tangible assets	14	843	1,087	843	1,087
Investments	15	-	-	20	20
		<b>843</b>	<b>1,087</b>	<b>863</b>	<b>1,107</b>
<b>Current assets</b>					
Debtors	17	13,000	6,805	13,164	7,252
Cash at bank and in hand		12,850	17,093	12,630	16,482
		<b>25,850</b>	<b>23,898</b>	<b>25,794</b>	<b>23,734</b>
<b>Liabilities</b>					
Creditors: amounts falling due within one year	18	5,274	8,758	5,238	8,614
Amounts due to Unicef		14,945	9,226	14,945	9,226
		<b>20,219</b>	<b>17,984</b>	<b>20,183</b>	<b>17,840</b>
<b>Net current assets</b>		<b>5,631</b>	<b>5,914</b>	<b>5,611</b>	<b>5,894</b>
<b>Total assets less current liabilities</b>		<b>6,474</b>	<b>7,001</b>	<b>6,474</b>	<b>7,001</b>
Creditors: amounts falling due after one year	19	254	222	254	222
<b>Total net assets</b>	21	<b>6,220</b>	<b>6,779</b>	<b>6,220</b>	<b>6,779</b>
<b>Funds</b>					
<b>Unrestricted funds</b>					
General funds		2,650	2,650	2,650	2,650
Designated funds		3,552	3,558	3,552	3,558
<b>Restricted funds</b>		<b>18</b>	<b>571</b>	<b>18</b>	<b>571</b>
<b>Total funds</b>		<b>6,220</b>	<b>6,779</b>	<b>6,220</b>	<b>6,779</b>

A separate statement of financial activities for the charitable company has not been presented because the charitable company has taken advantage of exemptions offered by section 408 of The Companies Act 2006. The net expenditure of the charitable company for the year was £558,693 (2015: net income £1,181,240).

The notes on pages 60 to 73 form part of these financial statements.

These financial statements were approved by the Trustees on 3 May 2017 and were signed on their behalf by:

Ilse Howling  
Chair of Unicef UK

Sir Anthony Redmond  
Treasurer

# The United Kingdom Committee for UNICEF

## Consolidated statement of cash flows

For the year ended 31 December 2016

	2016	2015
	£'000	£'000
<b>Net income / (expenditure) for the reporting period (as per the Statement of Financial Activities)</b>	<b>(559)</b>	<b>1,182</b>
Interest from investments	(34)	(34)
Depreciation charges	409	381
Decrease / (increase) in debtors	(6,195)	1,321
(Decrease) / increase in creditors	2,267	2,874
<b>Net cash provided by operating activities</b>	<b>(4,112)</b>	<b>5,724</b>
<b>Cash flows from investing activities</b>		
Interest from investments	34	34
Proceeds from disposal of fixed assets	-	9
Purchase of fixed assets	(165)	(241)
<b>Net cash provided by investing activities</b>	<b>(131)</b>	<b>(198)</b>
<b>Change in cash and cash equivalents in the year</b>	<b>(4,243)</b>	<b>5,526</b>
Cash and cash equivalents at the beginning of the year	17,093	11,567
<b>Cash and cash equivalents at the end of the year</b>	<b>12,850</b>	<b>17,093</b>

# The United Kingdom Committee for UNICEF

## Notes to the financial statements

For the year ended 31 December 2016

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### 1 Accounting policies

#### a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (August 2014) and the Companies Act 2006.

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

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

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

#### b) Public benefit entity

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

#### c) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

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

#### d) Income

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

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

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

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



**e) Donations of gifts, services and facilities**

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

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

**f) Interest receivable**

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

**g) Fund accounting**

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

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

**h) Expenditure and irrecoverable VAT**

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

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

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

**i) Allocation of support and governance costs**

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

- |                              |     |
|------------------------------|-----|
| • Raising funds              | 72% |
| • UK programmes and advocacy | 18% |
| • Governance costs           | 10% |

**j) Operating leases**

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

**k) Tangible fixed assets**

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

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

- Leasehold property 10 years
- Office equipment 5 years
- Computer hardware 3 years

**l) Debtors**

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

**m) Cash at bank and in hand**

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

**n) Creditors and provisions**

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

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

**o) Pensions**

The 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.

**p) Foreign currency**

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

**q) Volunteers**

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

## 2 Income from donations and legacies

			2016			2015
	Unrestricted £000	Restricted £000	Total £000	Unrestricted £000	Restricted £000	Total £000
Gifts (by source):						
Direct marketing	34,089	7,371	<b>41,460</b>	30,979	9,651	<b>40,630</b>
Corporate partnerships	1,279	15,373	<b>16,652</b>	2,418	15,151	<b>17,569</b>
Major supporters, charitable trusts and foundations	1,228	14,972	<b>16,200</b>	1,171	21,780	<b>22,951</b>
Fundraising initiatives and regional fundraising	1,183	1,077	<b>2,260</b>	1,354	1,266	<b>2,620</b>
Special events	2,934	1,633	<b>4,567</b>	1	2,748	<b>2,749</b>
Inspired Gifts	2	557	<b>559</b>	9	400	<b>409</b>
Sports partnerships	-	102	<b>102</b>	-	49	<b>49</b>
Other	2	39	<b>41</b>	8	10	<b>18</b>
Legacies	9,098	164	<b>9,262</b>	3,924	113	<b>4,037</b>
Government grants:						
The Department for International Development (DFID)	-	5,635	<b>5,635</b>	-	1,816	<b>1,816</b>
The States of Guernsey & Jersey and the Isle of Man	-	1,076	<b>1,076</b>	-	951	<b>951</b>
The Scottish Government	-	190	<b>190</b>	-	123	<b>123</b>
Donated services	-	-	-	-	209	<b>209</b>
<b>Total income from donations and legacies</b>	<b>49,815</b>	<b>48,189</b>	<b>98,004</b>	<b>39,864</b>	<b>54,267</b>	<b>94,131</b>

## 3 Income from charitable activities

			2016			2015
	Unrestricted £000	Restricted £000	Total £000	Unrestricted £000	Restricted £000	Total £000
UK Programmes:						
Fees for Baby Friendly materials and services	1,241	-	<b>1,241</b>	1,490	-	<b>1,490</b>
Fees for Rights Respecting Schools materials and services	541	-	<b>541</b>	553	-	<b>553</b>
Fees for other materials and services	1	-	<b>1</b>	-	<b>1</b>	<b>1</b>
<b>Total income from charitable activities</b>	<b>1,783</b>	-	<b>1,783</b>	<b>2,043</b>	<b>1</b>	<b>2,044</b>

#### 4 Income from other trading activities

			2016			2015
	Unrestricted £000	Restricted £000	Total £000	Unrestricted £000	Restricted £000	Total £000
UNICEF cards and gifts						
Sales of cards and gifts	78	-	78	83	-	83
Donations alongside orders	4	89	93	45	100	145
<b>Total income from other trading activities</b>	<b>82</b>	<b>89</b>	<b>171</b>	<b>128</b>	<b>100</b>	<b>228</b>

#### 5 Income from investments

			2016			2015
	Unrestricted £000	Restricted £000	Total £000	Unrestricted £000	Restricted £000	Total £000
Interest on bank deposits	34	-	34	34	-	34
<b>Total income from investments</b>	<b>34</b>	<b>-</b>	<b>34</b>	<b>34</b>	<b>-</b>	<b>34</b>

#### 6 Other income

			2016			2015
	Unrestricted £000	Restricted £000	Total £000	Unrestricted £000	Restricted £000	Total £000
Foreign exchange gains	141	-	141	-	-	-
Unicef fundraising development	-	2,704	2,704	-	4,271	4,271
<b>Total other income</b>	<b>141</b>	<b>2,704</b>	<b>2,845</b>	<b>-</b>	<b>4,271</b>	<b>4,271</b>

## 7 Expenditure on raising funds

	Staff costs	Direct costs	Support costs	Governance costs	2016 Total	2015 Total
	£000	£000	£000	£000	£000	£000
Direct marketing	2,104	13,815	1,828	360	18,107	15,156
Corporate partnerships	2,167	306	1,024	71	3,568	3,765
Major supporters, charitable trusts and foundations	1,415	196	697	47	2,355	1,799
Fundraising initiatives and regional fundraising	679	432	851	40	2,002	2,083
Special events	1,464	1,204	598	66	3,332	2,781
Inspired Gifts	21	283	19	7	330	206
Legacies	310	287	137	15	749	549
UNICEF cards and gifts	17	14	43	2	76	102
<b>Total expenditure on raising funds</b>	<b>8,177</b>	<b>16,537</b>	<b>5,197</b>	<b>608</b>	<b>30,519</b>	<b>26,441</b>

Of the total expenditure on raising funds, £4,071,127 was restricted (2015: £4,807,470).

## 8 Expenditure on charitable activities

	Staff costs	Direct costs	Support costs	Governance costs	2016 Total	2015 Total
	£000	£000	£000	£000	£000	£000
Core Unicef programmes	-	19,746	-	-	19,746	13,817
Specific Unicef programmes:						
Humanitarian emergencies	-	15,675	-	-	15,675	16,274
Health	-	4,053	-	-	4,053	10,453
HIV & AIDS	-	877	-	-	877	721
Water, sanitation and hygiene	-	5,699	-	-	5,699	4,646
Nutrition	-	11,214	-	-	11,214	12,520
Education	-	2,789	-	-	2,789	3,174
Child protection	-	2,877	-	-	2,877	1,339
Social inclusion	-	368	-	-	368	199
Gender equality	-	402	-	-	402	-
	-	43,954	-	-	43,954	49,326
UK programmes & advocacy:						
Development education and youth work	873	319	435	33	1,660	2,110
Baby Friendly Initiative	611	579	330	31	1,551	1,465
Management of information resources	80	11	7	2	100	94
Communication of Unicef's programmes	271	267	19	11	568	620
Management of high profile supporters	86	12	12	2	112	130
Campaign and parliamentary work	1,061	303	527	38	1,929	1,769
	2,982	1,491	1,330	117	5,920	6,188
<b>Total expenditure on charitable activities</b>	<b>2,982</b>	<b>65,191</b>	<b>1,330</b>	<b>117</b>	<b>69,620</b>	<b>69,331</b>

Of the total expenditure on charitable activities, £253,031 was restricted (2015: £234,600).

## 9 Other expenditure

	Staff costs	Direct costs	Support costs	Governance costs	2016 Total	2015 Total
	£000	£000	£000	£000	£000	£000
UNICEF fundraising development	103	3,154	-	-	3,257	3,754
<b>Total other expenditure</b>	<b>103</b>	<b>3,154</b>	<b>-</b>	<b>-</b>	<b>3,257</b>	<b>3,754</b>

Of the total other expenditure, £nil was restricted (2015: £nil).

## 10 Analysis of support and governance costs

	Basis of allocation	Core team costs	Governance costs	2016 Total	2015 Total
		£000	£000	£000	£000
Finance	Income and expenditure	1,451	161	1,612	1,508
Information technology	Headcount	841	93	934	872
People and development	Headcount	942	105	1,047	984
Facilities management	Headcount	1,670	186	1,856	2,064
Supporter care	Staff time	312	35	347	319
Directorate	Staff time	1,310	146	1,456	1,071
<b>Total support and governance costs</b>		<b>6,526</b>	<b>726</b>	<b>7,252</b>	<b>6,818</b>

## 11 Net income for the year

This is stated after charging / crediting:

	2016	2015
	£	£
Depreciation	409	381
Loss or profit on disposal of fixed assets	-	2
Operating lease rentals:		
Property	1,028	1,028
Auditors' remuneration:		
Audit	33	32
Other services	-	-
Foreign exchange losses	-	13

## 12 UNICEF fundraising development programme

Expenditure on trading activities and fundraising is undertaken with the following financial support provided by UNICEF

	2016	2015
	£'000	£'000
Fundraising development programme		
Legacy development	845	949
Major donor development	-	140
Trusts and foundations development	82	132
Other donor recruitment	1,777	3,050
<b>Total funding for year</b>	<b>2,704</b>	<b>4,271</b>

Movements on UNICEF fundraising development programme funds:

	Fundraising development programme	Total	Total
	£'000	£'000	£'000
At the start of the year	571	571	54
Funding received	2,704	2,704	4,271
Funding available	3,275	3,275	4,325
Funding utilised	(3,257)	(3,257)	(3,754)
At the end of the year	18	18	571

### 13 Staff costs

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

	2016	2015
	Number	Number
Fundraising	153	135
UK Programmes and advocacy	147	144
Support teams	59	54
<b>Total</b>	<b>359</b>	<b>333</b>

This note discloses the average headcount of staff throughout the year in line with the current Charities SORP. Prior to 2015, it disclosed full-time equivalents.

Staff costs were as follows:

	2016	2015
	£'000	£'000
Salaries and wages	11,941	10,876
Redundancy and termination costs	-	34
Social security costs	1,287	1,157
Pension contributions	581	558
<b>Total salary costs</b>	<b>13,809</b>	<b>12,625</b>
Other staff costs	825	924
<b>Total staff costs</b>	<b>14,634</b>	<b>13,549</b>

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

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

	2016	2015
	Number	Number
£120,001 - £130,000	0	1
£100,001 - £110,000	1	0
£90,001 - £100,000	2	2
£80,001 - £90,000	1	0
£70,001 - £80,000	4	5
£60,001 - £70,000	7	5

There were 15 employees in the year (2015: 13 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 £71,874.

### 13 Staff costs (continued)

#### Executive Remuneration

The executive team's actual remuneration in 2016 was as follows:

Name	Position	Gross Pay	Employer's Pension Contribution	2016	2015
				£	£
Catherine Cottrell	Deputy Executive Director Fundraising	99,771	8,381	108,152	102,781
Mark Devlin	Chief Operating Officer	104,476	2,090	106,566	101,261
Lily Caprani	Deputy Executive Director Communications & Programmes	93,737	1,868	95,605	50,373
<sup>1</sup> Michael Penrose	Executive Director	71,274	917	72,191	-
<sup>2</sup> David Bull	Executive Director	60,712	5,070	65,782	134,957
<sup>3</sup> Anita Tiessen	Deputy Executive Director Communications & Programmes	-	-	-	26,638

<sup>1</sup> Joined UNICEF UK on 16/05/2016. The above amounts represent actual remuneration paid during 2016

<sup>2</sup> Left UNICEF UK on 21/06/2016

<sup>3</sup> Left UNICEF UK on 10/04/2015

#### Remuneration Ratio

The remuneration of the highest-paid employee in UNICEF UK was 1.9 (2014: 2.4) times the median remuneration of the workforce.

#### 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 £581,000 (2015: £558,000).

There were £nil outstanding contributions at the end of the financial year (2015: £nil).

#### Trustees

The charity trustees were not paid and did not receive any other benefits from employment with the charity in the year (2015: £nil). No charity trustee received payment for professional or other services supplied to the charity (2015: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £11,711 (2015: £15,334) incurred by 8 (2015: 12) members relating to attendance at meetings of the trustees.



## 14 Tangible fixed assets

### The group & charity

	Short leasehold property £000	Fixtures and fittings £000	Computer equipment £000	<b>Total £000</b>
<b>Cost</b>				
At the start of the year	2,294	573	1,282	<b>4,149</b>
Additions in year	-	45	120	<b>165</b>
Disposals in year	-	(7)	(68)	<b>(75)</b>
At the end of the year	<u>2,294</u>	<u>611</u>	<u>1,334</u>	<b><u>4,239</u></b>
<b>Depreciation</b>				
At the start of the year	1,595	378	1,089	<b>3,062</b>
Charge for the year	224	50	135	<b>409</b>
Eliminated on disposal	-	(7)	(68)	<b>(75)</b>
At the end of the year	<u>1,819</u>	<u>421</u>	<u>1,156</u>	<b><u>3,396</u></b>
<b>Net book value</b>				
<b>At the end of the year</b>	<u><b>475</b></u>	<u><b>190</b></u>	<u><b>178</b></u>	<u><b>843</b></u>
At the start of the year	699	195	193	1,087

All of the above assets are used for charitable purposes.

## 15 Subsidiary undertaking

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

	2016	2015
	£'000	£'000
20,000 £1 ordinary shares UNICEF UK Enterprises Limited at cost	20	20

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

	2016	2015
	£	£
Turnover	393	577
Cost of sales	-	-
Gross profit	<u>393</u>	<u>577</u>
Administrative expenses	(125)	(120)
Other operating income	-	-
Operating profit / (loss)	<u>268</u>	<u>457</u>
Profit / (loss) on ordinary activities	<u>268</u>	<u>457</u>
Deed of covenant to parent undertaking	(268)	(457)
Profit / (loss) for the financial year	<u>-</u>	<u>-</u>
The aggregate of the assets, liabilities and funds was:		
Assets	383	736
Liabilities	(363)	(716)
Funds	<u>20</u>	<u>20</u>

## 16 Parent charity

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

	2016	2015
	£'000	£'000
Gross income	102,444	100,131
Net income / (expenditure) for the year	(559)	1,182

## 17 Debtors

	The group		The charity	
	2016	2015	2016	2015
	£'000	£'000	£'000	£'000
Trade debtors	561	348	540	282
Other debtors	2,336	819	2,336	799
Prepayments	631	607	594	585
Accrued income	9,472	5,031	9,368	5,014
Amounts due from subsidiary undertaking	-	-	326	572
<b>Total debtors</b>	<b>13,000</b>	<b>6,805</b>	<b>13,164</b>	<b>7,252</b>

## 18 Creditors: amounts falling due within one year

	The group		The charity	
	2016	2015	2016	2015
	£'000	£'000	£'000	£'000
Trade creditors	2,432	2,523	2,432	2,523
Taxation and social security	419	351	419	351
Other creditors	972	2,757	972	2,757
Accruals	473	618	473	618
Deferred income	978	2,509	942	2,365
<b>Total creditors</b>	<b>5,274</b>	<b>8,758</b>	<b>5,238</b>	<b>8,614</b>

## 19 Creditors: amounts falling due after one year

	The group		The charity	
	2016	2015	2016	2015
	£	£	£	£
Provision for dilapidations	254	222	254	222
	<b>254</b>	<b>222</b>	<b>254</b>	<b>222</b>

## 20 Deferred income

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

	The group		The charity	
	2016	2015	2016	2015
	£'000	£'000	£'000	£'000
Balance at the beginning of the year	2,509	2,902	2,365	2,790
Amount released to income in the year	(1,796)	(2,028)	(1,652)	(1,916)
Amount deferred in the year	265	1,635	229	1,491
Balance at the end of the year	<b>978</b>	<b>2,509</b>	<b>942</b>	<b>2,365</b>

## 21 Analysis of group net assets between funds

	General unrestricted £'000	Designated funds £'000	Restricted funds £'000	Total funds £'000
Tangible fixed assets	843	-	-	843
Net current assets	1,807	3,552	18	5,377
<b>Net assets at the end of the year</b>	<b>2,650</b>	<b>3,552</b>	<b>18</b>	<b>6,220</b>

## 22 Movements in funds

	At the start of the year £'000	Income & gains £'000	Expenditure & losses £'000	Transfers between funds £'000	At the end of the year £'000
Unrestricted funds:					
General funds	2,650	51,855	(51,361)	(494)	2,650
Designated funds:					
Major IT projects	1,965	-	(397)	274	1,842
Innovation projects	158	-	(103)	220	275
UK programmes action research	35	-	-	-	35
Emergencies reserve	1,000	-	-	-	1,000
Property reserve	400	-	-	-	400
Total designated funds	3,558	-	(500)	494	3,552
Total unrestricted funds	6,208	51,855	(51,861)	-	6,202
Restricted funds:					
Specific UNICEF programmes	-	48,278	(48,278)	-	-
UNICEF fundraising development	571	2,704	(3,257)	-	18
Total restricted funds	571	50,982	(51,535)	-	18
Total funds	6,779	102,837	(103,396)	-	6,220

### Purposes of funds

The general unrestricted fund of £2,650,000 covers fixed assets and working capital needs.

The major IT projects fund is designated for ongoing system upgrade projects.

The designated property reserve has been established to fund anticipated costs relating to the end of the charity's London office lease in 2018.

Funds have been set aside for specific innovation projects which commenced in 2016 and continue into 2017.

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.

## 23 Related party transactions

The Trustees, President, Vice Presidents and key managerial staff made payments totalling £42,902 to UNICEF UK during 2016 (2015: £63,419). Of the total, £35,000 was restricted for use in UNICEF UK's ongoing programmes for child protection in the Democratic Republic of Congo. None of these donations had any conditions attached which required the charity to alter the nature of its activities.

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

There are no other related party transactions to disclose for 2016 (2015: none).

## 24 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary UNICEF UK Enterprises Limited gift aids available profits to the parent charity. There is no charge to corporation tax in 2016 (2015: nil).

## 25 Operating lease commitments

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

	<b>2016</b>	<b>2015</b>
	<b>£000</b>	<b>£000</b>
Less than one year	<b>1,113</b>	1,113
One to five years	<b>834</b>	3,059
Over five years	-	-
	<b>1,947</b>	<b>4,172</b>

## REFERENCE AND ADMINISTRATIVE DETAILS

The reference and administrative information set out below 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 numbers:** 1072612 (England & Wales)  
SC043677 (Scotland)

### Registered office and

**operational address:** 30a Great Sutton Street, London EC1V 0DI

**President:** Kirsty Young

**Vice-Presidents:** Marc Bolland  
Tim Clark  
Lord Hastings of Scarisbrick CBE  
Mark Makepeace  
Lord Jack McConnell of Glenscorrodale PC

**Trustees:** Ilse Howling Chair  
Robert Scott Vice-Chair  
Professor Martin Woodhead Vice-Chair  
Sir Anthony Redmond Treasurer  
Baroness Sal Brinton  
Margaret Cund  
Steven Day  
Baroness Anne Jenkin  
Cosette Reczek  
Professor Mary Renfrew  
Surinder Sharma  
Caroline Underwood  
Baroness Bryony Worthington

(For all Trustees who served during the year, see page 53)

### Youth Advisors to the Trustees:

Isobel Trout  
Thrinayani Ramakrishnan

### Executive Team:

Mike Penrose (Executive Director)  
Lily Caprani (Deputy Executive Director, Communications,  
Advocacy and Programmes)  
Catherine Cottrell (Deputy Executive Director, Fundraising)  
Mark Devlin (Chief Operating Officer)

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

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

**External auditors:** haysmactintyre, 26 Red Lion Square, London WC1R 4AG



[www.unicef.org.uk](http://www.unicef.org.uk)

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*Na'ama, age 8, was forced to flee for her life when the war reached her home in Hama, west-central Syria. It took her family two days to reach Jordan, where they have lived in a tent for the past four years. In summer, the tent gets incredibly hot, while in winter it is freezing cold and wet. With support from Unicef, Na'ama now goes to school.*

After six years of conflict, more than 8 million Syrian children are in desperate need of humanitarian assistance. In 2016 our UK supporters responded with incredible generosity, giving £11.7 million to help Unicef deliver life-saving food, clean water, vaccines, winter clothes, education and protection for children in Syria and the surrounding region.

**Please help Unicef keep more children safe from danger.**

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

Registered Company  
Number 3663181

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

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