



The United Kingdom
Committee for UNICEF
*Trustees' Report
and Consolidated
Financial Statements*
For the year ended
31 December 2017

UNICEF UK IN NUMBERS



£100.2 MILLION raised to build a safer world for every child



£5.6 MILLION raised for Unicef's work for Syrian children in danger



vaccines to keep **100** MILLION mums and babies safe from tetanus through 12 years of Pampers 1 pack = 1 vaccine.

more than **19** MILLION children vaccinated against polio through five years of Change for Good partnership with easyjet.



Events to mark World Children's Day and anniversary of the adoption of UN Convention on the Rights of the Child.

Unicef Goodwill Ambassador David Beckham's activities for the day had social media reach of **11.5** MILLION.

More than **770** schools took part in Outright campaign, supported by Paddington Bear™, our new champion for children.



690,000 newborn babies supported by Unicef's Baby Friendly Initiative in the UK.



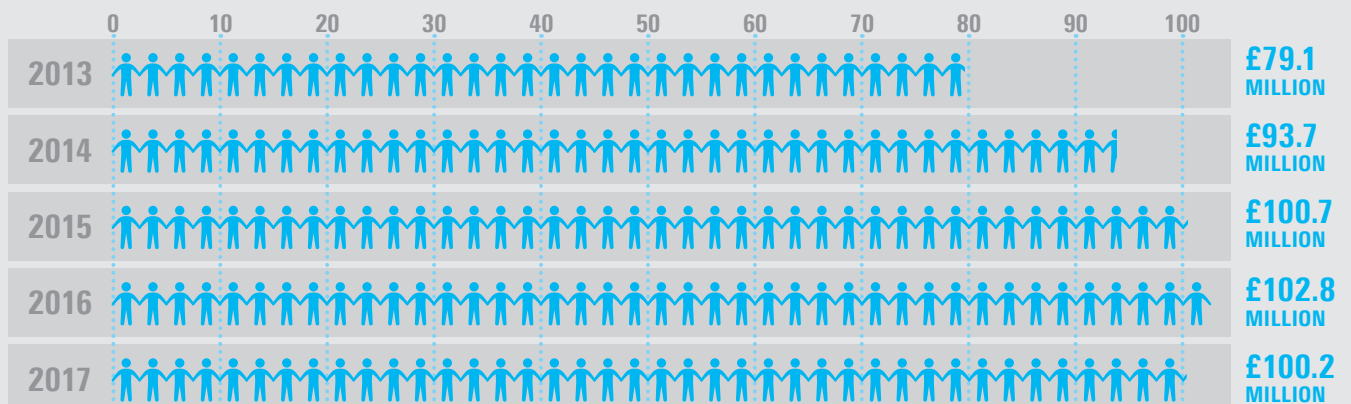
1.5 MILLION children in the UK go to schools that are putting rights at the heart of their culture.



85,000 PEOPLE took action in support of our campaign to reunite refugee children with family in the UK.

UNICEF UK INCOME

£ MILLION



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 2017

Company number **03663181**
Charity number **1072612 (England and Wales)**
Charity number **SC043677 (Scotland)**

TRUSTEES' ANNUAL REPORT

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MESSAGE FROM THE CHAIR OF UNICEF UK

2017 was a year of profound political, social and economic upheaval and uncertainty. It was often children who were most affected by the insecurity. Today, one in four children in our world is affected by war or disaster. Children face unprecedented dangers from violence, disease and hunger. However, thanks to the wonderful generosity of our supporters, Unicef UK raised £100.2 million for children in danger around the world – the third successive year that we have raised more than £100 million. This achievement was more remarkable because of the changes and challenges in the fundraising environment in the UK.

Syria's children faced a seventh year of terrifying conflict and exodus. More than 1,250 were killed or injured in fighting. Our supporters responded with incredible generosity, giving £5.6 million to help Unicef deliver life-saving food, clean water, vaccines, education and protection for children in Syria and the surrounding region.

Tens of thousands of Rohingya children were also forced to make dangerous journeys from Myanmar to Bangladesh in search of sanctuary. With help from UK supporters, Unicef provided clean water, life-saving food as well as education and protection for over 600,000 Rohingya children in Bangladesh

With more children on the move than ever before, we continued our campaign to reunite unaccompanied refugee children with family in the UK. There were more than 85,000 actions in support of our campaign. In November, we were delighted to see the UK Government publish a new safeguarding strategy for unaccompanied asylum-seeking children.

In February, famine was declared in South Sudan and Somalia. A huge refugee influx into neighbouring Kenya, Ethiopia and Uganda put more pressure on a region struggling with drought. We raised more than £1 million to provide life-saving food and other vital supplies for malnourished children in East Africa. Our partnership with the Power of Nutrition also helped Unicef treat over 18,300 severely malnourished children in Liberia, West Africa.

In the UK, our programmes for children continue to flourish. The Baby Friendly Initiative has revolutionised health care for mums and babies in the UK. Today, we work in 92% of maternity units and 88% of health visiting services across the UK, each year supporting around 700,000 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 for children to learn. 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.

Lastly, I want to pay tribute to the work of Robert Smith, former Executive Director of Unicef UK (1980–99), who sadly passed away this year. Robert was a pioneering champion for children, who helped launch Change for Good, Checkout for Children and Sport Aid, raising millions of pounds to save and change children's lives.

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This is my final Trustees' Report as I stand down at the end of my term of office. It has been an enormous privilege to be Chair of this exceptional organisation. Thank you to the staff for your outstanding work and tireless dedication to children's rights. My thanks also to the trustees for their continuing dedication to the charity's mission for children. I wish you all and my successor the very best for the future.

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.

APPROACH AND AIMS

Unicef (the United Nations Children's Fund) is the world's leading organisation for children. Unicef helps to provide children with clean water, life-saving food and vaccines, as well as education and protection from violence and exploitation. 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

Our vision is a world fit for every child.

MISSION

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

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

OUTCOMES IN 2017

1. Resources to create a world fit for every child

In 2017, Unicef UK raised a total of £100.2 million to help create a world fit for every child.

This total sum was achieved through the generous support of our many individual supporters and partners, of particular note:

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- 125,000 new pledge givers joined Unicef UK in 2017, with regular giving now generating £34.9 million for our work.
- Philanthropic gifts and charitable trusts and foundations generated £21.6 million
- Corporate partnerships raised £13.8 million
- Gifts left to Unicef UK in wills provided £5.9 million
- Fundraising initiatives and regional fundraising generated £2.1 million
- Special events raised £1.5 million

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

2. Creating change for children

Children are fleeing war, disaster and poverty in greater numbers than at any time since World War 2. So many of those on the move have lost their homes, their parents, their friends and their schools.

In 2017, we continued our integrated campaign across communications, fundraising and advocacy to provide greater support and protection for children uprooted by war, disaster or poverty. There were more than 85,000 actions in support of our *Family Reunion* campaign, including a further 60,000 signatures to our petition. Our advocacy work led to meetings with senior government members and civil servants, setting our case for the UK to improve its Immigration Rules by widening the category of close family members who can sponsor a refugee child to come to the UK. The campaign was supported by a new film *We are family*, made by renowned photographer and director Rankin.

3. Promoting children's voices

On 20 November, Unicef UK launched a series of events to mark World Children's Day and the anniversary of the adoption of the UN Convention on the Rights of the Child.

Unicef Goodwill Ambassador David Beckham supported the day by releasing a heart-warming film in which he quizzed children about their views of the world, what they want from the future, and the rules they would give to grown-ups. Within 48 hours, the film had received more than 2.6 million views on David's channels alone. David also made a surprise visit to a Unicef Rights Respecting School primary school in London; took part in a Facebook Live event, hosted by Unicef supporter Emma Willis and viewed by 2.1 million people; and rounded off a busy day with a live interview on the BBC's *The One Show*. David's activities for World Children's Day had a cumulative social media reach of 11.5 million.

World Children's Day marked the launch of OutRight, our annual campaign to enable and empower children in UK schools to play a role in the realisation of their rights, and to speak out in support of children's rights around the world. Paddington Bear™, our new official champion for children, supported OutRight. More than 770 schools registered to participate.

ACTIVITIES & ACHIEVEMENTS IN 2017

CHILDREN IN EMERGENCIES

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

Unicef UK committed £11.6 million to help the millions of children caught in emergencies in 2017. We supported humanitarian relief work in more than 24 countries.

1. CHILDREN IN EMERGENCIES

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. In 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 2017

One in four children globally is 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, Myanmar/Bangladesh, South Sudan, Syria or Yemen, or climate-related disasters such as the drought and famine in East Africa or 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 years of progress for children overnight. No matter where or what, thanks to our supporters, Unicef was there to protect children in danger.

Unicef UK committed £11.6 million to help the millions of children caught in emergencies in 2017. We supported humanitarian relief work in more than 24 countries.

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 2017 we raised £3.2 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 Bangladesh, Madagascar, and Yemen. We supported disaster preparedness,

disaster risk reduction and climate change adaptation activities for children in the Pacific and Latin America, and also supported emergency responses in chronic and complex crises such as the Central African Republic and the Democratic Republic of the Congo.

London Stock Exchange Group contributed £100,000 to the Children's Emergency Fund. This included responding to the crisis in Yemen, the Rohingya refugee crisis and the Pacific Islands earthquake. Rangers Charity Foundation donated £25,000 to the Children's Emergency Fund to help Unicef support children caught up in a range of emergencies in 2017. Rangers Charity Foundation also specifically supported children affected by the earthquake in Mexico.

UK support for emergencies

We were grateful to our partners Burberry, Clarks, DLA Piper, easyJet, Garnier, GSK, H&M, LSEG Foundation, Louis Vuitton, Manchester United, Andy Murray Live and Rangers for their support for the Children's Emergency Fund.

H&M

In 2017, H&M raised £735,000 via their charges on carrier bags. Since the charges began, H&M have raised over £1.5 million for our Children's Emergency Fund.

Louis Vuitton for Unicef

Since 2016, Unicef and Louis Vuitton's global partnership has been working together to help support millions of children affected by war and disaster. Over the two years, Louis Vuitton for Unicef has helped to raise US\$4.5 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.

Garnier

In 2017, Unicef and Garnier launched a partnership across France, US, and UK to provide life-saving and life-changing aid for children in emergencies. Garnier employees around the UK took on a range of fundraising activities from cycle rides and half marathons to family days.

Garnier's support is helping Unicef reach more children in emergencies, wherever the need is greatest, including emergencies that don't make the headlines. In 2017 Garnier's donations have been allocated to three countries: Jordan, Yemen and Bangladesh.

Jersey Overseas Aid

Jersey Overseas Aid is one of UNICEF UK's most loyal supporters in emergencies. In 2017, it supported six emergencies in countries as diverse as Yemen, Sri Lanka, Bangladesh, Madagascar, Iraq and Congo-Brazzaville.

Throughout the year, Jersey Overseas Aid made emergency grants totalling over £300,000 to help some of the most vulnerable children in the world. This included £71,000 to the cholera outbreak in Yemen, £58,000 to the Rohingya refugee crisis in Bangladesh, and £50,000 towards a plague outbreak in Madagascar. We are

extremely grateful for their support, particularly for the silent emergencies that receive little attention in the media despite their severity.

Andy Murray Live

In its second year, Andy Murray Live, a charity tennis event hosted by Unicef UK Ambassador Sir Andy Murray, raised more than £350,000 for our Children's Emergency Fund. Watched by more than 10,000 people at the SSE Hydro, Glasgow, Andy Murray Live was screened live on Eurosport, while over 2 million people watched the action on Facebook Live. A glittering gala dinner on the eve of the event included a Q&A with Unicef UK Ambassador Sir Chris Hoy and Rob Brydon and a live performance by Will Young.

SYRIA, CONFLICT

2017 was yet another terrible year for Syrian children. At least 1,250 children were killed or injured in fighting – many survivors facing life-changing injuries. Humanitarian access continued to be denied in several areas of Syria, and attacks on schools and hospitals were unrelenting, depriving children of food, medical care and education. More than 5 million children continue to face horrific violence daily inside Syria, and more than 2.5 million children have been forced to flee and are living in precarious conditions in surrounding countries.

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.

UK support for Syria's children

In 2017, Unicef UK raised £5.6 million for the children of Syria. Our television appeals featuring Unicef UK Ambassadors Ewan McGregor, Michael Sheen and James Nesbitt were a key part of the fundraising campaign.

Winter for the children of Syria

Our winter campaign focused on the children of Syria, both inside the war-torn country itself and as refugees in the surrounding region. We appealed for public support to keep Syria's children safe and warm through the winter. Our media partnership with the *Huffington Post* brought more than 30 pieces of coverage in December, with a combined reach of more than 28 million people. Fundraising mechanisms in articles and through emails helped to raise more than £20,000 for our winter appeal.

Martin Bell reports from Lebanon

Unicef UK Ambassador Martin Bell visited Lebanon ahead of the sixth anniversary of the conflict to draw attention to the suffering that children have experienced and how Unicef is helping to rebuild children's lives. Martin conducted interviews with CNN's Christine Amanpour, BBC Radio 4, BBC Radio 5 Live, as well as writing an article for Huffington Post. *"Millions of children have known nothing but war, death and destruction their entire lives. As the war drags on, families are taking extreme measures just to survive, often pushing children into early marriage and child labour."*

The Halloween Ball

On 27 October, Unicef UK held our fifth annual Halloween Ball at Aynhoe Park, Oxfordshire. The event raised funds for Unicef's life-saving work for the children of Syria. There was an exclusive performance from Sophie Ellis-Bextor, a moving keynote speech by Unicef UK Ambassador James Nesbitt, and special films from Unicef Goodwill Ambassador Muzoon Almellehan and Unicef UK Ambassador Ewan McGregor.

Special guests included Unicef UK Ambassador Charlie Boorman, Unicef high-profile supporter Cel Spellman, Chloe Delevingne, Jack Savoretti and Alice Temperley. The Ball raised a total of more than £320,000 for Syria's children.

St Paul's Carol Concert

On 19 December, we held a special Christmas concert in aid of Syria's children at St Paul's Cathedral, London. Our President Kirsty Young hosted the concert with live music from Unicef UK Ambassador Jessie Ware and recitals from Cat Deeley and Eddie Izzard. The event raised more than £150,000.

Next Generation London

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 NextGen London group launched in 2014 and has consistently supported Unicef's work for the children of Syria through its annual fundraising gala, advocacy and education-focused panels and film screenings, and individual donations. In 2017 NextGen London continued work on #CookForSYRIA as well as launching *MIGRATE*, a photography project that explores the theme of human migration through Polaroid images and accompanying book. The group has now raised more than £1 million in support of the children of Syria, including nearly £600,000 in 2017 alone. In 2017, the group also provided a significant gift in support of the Yemen emergency appeal.

#CookForSYRIA

Originally launched in 2016 by Serena Guen of NextGen London and food Instagrammer Clerkenwell Boy, in 2017 Unicef UK invested in #CookForSYRIA. The #CookForSYRIA pop-up café at a rent-free retail space in Seven Dials, Covent Garden re-energised the NextGen network around the campaign, and introduced thousands of café visitors to Unicef's work for the children of Syria.

Fundraising events, pop-ups, and cookbook sales generated £80,000 for #CookForSYRIA. More than 4,000 cookbooks were sold in the last two months of 2017. These cookbooks included a foreword from Unicef's country representative in Syria and additional information about Unicef's work, elevating awareness of our work for children among the #CookForSYRIA audience.

Crowdfunding for Azraq Innovation Lab

We trialled our first online, high value crowdfunding campaign, spearheaded by Unicef UK Business Adviser and entrepreneur Emma Sinclair MBE. This gave us the opportunity to test a new source of income, engage with new audiences within the entrepreneurial community, and raise awareness of the innovation lab programme at the Azraq refugee camp in northern Jordan.

The campaign raised £58,000 to support aspiring young social entrepreneurs in the Azraq camp, rolling out innovation labs to provide training, digital skills development, mentoring support, and seed funding.

Unicef's work for Syria's children

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

In 2017 Unicef humanitarian aid convoys reached hundreds of thousands of people in besieged and hard-to-reach areas, with life-saving food, water and sanitation, and medical supplies and services. Across the region, Unicef reached more than 770,000 children with psychosocial support, and helped to enrol over 3.2 million children in formal education. Unicef provided water, sanitation and hygiene to benefit more than 380,000 children inside Syria; and almost 9 million children were vaccinated against polio in Syria, Jordan, Iraq and Egypt.

Through the consistent and dedicated work of our staff, Unicef is supporting Syrian children, inside Syria and in neighbouring countries, to stay safe, keep learning, and have chance to play and recover from traumatic experiences.

EAST AFRICA FOOD CRISIS

The beginning of 2017 saw 23 million people facing a food crisis in East Africa. Violence in South Sudan and Somalia saw agriculture ground to a halt in some regions and fuelled mass displacement. The huge refugee influx from South Sudan and Somalia into Kenya, Ethiopia and Uganda put even more pressure on countries already struggling with drought.

In February, famine was declared in parts of South Sudan and Somalia, and areas of Ethiopia were close behind. The effects of mass displacement and drought led to rising rates of child marriage, outbreaks of cholera in unofficial temporary settlements, and increasing numbers of children dropping out of school as families struggled to survive.

UK support for East Africa's children

Television appeals from Unicef UK Ambassadors Tom Hiddleston and Olivia Colman raised over £575,000 for vulnerable children and families.

Tom Hiddleston, who has visited South Sudan several times with Unicef, wrote on the emergency and Unicef's response in the *Metro* and with his 3.3 million followers on Twitter. Tom also hosted a private screening of *Kong: Skull Island* that raised over £325,000 to help malnourished children.

We secured four broadcast packages on ITV News and exclusive content for Channel 4 News. We also made several videos with Simon Reeve explaining the causes of famine and the issues facing affected children and families.

Many of our ambassadors and high-profile supporters supported the appeal on social media including Gareth Bale (28.5 million Facebook, 27.4 million Instagram, and 11.3 million Twitter), Andy Murray (3.7 million Facebook), Eddie Izzard (4.6 million Twitter), Robbie Williams (2.5 million Twitter) and Dermot O'Leary (2.9 million Twitter).

The JMCMRJ Sorrell Foundation donated £50,000 – in celebration of the birth of Bianca Eva Sarah Sorrell – towards Unicef's emergency nutrition response in South Sudan. They helped Unicef to work towards its goal of treating more than 200,000 malnourished children across the country.

Unicef's work for East Africa's children

Unicef played a vital role in the coordinated humanitarian response to the East Africa nutrition crisis, taking the lead in setting up community management of acute child malnutrition, treating severely malnourished children, bringing in essential supplies such as life-saving food and water purification tablets, setting up cholera treatment centres and working with local partners and governments to address the increasing child protection issues that the emergency created.

ROHINGYA CRISIS, MYANMAR AND BANGLADESH

In October 2017, sudden attacks on Rohingya villages in Myanmar led to an exodus of more than 680,000 Rohingya refugees into Bangladesh by the end of the year. Challenged by hilly terrain in an area that already hosted 300,000 Rohingya refugees, affected by flooding and cyclones every year, and with poor health and nutrition indicators even within the host community, the Bangladesh government urgently requested support from the humanitarian community. Child refugees arriving in the rapidly growing camps lacked clean water and nutrition, with very limited access to education and child protection.

Unicef worked fast to expand the response for children and prevent outbreaks of disease. Thankfully, there was an effective response to a diphtheria outbreak at the end of 2017, and preparations began for the cyclone season, working to reduce the impact of possible flooding, landslides and further displacement.

UK support for Rohingya children

Unicef UK Ambassador Ewan McGregor recorded an urgent television appeal that aired throughout October, raising over £160,000.

In December, Unicef UK Ambassador Jessie Ware visited Bangladesh to see Unicef's response to the crisis, and to help raise money and awareness. Jessie's visit generated a double feature in the Christmas edition of *Grazia* magazine.

Unicef's work for Rohingya children

Unicef has helped to provide clean water, life-saving food, health care and education for Rohingya children in the camps and settlements around Cox's Bazar, Bangladesh. Unicef has also helped to provide psychosocial care and support for children who have experienced unimaginable violence. With help from UK supporters, Unicef has made a huge difference for the lives of over 600,000 Rohingya children in Bangladesh. Unicef has set up education centres and child-friendly spaces, worked to address rising rates of trafficking and exploitation of women and children in the camps, identified and treated child malnutrition, and taken a primary lead in building and managing water points and latrines in the camps and communities.

YEMEN, CONFLICT

Children in Yemen are caught in one of the world's most complex humanitarian crises. In 2017, as the conflict entered a third year, famine threatened the country. Hundreds of thousands of children were left acutely malnourished, and many more were forced to flee their homes by conflict. With the health system in near collapse, Yemen faced a major cholera outbreak – with reports of more than 1 million cases.

More than 11 million Yemeni children are in urgent need of life-saving food, clean water, and health care. More than 2 million children were out of school by the end of the year, with more than 2,500 schools closed due to insecurity, damage, military occupation or use as shelters by displaced persons. In 2017 blockades of ports further restricted aid.

UK support for Yemen's children

In 2017, Unicef UK raised more than £850,000 for the children of Yemen. In February, Unicef UK Ambassador Eddie Izzard, who was born in Yemen, tweeted about the risk of famine to his 4.6 million Twitter followers. Eddie's television appeal for the children of Yemen raised nearly £170,000 for Unicef's work.

Unicef's work for Yemen's children

In 2017 Unicef worked tirelessly to contain the cholera outbreak and ensure acutely malnourished children received life-saving food; as well as ensure children could access the psychosocial and learning support they need to survive the war and thrive into adulthood. In 2017, Unicef helped screen more than 2.3 million children for acute malnutrition and treated 226,000 children for severe malnutrition. Unicef also helped 9.1 million people get clean water, provided vaccines for 4.8 million

children, and distributed 119,000 schoolbags for children to continue their education.

CARIBBEAN HURRICANES

In September 2017 Hurricanes Irma and Maria barreled through the Caribbean, tearing down trees and buildings, and putting millions of children in harm's way. More than 350,000 children were left in urgent need of humanitarian assistance.

Unicef helped more than 38,500 people regain access to safe water in the eastern Caribbean area, provided over 250,000 people with water purification supplies in Cuba, assisted over 15,800 children with psychosocial support in the eastern Caribbean, and provided over 4,600 children from the most vulnerable families with grants to cover their basic needs in Dominica.

Most affected children are now back in school and have regained access to vital services – including Unicef-supported water and sanitation services. The *Return to Happiness* programme across the region is providing affected children with psychosocial support, helping them to recover from their experiences and prepare for future hurricanes through child-centred disaster risk reduction activities.

MEXICO EARTHQUAKE

In September 2017 two earthquakes hit Mexico, putting hundreds of thousands of children in central and southern Mexico in immediate danger. A state of emergency was declared in Mexico City, where children and families were forced to sleep outside as buildings became too unsafe to return. More than 400 schools were affected and classes suspended. The two earthquakes affected a total of 5 million children.

Unicef's work for Mexico's children

With help from our UK supporters, Unicef was able to respond to the needs of the large numbers of children and families affected. Unicef provided safe drinking water and mobile toilet facilities for affected families, as well setting up temporary learning centres and child friendly spaces in Mexico City, Oaxaca and Chiapas to care for separated children and provide physical and psychosocial protection.

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, droughts 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.

No place to call home

This year, Unicef UK published *No Place To Call Home*, a report with UN University that shone a light on the impact on children's rights when children are forced to flee from home because of climate change.

Around the world, record numbers of children are on the move – 1 in 45 children have been uprooted from their homes, and are moving across borders or within their own countries in precarious circumstances. Climate-related events and their impacts are contributing significantly to these staggering numbers.

This reports reveals that, despite the enormous risks they face, children have been almost entirely overlooked in the emerging debate, research and policies on climate-driven migration and displacement. It sets out the vital steps that must take to place children's rights at the heart of international and national climate, humanitarian, disaster risk reduction, development, and migration strategies.

In March 2017, Unicef UK also convened a roundtable event on climate change and children. The event brought together charitable foundations, philanthropists, and the private sector for the first time to discuss the issue of climate change and its impact on children, and to explore how Unicef can work with key partners to maximize the effectiveness of our work for children affected by climate change.

CHILDREN ON THE MOVE



Children are fleeing war and disaster in greater numbers than at any time since World War 2. So many of those on the move have lost their homes, their parents, their friends and their schools.

In 2017, Unicef UK continued our major public campaign to reunite unaccompanied refugee children with family in the UK. There were more than 85,000 actions in support of the campaign during the year.

2. CHILDREN ON THE MOVE

Children are fleeing war and disaster in greater numbers than at any time since World War 2. So many of those on the move have lost their homes, their parents, their friends and their schools.

Vulnerable children and families urgently need governments and child protection systems to recognise their plight and ensure their long-term safety.

Reuniting families campaign

In 2017, we continued our major public campaign to reunite unaccompanied refugee children with family in the UK. There were more than 85,000 actions in support of the campaign during the year, including a further 60,000 signatures to our petition.

In April, we published *Family reunification and failing protection – a study of the situation of unaccompanied children in Dunkirk*, describing the perilous conditions faced by children living in unofficial camps in France. And in September 2017, we published *The refuge of family – making the case for extending the refugee family reunion rules*, communicating the barriers driving child refugees to make unsafe journeys in order to join family members living in the UK. We had discussions on the issue with Number 10, the Home Secretary and senior Home Office officials, setting our case for the UK to improve its Immigration Rules on refugee family reunion by widening the category of close family members who can sponsor a refugee child to come to the UK.

More than 3,600 supporters took our MP Committee Stage action. And over 1,700 supporters asked their MP to table a Home Office Question. We supported Parliamentarians to argue for the UK doing the right thing to help refugee children, including a backbench motion that was supported by 254 Parliamentarians, with only one voting against.

We held training sessions for 98 Children's Champions in London, Manchester, Bristol and Edinburgh to help promote local MP, media and network engagement on the campaign. And we signed a joint letter with 13 other refugee, development and children's organisations – from Barnardo's to the International Red Cross – in *The Telegraph*.

In early 2017, we worked with the Home Affairs Select Committee to design an inquiry on unaccompanied migrants. We submitted written evidence to the inquiry and gave oral evidence. In November, the UK Government published a new safeguarding strategy for unaccompanied asylum-seeking children.

We worked with Parliamentarians to table an amendment to the EU (Withdrawal) Bill to compel the UK Government to amend the immigration rules. More than 40 Parliamentarians supported the amendment. We saw significant progress in the Home Office's approach to family reunion rules, making changes more likely in 2018.

Our Unicef UK Ambassadors Michael Sheen, Ewan McGregor, Andy Murray, Olivia Colman, Keeley Hawes, Chris Hoy, Martin Bell and Eddie Izzard gave their support to the campaign. Andy Murray posted about the action to his 3.7 million Facebook followers. High profile supporters David Walliams, Jessie Ware, Rita Ora, and Cel Spellman also supported. Michael Sheen and Ewan McGregor both contributed pieces on family reunion for the *Metro* newspaper.

A television appeal by Olivia Colman raised more than £46,000 for Unicef's work for children uprooted by war, poverty and disaster.

Uprooted immersive event

On 21 September, our integrated fundraising, advocacy and communications campaign launched with the innovative and immersive *Uprooted* event for our corporate partners, foundations and philanthropists at Shoreditch Town Hall, London. The event took guests on an experiential journey in the footsteps of a child refugee, experiencing some of the challenges that children face when forced from their homes, and seeing how Unicef is working in refugee camps to deliver emergency and long term aid for children. Guests also had the opportunity to be part of a live conference call with families at a refugee camp in Iraq.

We are family

We joined forces with renowned photographer and director Rankin to create the powerful *We are family* film, highlighting the plight of children uprooted by war, poverty and disaster. The film urged people to see past the label 'refugee', and value each child as a child, no matter who they are or where they're from. Many of the children who featured in the Rankin film were themselves refugees who fled the horrors of war and are now trying to rebuild their lives.

"Three Syrian children who were supposed to be in the film couldn't come," said Rankin. "The day before the filming, their father found out that his brother had been killed in a bomb attack in Aleppo. These children still have close relatives in Syria who are in danger. They told me they miss their families and worry about them every day.

"We shouldn't label these kids and judge them, when what they really need is love, safety and warmth. 'Refugee', what does that even mean to a child? A child is a child. And that is all that matters."

The British band Bastille kindly donated their tune *Four Walls* for the film soundtrack and shared the film with their 2.7 million Facebook and 1.3 million Twitter followers.

Paddington™ and World Children's Day

Unicef UK was thrilled to appoint Paddington Bear as our official champion for children. Paddington's kindness, tolerance and perseverance in the face of adversity (and marmalade-related mishaps) make him the perfect champion for children's rights. As a small bear, Paddington had to leave his home in darkest Peru, travelling to London with a label around his neck politely asking whoever finds him to *'Please look after this bear. Thank you.'*

UNICEF UK Deputy Executive Director Lily Caprani said, “*We are living in a time when millions of children around the world are being forced to leave their homes, and to put their trust in the kindness of strangers. As such, it seems especially appropriate to have a champion like Paddington. With the help of Paddington, we will be able to make sure that millions more people hear about children’s rights, and with their support, build a world in which every child, wherever they are, knows that there will be people like Mr and Mrs Brown, to keep them happy, healthy and safe.*”

Paddington’s first job as a champion for children was to support our annual OutRight campaign to enable and empower children in UK schools to play a role in the realisation of their rights, and to speak out in support of children’s rights around the world. This year, OutRight launched on World Children’s Day, 20 November. More than 770 schools registered to participate. One school got the opportunity to visit the Department for International Development (DFID) and meet with the minister to discuss the child refugee crisis.

Thanks to our partnership with Vivendi, the content, media and communications that owns the Paddington brand, we were also able to offer hundreds of schoolchildren across the country the opportunity to attend special screenings of the new *Paddington 2* film. Unicef Goodwill Ambassador Muzoon Almellehan, a Syrian refugee and youth activist, attended the *Paddington 2* premiere in November and was interviewed by Red Carpet News and E! Online at the event.

Child trafficking and modern slavery

In February, Unicef UK delivered a high profile event on trafficking in the context of migration at Wilton Park. Expert delegates included Unicef, the UN Refugee Agency (UNHCR), UN Office on Drugs and Crime (UNODC), the International Organization for Migration (IOM), the UN Special Rapporteur on the Sale of Children, the Independent Anti-Slavery Commissioner, and leading academics and barristers.

In September, our report *Victim not criminal – an early assessment of the non-punishment provisions in new modern slavery legislation* gained much traction and opened new opportunities for engagement with the Crown Prosecution Service (CPS) and the Crown Office and Procurator Fiscal Service (COPFS). It has also influenced the thinking of the Independent Anti-Slavery Commissioner with regard to children, and was cited extensively in his recent report on Vietnamese victims. Unicef UK is working to promote the report’s recommendations and the principle of non-punishment internationally.

Our report *Identify. Protect. Repeat. How to lead the world in supporting child victims of trafficking* received positive feedback from the UK government and the Scottish Government.

Child refugees and asylum seekers in the UK

We have designed and commissioned research to understand how far refugee and asylum-seeking children are currently accessing their right to education in the UK. When this situation analysis is completed in 2018, it will provide an up-to-date overview of the scale and impact of the difficulties facing child refugees and

asylum-seekers in the UK, and highlight any barriers they face in accessing education.

Climate change and child migration

In March, we published *No place to call home: report on climate-related migration and displacement* adding new dimensions to the debate on reasons why children are on the move. Lord Puttnam, former President of Unicef UK, wrote the report foreword.


We facilitated the first-ever United Nations Framework Convention on Climate Change (UNFCCC) Presidency briefing event on human rights and climate change (focusing on impacts on children) at the Bonn intersessional in May 2017.

We took part in the UN Human Rights Council's panel discussion on the environment and children's rights, and helped to shape the influential follow-up study from the Office of the United Nations High Commissioner for Human Rights (OHCHR). We also supported UN Special Rapporteur John Knox's consultation on child rights and the environment and influenced the resulting recommendations.

Innovation Labs, Lebanon

Unicef UK began the second year of a three-year, US\$250,000 corporate partnership to support the Unicef Lebanon Innovation Labs programme that supports young people in Lebanon whose education has been interrupted. The programme particularly benefits Syrian refugees, providing vulnerable and marginalised young people with training and support to achieve their potential.

A HAPPY, HEALTHY LIFE FOR EVERY CHILD

A young girl with a joyful expression is jumping rope on a dirt path in a village. She is wearing a beige dress with purple and gold patterns. To her right, a small child is watching her. In the background, there are simple dwellings made of mud and thatch, and an elderly man is sitting on the ground. The sky is overcast.

Unicef provides vaccines for nearly half 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, and supplies 80% of life-saving food for severely malnourished children.

In 2017, Unicef UK committed £4.4 million to prevent children dying from preventable diseases.

3. HAPPY, HEALTHY LIVES

Unicef is the world's leading supplier of vaccines for children, providing vaccines for nearly half 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 2017, Unicef UK committed £4.4 million to prevent children dying from preventable diseases.

Soccer Aid 2014, South Sudan, Sierra Leone and Liberia

The UK government generously doubled all public donations made to Soccer Aid in 2014. In 2017, UNICEF continued to use the match funding to reduce maternal and child mortality in South Sudan, Sierra Leone and Liberia. The Unicef programme provided access to maternal health services, life-saving nutrition for children, and training for health professionals.

More than 900,000 adolescent and pregnant women in all three countries received nutritional support and/or antenatal care in the targeted regions. Over 1 million children under-five in all three countries benefited from improved health and/or nutrition interventions, and more than 600 health workers in all three countries received maternal and child health practices.

Soccer Aid 2016, Ethiopia, Myanmar and Zimbabwe

The UK government generously doubled all public donations made to Soccer Aid in 2016. The generous match funding support is being used to improve community-based maternal, new-born and child health and nutrition in Ethiopia, Myanmar and Zimbabwe. More than 1.2 million women and children will benefit from the project.

So far, more than 3,700 health workers across all three countries have received infant and young child feeding training. The programme is also supporting the prevention of mother to child transmission of HIV, and other basic nutrition and health interventions such as de-worming and screening for severe malnutrition screening in the three countries. In Ethiopia, 1.7 million children aged under 5 years have received vitamin A.

Unicef UK Ambassador Robbie Williams filmed a special report to thank the UK government for their support and show the difference that Soccer Aid made for children and families in Ethiopia. Robbie shared it with more than 4.5 million followers on his social media channels alone.

Father's Day and early childhood development

On Father's Day, 18 June, Unicef UK supported Unicef's Super Dads global initiative to celebrate fathers, and highlight the importance of love, play, protection

and good nutrition for the healthy development of young children. Stars from the world of entertainment and sport including David Beckham, Lewis Hamilton, Robbie Williams, Sachin Tendulkar, Novak Djokovic, the All Blacks, Her Majesty Queen Rania Al-Abdullah of Jordan and Hugh Jackman took part in the initiative: part of Unicef's global #EarlyMomentsMatter campaign. In the first 1,000 days of life, children's brains make 1,000 connections per second. Good parenting in early childhood, sparks these neural connections in children's brains, laying the foundation for their future successes. Research suggests that when children positively interact with their dads from an early age, they have better psychological health, self-esteem and life-satisfaction in the long-term.

We made a special Super Dads video, featuring Sachin Tendulkar, that aired at the ICC Champions Trophy Final between India and Pakistan, played in front of 26,000 fans on Father's Day at The Oval, London. Lewis Hamilton visited Unicef early childhood development programmes in Cuba, and on Father's Day shared a short film of the trip with his 4.6 million Instagram followers. David Beckham (43.6 million Instagram and 53 million Facebook) and Robbie Williams (2.5 million Twitter) also posted on their social media channels to raise awareness of early childhood development.

Air quality for children

We submitted to a joint inquiry by the Environment Food and Rural Affairs, Environmental Audit Committee, Health, and Transport Committees on the effectiveness of the Government's plans for tackling the health and environmental impacts of outdoor air pollution. Parliamentarians heard a child-focused account of the impact of air pollution, based on global research.

Pampers helps tackle tetanus

Every year, maternal and neonatal tetanus (MNT) kills around 34,000 newborn babies and a significant number of mothers.¹ Caused by tetanus spores present in unsanitary conditions during childbirth, this painful disease spreads rapidly throughout the body.

One pack, one vaccine

2017 marked 12 years of the Pampers–Unicef *One pack, one vaccine* campaign with Pampers supporting Unicef to help eliminate maternal and newborn tetanus globally by donating the cost of a vaccine for every pack of marked Pampers nappies bought.

During the three months of the campaign this year mums and dads around the world have helped raise funds to vaccinate and protect thousands of mums and babies around the world.

Since 2006 with Pampers support UNICEF has been able to make great progress and a result maternal and newborn tetanus has been eliminated in 20 countries and

¹ www.who.int/immunization/diseases/MNTE_initiative/en/

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Pampers has donated vaccines that are helping to protect 100 million women and their babies.

However, there is still work to do, as MNT continues to threaten the lives of more than 53 million women and their future newborns and there are 18 countries where MNT remains (Afghanistan, Angola, Central African Republic, Chad, Democratic Republic of Congo, Ethiopia, Guinea, Haiti, Kenya, Mali, Nigeria, Pakistan, Philippines, Papua New Guinea, Somalia, South Sudan, Sudan and Yemen).

easyJet, helping to end 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. This year saw the fewest wild polio cases in history – just 17, and a 50% reduction from 2016. These cases occurred in just two countries: Afghanistan and Pakistan. The world has never had a better opportunity to end polio, yet while the disease continues to exist anywhere, children everywhere remain at risk.

In 2017 Change for Good raised over £1.8 million via on-board collections in spring, summer and winter, and helped raise awareness of Unicef's work among easyJet's millions of customers across Europe. On World Polio Day (24 October) easyJet also held an additional collection that raised over £25,000 in a single day.

easyJet also raised more than £250,000 via on-board donations for children in two humanitarian emergencies: Hurricane Irma (£185,000) and East Africa Famine (£70,000).

To mark World Polio Day on 24 October, easyJet and Unicef were proud to announce that the partnership had reached an incredible milestone by raising over £10 million since launching in 2012. During this time, over 19 million children have been vaccinated against polio as a result of the Change for Good partnership with easyJet.

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.

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 the damage to their physical and mental development.

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 2017, Unicef UK committed £15.2 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 India.

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 226,000 severely malnourished in 2017.

In Bangladesh, CIFF's support helped Unicef work closely with the government of Bangladesh to improve the national nutrition services. More than 6.6 million caregivers were reached with counselling for IYCF practices in 3 years. The government of Bangladesh has developed a revised National Operational Plan for Nutrition with ambitious goals, and CIFF is supporting Unicef to provide technical assistance to the government.

And in India, Unicef is working with the national government and state governments to build world-class community management of acute malnutrition in India and to facilitate state-to-state learning.

We are incredibly grateful to the Children's Investment Fund Foundation for this significant and crucial support to protect children from the effects of acute malnutrition.

The Power of Nutrition

Unicef is working with the Power of Nutrition, a new foundation with an innovative financing mechanism focused on tackling child malnutrition in Africa and Asia. Unicef and the Power of Nutrition aim to expand simple, inexpensive and evidence-based interventions that improve child and maternal nutrition and save lives. In 2017, by matching donations to Unicef's Liberia Initiative, the Power of Nutrition helped to save lives, protect children from malnutrition, and work towards ensuring Liberia remains on target to reach its nutrition goals.

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 chronically 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.

From April to September, we ran a child nutrition campaign in support of the initiative. To mark the launch, Unicef UK Ambassadors and high-profile supporters such as Sir Chris Hoy, Colin Jackson, Emma Bunton, Joe Hart and Jamie Vardy posted a series of plate images on Instagram, highlighting how little a child in Liberia has to eat each day. Sir Chris Hoy also visited Madagascar to highlight the issue of malnutrition, took part in a Facebook Live interview, and gave media interviews with the *Daily Record* and *First News*.

A television appeal from Unicef UK Ambassador Keeley Hawes helped raise over £575,000 for the children of Liberia. British musician Passenger also donated more than £175,000 in proceeds from his album *Whispers II* to the Liberia Initiative.

In the first year of the joint investment with The Power of Nutrition, Unicef helped treat more than 18,300 severely malnourished children, provided vitamin A supplements for over 830,000 children, micronutrients for more than 68,500 children, and iron and folic acid supplements for more than 166,000 pregnant women. The programme also informed mums about best practice for infant and young child nutrition and trained nearly 380 health workers to provide this information.

With the support of our President Kirsty Young, Vice Presidents and supporters including The Eleva Foundation, Michael Rosenberg and The Power of Nutrition, Unicef is in a position to transform the lives of an entire generation.

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.

Day for Change 2017 formed a key strand of the campaign, calling on UK schools to help malnourished children in Liberia. UK schools raised nearly £125,000, which was match funded by the Power of Nutrition.

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 in a five-year Unicef initiative that will provide the first comprehensive assessment of the nutritional status of children in India. The assessment, conducted in partnership with the Government of India, seeks to establish links between poor nutrition and lower educational outcomes. It will help create a road map for

nutrition policies and programmes at state and national levels to make sure that India's children get a better start in life.

VitalityHealth, life-saving food

VitalityHealth is donating one day's worth of nutrition when members do their first online shop with Ocado. One day's worth of nutrition means three packs of life-saving food for a severely malnourished child.

Thanks to VitalityHealth and their members, Unicef has provided emergency life-saving nutrition for more than 2,700 children under five in Zimbabwe through the provision of over 400,000 sachets of life-saving food.

CLEAN WATER AND SANITATION

More than 800 children die every day from preventable diseases caused by poor water and a lack of sanitation and hygiene. Unicef works to keep children safe by improving water supplies and sanitation facilities in schools, health facilities and communities, and promoting safe hygiene practices in more than 100 countries around the world.

Check Out for Children

In 2017, Unicef UK's Check Out for Children™ partnership with Marriott International, Inc. (formerly with Starwood Hotels & Resorts) raised over £1 million to provide clean drinking water and decent sanitation facilities for children and families across Africa and the Middle East.

The core of the programme is that guests at SPG hotels 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™.

Thanks to Check Out for Children, Unicef was able to provide sustainable access to safe drinking water for more than 27,500 people in Zambia (including more than 14,500 children and 7,200 women) through the construction of 130 new water points in seven districts. In Djibouti, 420 schoolchildren got safe drinking water and sanitation and hand washing facilities, as well as learning about best practices in hygiene. In Sudan, nearly 31,500 pupils benefited from child-friendly toilets, with separate facilities for boys and girls, at 53 schools. In Guinea, almost 500 villages gained Open Defecation Free certification through the building of toilets.

Kimberly-Clark, Angola and South Africa

In 2017 Unicef's partnership with Kimberly-Clark™ raised over US\$850,000 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 Unicef and Kimberly-Clark partnership has been helping to empower families and communities in Angola to build and maintain their own clean and safe toilets

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since 2014, and has so far empowered more than 240,000 children and families to have a clean, safe toilet. Our aim for this year is to reach a further 45,000 people.

The partnership is also helping to improve water and sanitation in more than 290 schools in the eastern province of Mpumalanga, South Africa. The partnership has helped to reach more than 1 million children and 35,000 teachers in South Africa.

M&S

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 2017, M&S raised valuable funds for Unicef's general funds through their SPARKS loyalty scheme where every single time you shop at M&S, a penny will be donated to the charity of your choice, including Unicef.

Water in schools: Tanzania

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

Jersey Overseas Aid and Guernsey Overseas Aid & Development Commission are supporting a Unicef programme to provide sustainable water, sanitation, and hygiene facilities at four schools in Tanzania as well as train teachers on water, sanitation and hygiene. In 2017, the construction of safe drinking water facilities, separate toilets for boys and girls and hand washing stations began in two primary schools. The programme also delivered training for 16 teachers in the two schools. Two Water, Sanitation and Hygiene (WASH) clubs have also been created, where children are being trained to provide good water, sanitation and hygiene messages to their peers.

Domestos, better sanitation

In 2017 our global cause-related marketing campaign with Domestos, Unilever's leading toilet cleaner brand, raised funds for Unicef's global sanitation programmes for a sixth consecutive year. Every specially marked bottle of Domestos sold during the campaign period contributes directly to help save and change the lives of children by empowering millions of families to have clean and safe toilets.

Since 2012, the global partnership between Domestos, Unilever and Unicef has helped more than 10 million people have toilet facilities.

Rainwater harvesting: Honduras

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

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In 2017, Hurricane Harvey caused severe disruption, hindering access to these remote communities and forcing the closure of some schools. Despite this, nine schools upgraded their water supply and established separate toilets for girls and boys. So far, more than 35 schools have benefited from the programme.

ENDING VIOLENCE AGAINST CHILDREN



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.

In 2017, Unicef UK committed £2.1 million to protect children in danger.

4. ENDING VIOLENCE AGAINST CHILDREN

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.² 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 street children, children to leave 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 2017, Unicef UK committed £3.1 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:

- more than 10,800 girls to attend weekly sessions covering issues such as health and nutrition, violence and abuse, and children's rights
- more than 500 girls to re-enrol in school
- address more than 50 cases of violence and avert over 50 cases of child marriage

Nutrition has also been an integral part of the Unicef and Twinings partnership. Through community-based interventions such as monthly nutrition and health education sessions, cooking classes and distribution of iron folic acid tablets, there has been a 21% decline in the prevalence of anaemia among adolescent girls. Twinings' support has enabled Unicef to provide a scalable model for local governments to replicate and provide accessible and sustainable services for the women and children living in Assam's tea communities. The partnership is now embarking on its third phase with an even more holistic approach to improving lives of women and girls in Assam.

² *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)

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 kind. In 2017, the Initiative was referenced in both English Football League and International Olympic Committee guidance around player welfare.

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.

Major sporting events and children's rights

Unicef has provided support to embed respect for children's rights into the planning, design, delivery and legacy of mega sporting events, on three fronts.

1. Commonwealth Games Federation

With the generous support of the Oak Foundation, we are working in partnership with the Commonwealth Games Federation to embed human and child rights into bidding processes, policies and practices through technical expertise and training across the Commonwealth Sport family, including local organising committees, Commonwealth Games Associations and the Commonwealth Games Federation itself.

In addition, by supporting the development of a comprehensive safeguarding policy and action plan for the 2017 Commonwealth Youth Games in The Bahamas, we helped organisers protect more than 1,000 young athletes and fans.

2. FIFA and UEFA

FIFA, UEFA and CGF bid criteria now explicitly reference the need for event organisers to understand and act where there may be a negative impact on children, and to meaningfully involve children in the design and planning for these events. This will benefit thousands of children in the communities where these events are hosted, as well as children potentially affected through the supply chain of goods and services for these events, and for under-18 athletes and fans.

3. MSE Platform on Human Rights

We provided technical expertise for the MSE Platform on Human Rights, a multi-stakeholder sports-industry initiative that aims to embed rights-based thinking into all large sports events.

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 2017, the Club's annual gala dinner raised nearly £175,000 to support children in Thailand.

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.

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.

To date, the partnership has helped more than 35,000 adolescent girls and 30,000 community members from over 100 tea estates. It has helped more than 230 children to go back to school, addressed more than 130 cases of violence or exploitation, and averted over 50 cases of child marriage.

DLA Piper, child justice and child protection

In 2013 Unicef UK and DLA Piper launched a partnership focused on supporting child justice work around the world, which included supporting Unicef's child justice work in Bangladesh. In 2017, the partnership entered a new phase supporting Unicef's child protection work globally. Child protection is a vital yet often underfunded area of Unicef's work because it is complex and requires long-term support to create systemic change in attitudes and behaviour. With the support of DLA Piper, Unicef will be able to continue our vital work so that children around the world can go to school instead of work, avoid child marriage, and be safe in their communities.

To date, DLA Piper has contributed more than £1 million through a combination of employee fundraising and corporate donations. Additionally, DLA Piper has provided around 18,000 pro bono hours to support Unicef, with over 500 lawyers collaborating and providing support across 37 jurisdictions. The time, expertise and commitment that DLA lawyers have demonstrated in all the work they have undertaken has been instrumental in the impact that Unicef continues to have on protecting children's rights worldwide.

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 in 2017, raised more than \$384,000 to support the following programmes for children.

In Bangladesh, Kantar's support aims to provide shelter and support to 4,500 children, living in hazardous conditions, enabling them to go to school instead of work.

In Bolivia, Kantar supports Unicef to protect children against exploitation by improving their legislative rights and creating special support units for victims.

In Malawi, Kantar's support aims to ensure 3,500 vulnerable children have access to psychosocial support through their participation in community centres, known as children's corners.

In Mauritania, Kantar supports Unicef's goal to end preventable childhood deaths due to pneumonia and diarrhoea by 2025 through the Global Action Plan.

Football and child rights

We completed the first phase of research into how professional football clubs can best provide protection for children's rights, with the following findings:

1/ the commercial structures and practices within football are fundamentally inconsistent with Article 32 of the UN Convention on the Rights of the Child

2/ existing anti-trafficking frameworks at national and international level are not adapted to respond to football-related trafficking

3/ involvement in football can have an impact on children's rights to education and family life, in particular for children from low-income households.

The player recruitment work ultimately aims to protect the rights of millions of young footballers around the world, through improved policies and practices within football.

Road safety for children and the FIA Foundation

Every child has the right to a safe environment, yet every day thousands of children are killed or maimed by road traffic and millions breathe toxic air. Young lives are being damaged and destroyed, often on the way to or from school.

The FIA Foundation and Unicef are working together to tackle the issue of road safety, 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, Cuba, Jamaica, Mongolia, Papua New Guinea, Paraguay and Philippines.

Together with the FIA Foundation, Unicef's Child Road Traffic Injury Prevention Programme, Unicef is taking a broad strategic programming approach that encompasses: data collection and analysis; systems strengthening; behaviour change initiatives; policy advocacy; and partnership building. To ensure sustainability, these interventions are linked with advocacy and engagement at the global level: Unicef is working with global partners to advance the Sustainable Development Goals agenda on child road traffic injury prevention and has been advocating for the inclusion of child road traffic injury prevention in global policy

processes (such as Habitat III). Unicef is also strengthening collaboration with partner agencies to prioritize child road traffic injury prevention in the global development agenda.

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 the most disadvantaged families in 30 *kebeles* (neighbourhoods) in the Amhara region of northern Ethiopia. Unicef's programme complements the Ethiopian government's Rural Productive Safety Nets Programme and works closely with grassroots structures such as Community Care Committees.

Now in its third year, the Unicef programme contributes 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. A total of 2,400 marginalised and vulnerable families have received social welfare support, including health fee waivers, cash transfers, and training for business development and financial management. More than 4,150 children received health fee waivers, helping them to receive vital health care.

Beneficiaries have reported increased economic resilience for their households and positive changes in the lives of children.

Smacking ban

We submitted evidence to the Scottish Government in support of the Private Members Bill by John Finnie to give children equal protection from assault as adults. We were delighted that the Scottish Government announced its intention to repeal defence of 'justifiable assault' and fulfil the UN Committee recommendation to prohibit corporal punishment in the family. The Welsh Government is consulting on repealing the defence of 'reasonable punishment'.

QUALITY EDUCATION FOR EVERY CHILD

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Every child should have the opportunity to go to school; yet more than 55 million children 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 2017, Unicef UK committed £3.7 million for Unicef's programmes to help children gain access to education – many for the first time.

5. QUALITY EDUCATION

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IKEA, Let's Play for Change

The IKEA Foundation's *Good Cause Campaign: Let's Play for Change* supports six global charity partners, including Unicef's early childhood development and child protection programmes in resource-poor communities in China, India, Indonesia and Kenya.

Mongolia, children with disabilities

The right of children with disabilities to education still has not been fully realized in Mongolia. Less than half of all children with disabilities in Mongolia have access to education. Unicef in Mongolia is working to improve the access, quality and management of early childhood, primary, and secondary education for the most disadvantaged groups with cost effective and integrated services. The support of the Tanlaw Foundation has been vital in allowing Unicef to provide educational support for children with disabilities.

The activities have helped to improve access to education, train teachers and educational specialists, improve educational environments and the wider policies that support this work.

Uganda and UK, People's Postcode Lottery

Together with the players of People's Postcode Lottery, Unicef is striving to improve educational outcomes for children both here in the UK and in Uganda. Every child has the right to an education, to give them a future and to allow them and their community to thrive. Unicef works all over the world to bring quality, often transformative, education to all children who need it.

Through our partnership with People's Postcode Lottery and their generous donation of £1.69 million, we can help to ensure children whose lives have been turned upside down by emergencies are able to access and benefit from a quality education. At the same time our partnership will help to transform whole schools here in Great Britain into places where children feel safe, nurtured and in control of their futures.

³ UNESCO Institute for Statistics Data Centre, 2013.

Rwanda, early childhood development

The first 1,000 days are the most important in a child's life. Early childhood is the most rapid period of human development. Failing to invest in children in these early years can have irreversible consequences on their opportunities in later life.

With support from Ready 4 School Rwanda, Unicef is promoting early childhood development in Rwanda. To achieve this, a model programme will be established in Bugesera district, eastern Rwanda, to increase access to quality early childhood services for young children and families, and to enable parents/caregivers to apply improved care and stimulation practices. This will provide a foundation for better primary education through investment in quality pre-school education and improved early childhood experiences.

India, Comic Relief

In India, Comic Relief is supporting Unicef through the BT Supporters Club to improve the lives of marginalised children in Bihar and Assam by giving them opportunities to take part in quality sport and physical education. To date, 400 teachers have been trained and more than 35,000 children are benefitting from improved provision in their schools.

Zambian Girls 2030 and London Stock Exchange Group

In 2017, the LSEG 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 £400,000 to support *Zambian Girls 2030: Realising My Potential*. Together, with the generous support of LSEG Foundation, the programme has continued to empower Zambian girls through career and skills mentoring, entrepreneurship and financial literacy education.

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 £1.3 million for children. In 2017, ShoeShare raised £155,000 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, and the strengthening of child protection services.

Thanks to Wella's support over the past six years, Unicef has been able to empower more than 44,800 young people and their families in Brazil, Romania and Viet Nam. In 2017 the Making Waves programme expanded to Cambodia. In the first year, it aims to reach 3,500 young people through vocational training, life skills education and child protection services.

Shepherd boys in Lesotho

Unicef is working with local NGOs and the government of Lesotho to provide education for shepherd 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 shepherd-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 shepherd 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.

6. PARTNERSHIPS

Glasgow 2014 Commonwealth Games, legacy for children

Our delivery of the Glasgow 2014 Commonwealth Games legacy continued, with a new programme for children launched in India, and programmes continuing across the Pacific, Caribbean, and Sri Lanka. To date, more than 450,000 children across 40 countries, including here in the UK, have benefitted from the Children of the Commonwealth Appeal. Supported programmes for children range from disaster risk reduction in the Pacific to addressing quality education in Namibia, and nurturing parenting in Scotland

The ICC and One Day for Children

In 2017, England hosted both the ICC Champion's Trophy and the Women's World Cup, one-day cricket tournaments. Our partnership with the International Cricket Council (ICC) enabled us to seize this unique opportunity to help raise money and awareness for children in danger around the world, as well as to provide education resources and opportunities for children in the UK, centred around cricket.

A global raffle competition and a series of One Day for Children films with Unicef Ambassador Sachin Tendulkar for social media and stadiums had more than 2.5 million views and nearly 300,000 reactions.

The education resources that we developed in partnership with the ICC, ECB, Chance to Shine and the Youth Sport Trust were piloted in 52 schools based near the cricket grounds where matches were being played. A further 93 schools downloaded these curriculum-based resources that linked cricket, global education and children's rights. Children at participating schools got the opportunity for coaching from participating cricket teams as well as go to the matches and walk out on the pitch as flag bearers.

All Blacks and World Children's Day

For World Children's Day on 20 November, we produced two promotional films with our partners the New Zealand rugby team, the All Blacks. These films featured All Blacks players and children, with the objective to increase audience reach and raise awareness about the day. The films were shared on Unicef UK, Unicef New Zealand and All Blacks channels (Facebook 4.4 million, Twitter 806,000)

The Nitto ATP Finals

The second year of our partnership with the Nitto ATP Finals provided the opportunity to build on our success in 2016, reaching new audiences and providing a platform for Unicef and Nitto, the ATP's title sponsor, to work together to support children in the UK and globally.

In 2017, the Nitto ATP Finals donated their mascot programme to Unicef, allowing children from across the UK, including children from Unicef UK Rights Respecting Schools, to be mascots at this year's tournament. With the help of the Nitto ATP Finals, Unicef will be able to provide life-saving food, clean water and vaccines for children in danger, as well as give children a safe space to learn and play.

The Girls Investment Fund Taskforce (The GIFT)

In November 2015, Unicef UK launched the Girls Investment Fund Taskforce (The GIFT): a collective of philanthropic individuals and families who work alongside Unicef to advance the survival, protection and development of girls around the world.

The GIFT takes its strategic direction from Unicef's global Gender Action Plan and focuses on five areas for investment: ending child marriage; advancing girls' education; adolescent girls' health; ending violence against girls in wars and disasters; and menstrual hygiene management.

Acting as a collective, GIFT members elect where to direct their funding to have the maximum impact for the most vulnerable girls. They are empowered to make this decision by getting regular updates on programmes, attending events, and receiving training on Unicef's gender programming and philanthropic decision making.

The GIFT enabled Unicef to protect over 6,000 girls in Somalia and Jamaica. For 2018, GIFT members have chosen to focus on protecting girls in Somalia for a second year.

Since 2015, the GIFT has grown to 16 members. As well as philanthropic individuals, we have a number of families who have joined to provide their children with an opportunity to learn about gender issues and how to make effective philanthropic decisions. This is a growing focus for The GIFT, and one that we are looking forward to developing further in 2018.

The Eleva Foundation

The Eleva Foundation's collaboration with Unicef is creating transformational change for some of the world's most vulnerable, disadvantaged, isolated and forgotten children. The long-term dedication and commitment of the Foundation has enabled Unicef to reach children with life-saving essential services and the opportunities to reach their full potential. The Eleva Foundation supports a growing portfolio of programmes. In 2017, the partnership supported the Liberia Initiative (see page 24), the Children's Emergency Fund (see page 6), and an education programme for shepherd boys in Lesotho (see page 38). We are very proud of this innovative and sector-leading collaboration with the Eleva Foundation and thankful for their support.

Children's rights are everyone's business

In its third year, our Children's Rights and Business Unit deepened and extended 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.

Supply chains and modern slavery

We continued to support the effective implementation of the supply-chain reporting requirement of the Modern Slavery Act. Working with CORE, Anti-Slavery International and the Business and Human Rights Resource Centre, we contributed to three briefings for investors and businesses to improve practice. We also advocated for strengthening modern slavery legislation to increase business accountability, supporting Baroness Young's Private Member's Bill, as well as through dialogue with the Home Office on non-legislative measures to strengthen compliance. Globally, we have contributed evidence on supply chain transparency for modern slavery and child labour enquiries in Australia and Canada as part of an effort to create a global standard for reporting.

We continue to strengthen our case for the government to integrate human rights due diligence into public procurement through building evidence of children's rights risks that exist within government supply chains. We will be looking to present this evidence in early 2018 to increase pressure for action by government. We also contributed evidence to the Joint Human Rights Committee Inquiry on Business and Human Rights on children's rights and business, and specifically on public procurement. We also supported local authorities and jurisdictions in the UK to develop public procurement guidance compliant with human rights and child rights.

Business impacts on child rights

Our work to build business capacity to identify and address impacts on children's rights has addressed direct impacts, such as child labour and the effects of inappropriate marketing of products and services to children, as well as indirect impacts on children, such as workplace barriers to breastfeeding that has an impact on children's health outcomes.

At the end of 2017, we launched our research report on *Children and the hotel industry in Mexico*. The event was attended by more than 50 stakeholders from government, civil society and the tourism sector. There is interest from local hotel businesses in Mexico to explore implementing the report's recommendations with Unicef Mexico. We have built on interest in our research to secure speaking at ABTA's industry event on the subject of supply chains and human rights. ABTA has subsequently requested our inputs into their guidance on child protection and safeguarding. Unicef UK led on drafting the Unicef global submission to the World Tourism Organisation (WTO) consultation on travel and tourism's contribution to the Sustainable Development Goals.

Bangladesh workplace programme

Working with the Institute of Corporate Responsibility and Sustainability, we participated in a webinar where we presented details of our Bangladesh workplace programme, which is supported by our corporate partner M&S. The webinar looked at how taking a child rights approach to human rights due diligence enables businesses to better understand workplace practices such as maternity provisions, working hours and child care facilities, compared to a more traditional auditing approach. We also discussed some of the pilot interventions, such as our Mother's@Work programme, which aims at improving worker retention by making it easier for mothers to return to work after maternity leave.

Children and palm oil in Indonesia

Working with Unicef global colleagues, we led a workshop on children and working parent's rights during the Roundtable for Sustainable Palm Oil (RSPO) conference this year, in which we shared the results of our child rights impact assessment in Indonesia's palm oil sector. This report highlighted the critical link between maternal health and child health, which often gets overlooked in the workplace and is affected by maternity provisions and benefits both pre and post-natal. The workshop aimed to raise awareness of the sector's impact on children's health as well as provide a platform to discuss how the RSPO principles and criteria can be strengthened more broadly to better account for children's rights.

Arm: technological innovation for children

Starting in May 2015, Unicef partnered with Arm to harness technology to transform the lives of the world's most vulnerable children. Arm has provided funding of £2.4 million/\$3.7 million to accelerate the development of new technologies to overcome the barriers that prevent families from accessing basic health, education and support services. The partnership aimed to leverage Arm's funding, expertise and network of partners to identify and develop opportunities to deliver life-changing opportunities for children.

Our partnership focused on three areas of activity:

- Demonstrating the potential of technology growth
- Scaling up proven technologies within Unicef Innovation's portfolio
- Exposing market opportunities in developing countries and demonstrating the business case for investing in Innovation for Impact.

To date, the partnership between Arm and Unicef has directly benefited nearly 200,000 children through joint initiatives such as the Wearables for Good Challenge and U-Report. However, because of our joint influence and ability to bring others to the table, we have been able to catalyse even greater results. The core investment that Arm provided to help develop Unicef's messaging technology for frontline community health workers and young people has multiple applications and has enabled unprecedented coordination.

7. UK ADVOCACY FOR CHILD RIGHTS

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.

Following on from the Concluding Observations in 2016, we worked with MPs to table an amendment to the Children and Social Work Bill that would place a duty on local authorities, ministers and other public bodies to have 'due regard' to the UN Convention on the Rights of the Child when making any policies or law. This echoes progressive and effective legislation currently in place in Wales. We also continued to work with the Scottish Government on pushing for full incorporation of the UN Convention on the Rights of the Child.

Following the amendment, the Department for Education have begun developing a child rights framework for assessing impact of policy and legislation that will be used across all of Whitehall, as well as plans to roll out child rights training to every new member of the civil service. The Scottish Government programme for government in 2017 announced their intention to review and consider full incorporation of the UN Convention on the Rights of the Child into Scots law.

Child rights impact assessment

In September, we published *The case for child rights impact assessment* – with separate policy briefings for England, Scotland, Wales and Northern Ireland. The aim is to support improvements in child rights impact assessments (CRIA) in Wales and Scotland, and the introduction of the CRIA process in UK Government.

We obtained concrete commitments from the UK Government to take forward a framework of action on the General Measures of implementation of the UN Convention on the Rights of the Child, including the development of a CRIA process and training for government officials.

Support for international aid

We worked to lead the sector in a coordinated approach to building public support for UK aid, including work on the 2017 General Election campaign. Around 6,000 of our supporters contacted their parliamentary candidates to ensure that every candidate for the major parties received a briefing on the priorities for a global Britain that helps every child to survive and thrive.

Report Card 14 and the Sustainable Development Goals

In June, we hosted the global launch of Unicef's *Report Card 14* on the Sustainable Development Goals in high-income countries, with engagement from the Department for International Development, the Cabinet Office, academics and development and children's organisations. We were delighted that there was

strong interest from the Scottish Government in particular in taking further action to embed the Global Goals.

Child poverty in the UK

In April, we facilitated a ministerial roundtable on tackling child poverty in Wales, working with Unicef UK Ambassador Michael Sheen and the Cabinet Secretary for Communities and Children. This resulted in an initiative to establish a child poverty commission in Wales that will include Unicef UK in its membership.

WORK FOR CHILDREN IN THE UK

In the UK, Unicef is working with the hospitals where children 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.

In 2017, we helped nine out of 10 maternity units across the UK, supporting around 700,000 new babies as they enter the world.

More than 1.5 million children go to schools that are becoming Rights Respecting, building an environment where every child is safe, respected and nurtured.

And we are working with local governments across the UK to help make our cities and communities places where all children, especially the most vulnerable, feel safe, heard, nurtured and able to flourish.

BABY FRIENDLY INITIATIVE



© Unicef/Meand

RIGHTS RESPECTING SCHOOLS



© Unicef/Surton-Hibbert

CHILD FRIENDLY CITIES AND COMMUNITIES



© Unicef/hby

8. 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 past 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 92% of maternity units and 88% of health visiting services across the UK, each year supporting around 700,000 new babies as they enter the world. All hospitals in Scotland have now achieved Baby Friendly accreditation.

In 2017, we awarded 20 Certificates of Commitment, 24 Stage 1 accreditations, 23 Stage 2 accreditations, 27 full accreditations, 81 re-accreditations and 3 new Gold Awards.

Gold Awards

We were delighted to award our first three Gold Awards to services demonstrating outstanding care. These three services – East Lancashire Maternity, Northumbria Health Visiting and Harrogate Maternity – have successfully implemented our Achieving Sustainability standards, designed to ensure that facilities have the leadership, culture and monitoring in place to maintain and progress their high standards of care.

The Gold Award demonstrates that services are delivering high-quality care for the long-term, for the benefit of all babies, mothers and their families, with a particular

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focus on infant feeding and the support of close and loving parent-infant relationships. These three awards represent sustainable care for up to 10,000 babies a year.

Neonatal care

In May, we held our second neonatal conference, providing the chance for health professionals supporting neonatal units to come together, share ideas, and hear from experts in the field about the latest research on improving standards of care for the most vulnerable babies and their families.

The conference raises awareness and understanding of the Baby Friendly Initiative neonatal standards, and how best to care for the 70,000 sick and preterm babies born in the UK every year, in order to help them to survive and thrive.

Kirsty Young and Dame Pippa Harris visit Exeter neonatal unit

In September, we welcomed Unicef UK President Kirsty Young and Dame Pippa Harris, Executive Producer of BBC TV's *Call the Midwife*, to Royal Devon and Exeter's neonatal unit, the first unit to achieve full Baby Friendly neonatal accreditation.

By implementing the Baby Friendly neonatal standards, Royal Devon and Exeter are leading the way in transforming care for sick and premature babies, with a focus on enabling them to receive breastmilk and to breastfeed where possible, supporting parents to develop close and loving relationships with their baby, and valuing parents as partners in care.

As well as hearing from staff, Kirsty and Dame Pippa had the chance to talk to families to hear first-hand how their voices and wellbeing are being put right at the heart of care. Dame Pippa said of the visit: *"Consultant Dr Dave Bartle told us that Unicef have been working with the unit for the past five years and together they have transformed the care of these tiny babies, not only safeguarding their survival, but supporting parents to make close and loving bonds with their babies – bonds which will last a lifetime."*

UK government action needed to improve rates of breastfeeding

In 2017 we continued to campaign for UK governments to take action to protect, promote and support breastfeeding in the UK, and to support all mothers to breastfeed for as long as they wish. Our advocacy work culminated at an event in Parliament with Alison Thewliss MP. More than 2,500 supporters wrote to their MP asking them to attend the event, with 90% of all MPs in the UK being contacted. We were delighted that 45 MPs attended to show their support and interest in working with Unicef to improve the UK's low breastfeeding rates.

This advocacy work raises awareness of infant feeding as a public health issue requiring action across government, healthcare and community levels in order to improve children's life chances and wellbeing.

Cuts in services

Our survey of health professionals' views on the state of infant feeding support services in England highlighted worrying reports of cuts to infant feeding support groups, specialist breastfeeding support, front line visits by health workers, peer or one-to-one support and children's centre services.

Baby Friendly Conference

On 22–23 November, we held our 20th Annual Conference, in Telford, Shropshire. The event is now the largest conference on infant feeding and parent-infant relationship building in Europe, attracting over 700 delegates.

A vibrant programme covered issues affecting the care of babies, mums and families, as well as successful Baby Friendly accreditation. Dr Nicholas Embleton showed how bacteria in breastmilk supports babies' current and future health and cognitive development, while Dr Natalie Shenker discussed how donor breastmilk helps preterm babies to survive and thrive. Professor Charlotte Wright discussed diet and nutrition in the first year and what really makes the difference to health.

National and World Breastfeeding Weeks

During National and World Breastfeeding Weeks, Unicef UK continued to raise awareness of the importance of breastfeeding and of breastfeeding support. The weeks 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.

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, which ends in 2018, 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.

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 programme builds an environment for school children that is safe, respectful and nurturing, so that every child can grow to fulfil his or her potential. By embedding children's rights in daily school life, RRS aims to equip every child with an understanding of their rights and the ability to speak up for them. This gives them a voice to challenge injustice and abuse – whether in their own lives or in the lives of others – and enables them to build stronger mutually respectful relationships with adults and peers. And in turn, gives children a better chance of leading safe and happy lives, and of being responsible and 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.

Evidence from Rights Respecting Schools has shown that taking a rights-based approach significantly improves the experience of children at school.

■ *Children are healthier and happier*

97 per cent of headteachers at Rights Respecting Schools said the award had improved children's respect for themselves and each other.

■ *Children feel safer*

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

■ *Children have better relationships*

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

■ *Children are more active and involved*

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

Growing success

More than 770 new schools registered to become rights respecting in 2017, bringing the total number of Rights Respecting Schools registrations to over 4,850 – about 16% 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 390 schools in the UK that have achieved our highest accreditation of Level 2, and a further 1,400 schools have achieved Level 1. In 2017, 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. Nearly 700

teachers took part in our new online training to support educational professionals and enable schools to make faster progress at the early stages of the award.

Our Rights Respecting Schools programme works closely with the Office of the Children's Commissioners in England, Wales and Scotland.

The Right Click

From 2014 to 2017, BT partnered with Unicef UK to deliver The Right Click: Internet Safety Matters programme 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.

Over the three years, we reached more than 8,000 children, 5,200 parents and almost 1,300 teachers through safety workshops run by BT volunteers in Rights Respecting Schools. The partnership also supported over 80 schools to become rights respecting.

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 3,000 adult guides for Launchpad.

KidPower

Following from a successful pilot with 25 primary schools in Scotland, with the help of BT, we piloted KidPower in two secondary schools in England. 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. Around 200 pupils took part. Teachers felt pupils had a sense of purpose as active participants for global change and identified a noticeable difference in levels of children's physical activity.

CHILD FRIENDLY CITIES AND COMMUNITIES

Child Friendly Cities and Communities brings together Unicef UK and local governments to help make cities and communities places where all children, especially the most vulnerable, feel safe, heard, nurtured and able to flourish.

Using the UN Convention on the Rights of the Child as our guide, we work with political leaders, social workers, community organisations and others, to make sure the wishes and experiences of children shape the local systems and services that are there to support them.

In doing so, we aim to create neighbourhoods, communities and cities where children and young people are treated with dignity, have a say in decisions that affect them, experience services that are built with and for them, know what services are available to them and feel safe and prioritised.

As the programme developed in 2017, we took the decision to more closely align to our global parent programme, the Child Friendly Cities and Communities Initiative, and officially launch Child Friendly Cities and Communities in the UK on World Children's Day in November.

From pilot to scale in 2017

During the first quarter of 2017 we concluded work packages with the local authorities we partnered with during the pilot programme: Derry and Strabane, Glasgow, Leeds, Newcastle, and Tower Hamlets.

Moving into quarter two we began developing the programme, bringing it to scale and accepting new partners. As well as inviting new local authorities to work with us, we introduced an award element, giving participating authorities the opportunity to work towards international recognition as a Unicef Child Friendly City or Community.

This year we have been pleased to welcome Aberdeen City Council, Cardiff City Council and the London Borough of Barnet to the programme. We are also pleased that Derry and Strabane and Newcastle will continue their work with us.

All partners are currently in the discovery phase of their journey. A particular highlight of this phase of work has been the participation of children and young people. In Barnet and Cardiff, who joined the programme in early 2017, children and young people have influenced the preliminary badge choices and a young people's advisory board has been established to oversee the Child Friendly Cities and Communities work of the respective local authorities.

Other work

In May we delivered a day of training in South Shields to Culture Bridge North East, teaching arts and culture professionals how to work with children and young people and structure work in a child rights-based way and in June we delivered a two-day child rights in practice training session for local politicians in Glasgow. This is a stream of work we look forward to developing further in 2018

9. FUNDRAISING FOR CHILDREN

Our total income for 2017 was £100.2 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 2017 income, the contribution of Unicef UK to Unicef's core programmes amounts to £17.9 million.

7: The David Beckham Unicef Fund

Our exciting partnership *7: The David Beckham Unicef Fund* moved into its third year, with David continuing his commitment to raise funds and advocate for children at the highest level.

In 2017, philanthropists, private fundraising events and corporate support raised £2.2 million for the Fund and introduced new supporters to Unicef. With additional pledged income the Fund will exceed the £7m target since it launched in 2015. The money raised is helping Unicef programmes for children in every region of the world and supporting all areas of Unicef's work.

Throughout the year, David supported many key global Unicef moments including Father's Day, World Humanitarian Day and the emergency response to the Sierra Leone floods, inspiring his social media followers with Unicef's work.

[For more information and details about the Fund, please visit \[www.7.org\]\(http://www.7.org\)](http://www.7.org)

Individual supporters

Our regular givers and other members of the public donated £44.3 million to our work for children via our direct marketing campaigns.

Regular givers

We recruited more than 125,000 new regular givers. Regular giving now generates more than £34.9 million (including Gift Aid) for our work for children.

Corporate supporters

In 2017, Unicef UK corporate partners donated £13.8 million with valued support from BT Group plc, Clarks, DLA Piper, Burberry Group plc, easyJet, England Footballers Foundation, Ethical Tea Partnership, LSEG Foundation, GSK, IKEA, ITP,

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Kantar, Kimberly Clark, Louis Vuitton, M&S, Manchester United, Proctor & Gamble, Rangers, Marriott, Twinings, Unilever, Vitality and Wella.

Community fundraising

Individuals, schools, faith groups and organisations such as the Rotary and Lions clubs volunteered their energy, enthusiasm, time and passion to raise money for children in danger. Our local fundraising groups continued to humble us with their dedication. Our On Campus volunteers supported Unicef university societies across the UK to raise money and campaign for children.

These dedicated and inspiring community supporters raised over £830,000 for children in 2017.

Clipper Race

This was the third 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 has so far raised over £500,000 for children in danger.

We have worked with many other Unicef national committees and country offices along the route of the race to take advantage of us having our own boat and crew racing in the event. One particularly inspiring activity was the crew visit to the Isibindi project in Cape Town, South Africa. The children from the project also got the chance to visit the Unicef boat.

Challenge events

In 2017, we had more than 1,100 dedicated supporters raising a phenomenal £575,000 for children in danger through a variety of active challenges, ranging from marathons and bike rides to skydives. In particular, we secured the Royal Parks Silver Birch partnership and recruited over 250 runners to join Team Unicef. Some of our great supporters included Neil Hawkins who completed his 4th Royal Parks race for Unicef and along with his team raised over £30,000, and William Ward (CEO of Clipper) who took part in RideLondon.

Legacies

Legacies continued to provide a large proportion of the unrestricted funds for Unicef UK in 2017. Unicef UK is deeply grateful to the 245 supporters who left a legacy of life for the children of the world through gifts in their Wills. These generous legacies, which totalled £5.9 million in 2017, 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, 3,694 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 2017, Unicef UK received £18.1 million from charitable trusts, foundations and statutory partners. We are extremely grateful for this invaluable and dedicated

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support that enabled us to undertake a range of important programmes for children.

Philanthropy

In 2017, Unicef UK received over £5.9 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 Megha and Aditya Mittal, The Eleva Foundation, Amanda Staveley, Ms M Kambara, Ready 4 School Rwanda, Charlotte and Peter Bolland, Sunita & Surinder Arora, Michael Rosenberg, Brad and Katherine Wickens, Peter and Jan Winslow.

We are sincerely grateful for the loyal support, guidance, advice and time of Unicef UK's Advisers in helping support us to reach our goals for children: Alex O'Kinneide, Emma Sinclair, Marcus Watson and Nicky Cox.

Thank you to our Scotland Advisory Board for their support across 2017: Gordon Arthur, Lynne Cadenhead, David Duke MBE and Natalie Forrest.

Thank you also to our very 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 2017, Global Guardians gave more than £135,000 to Unicef's work for children in emergencies and over £875,000 in unrestricted funding; enabling us to support children in some of the most challenging circumstances in places such as the Democratic Republic of Congo, Nigeria and India. 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, £282,000 was raised through sales of Unicef cards and gifts and donations added to orders.

Inspired Gifts

In 2017 our supporters gave £545,000 to *Inspired Gifts* for children in danger. Inspired Gifts are real, life-saving and life-changing supplies that Unicef delivers for children around the world.

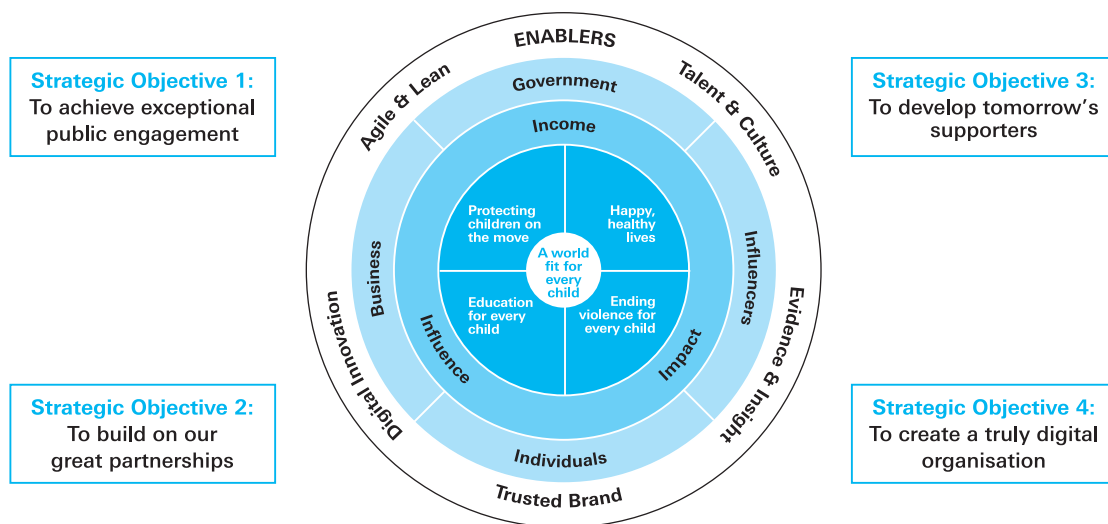
Here are some examples of the gifts purchased by our generous UK supporters:

- 250,460 doses of polio vaccine
- 1,174 portable cool boxes to keep vaccines effective
- Equipment and support to help with the safe delivery of 2,000 babies

- 54,297 pencils to help children learn
- 6,396 fleecy blankets to help keep children safe and warm
- 181,000 sachets of life-saving salts to treat children suffering from dehydration caused by diarrhoea
- School backpacks to help 1,420 children with their learning
- 110,250 sachets of high-energy peanut paste to treat children suffering from malnutrition
- 3,770 skipping ropes for children to exercise and have fun
- School in a box kits to help at least 4,400 children continue their schooling in times of crisis

LOOKING AHEAD: STRATEGIC PLAN 2018–21

As of 2017, Unicef UK has synchronised its internal strategic planning cycle entirely with the wider Unicef organisation.



Our vision: A world fit for every child

Our mission

We are here for every child, particularly the most vulnerable. All over the world, including 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 children
- Advocate for and create change for children

Strategic context analysis

In 2017 Unicef UK worked in partnership with the Boston Consulting Group (BCG) to undertake a comprehensive analysis of external factors and trends in the social impact and voluntary giving sectors. This section summarises some of the key findings of that work.

Unicef UK is operating in an increasingly challenging and complex environment, not least due to wider economic and political uncertainty that the UK is experiencing. The UK is also seeing evidence of a widening in social divide and views have become more polarised. An obvious area of concern in this context is the maintaining of UK overseas aid levels, which provide a significant proportion of funds to Unicef.

The fundraising market is mature and sophisticated and is set to grow only marginally – in line with inflation. This sector is also highly competitive and has been affected by negative media publicity, which has contributed to a fall in trust in charities and NGOs.

Changes in fundraising regulation and the general data protection regulation (GDPR) legislation, which will come into force from May 2018, may impact future supporter recruitment. In 2018 concerns about misconduct and safeguarding of beneficiaries has also affected public confidence.

Technology continues to be both an opportunity and a threat. By 2020 it is anticipated that online giving could account for around 50% of all donations. Although, Unicef UK is well positioned to capitalise on this – for instance, in mobile giving – online media and the growth in importance of social media sites is changing the dynamics of influence arenas – particularly for younger supporters.

There are a number of global mega trends facing Unicef UK some of which will be positive such as the ageing population and rise of philanthropy. Some will require us to react and adjust our plans – for example, the increased expectations in transparency and greater need for customisation and personalisation.

The cause framework

The Cause Framework is a way of focusing Unicef UK's work on clear themes (or causes) to maximise the impact of everything we do to save and change children's lives, and to promote and protect children's rights.

At the centre of Unicef UK's strategic plan are the four causes for children.

Cause 1: Protecting children on the move

Cause 2: Happy, healthy lives

Cause 3: Ending violence for every child

Cause 4: Education for every child

These cover Unicef's global change goals for children. Over the course of 2018, we will progressively define and design the cause outcomes at the heart of this framework. Success measures for each cause will be defined under income, influence and impact criteria.

FOUR STRATEGIC OBJECTIVES

In order to maximise income, influence and impact across the causes we will prioritise four core strategic actions with the public, supporters and partners.

Strategic objective 1: To achieve exceptional public engagement

Strategic objective 2: To build on our great partnerships

Strategic objective 3: To develop tomorrow's supporters

Strategic objective 4: To create a truly digital organisation

SOCCER AID 2018

Over the past 10 years, Soccer Aid has raised £24 million for children in danger. Soccer Aid 2018 promises to be bigger and better than ever.

Coming together to create a game like no other, we'll be working even more closely with our partners to maximise the campaign's fundraising potential to help more children have a safe, happy and healthy life. Soccer Aid 2018 will see more money raised, bigger names and a greater awareness of Unicef's vital work, all through a shared passion for football and entertainment.

FINANCIAL REVIEW

Income

In describing our activities and achievements above, we have reported that Unicef UK's total income for 2017 was £100.2 million. This represents a decline in income of £2.6 million (2.5%) compared to the £102.8 million raised in 2016.

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 2017, £65.2 million was available for programmes to benefit children. Of this, £41.1 million was for specific overseas programmes or countries chosen by our donors, £17.9 million for Unicef core programmes and £6.2 million for Unicef UK's advocacy and programmes in the UK, such as our Baby Friendly Initiative and Rights Respecting Schools Initiative.

On average, over the last five years, 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.

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Unicef UK Enterprises Limited

The charity's wholly owned trading subsidiary carries out commercial trading activities for the charity. During the year, income of £294,000 (2016: £393,000) was raised from event registration fees, corporate cause-related marketing arrangements, commissions and royalties. After allowing for associated expenditure and management charges, £230,000 (2016: £268,000) was donated 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 is not considered to be cause for concern.

Reserves

Total reserves at the year end amounted to £3.6 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 other designated funds for planned investments and invest in activities to seize opportunities to mobilise further resources and positive change for children. In last year's report it was noted that the balance of designated funds at the end of 2016 was £3.5 million which would largely be utilised in 2017 and fully utilised by the end of 2018. The utilisation of those funds on a major IT project and innovation projects has progressed to plan and at the end of 2017 these other designated funds amounted to £0.6 million, which are expected to be fully utilised by the end of 2018.

At the end of the year, a restricted fund of £102,000 was carried over into 2018 from funds generated through the Peoples Postcode Lottery, for charitable work being carried out from the UK. There was also £109,000 of restricted funds relating to income from Unicef HQ specifically to contribute towards fundraising costs.

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Ethical investment policy

Other than holding money on deposit at the bank for short fixed periods, Unicef UK does not hold 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 2017 are set out in note 14 to the financial statements. The net value of the charity's fixed assets has reduced from £0.8 million at the end of 2016 to £0.5 million at the end of 2017, 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 £13.5 million, compared to £12.9 million at the end of 2016. This due to a large percentage of income being received in the last month of the accounting period and the timing of payments for overseas programmes and UK suppliers occurring shortly after the year end.

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 2017.

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 four times per year and also the Board of Trustees as a standing item at each meeting. Risk management is an integral part of our planning process at a strategic, departmental and project level. During 2017 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:

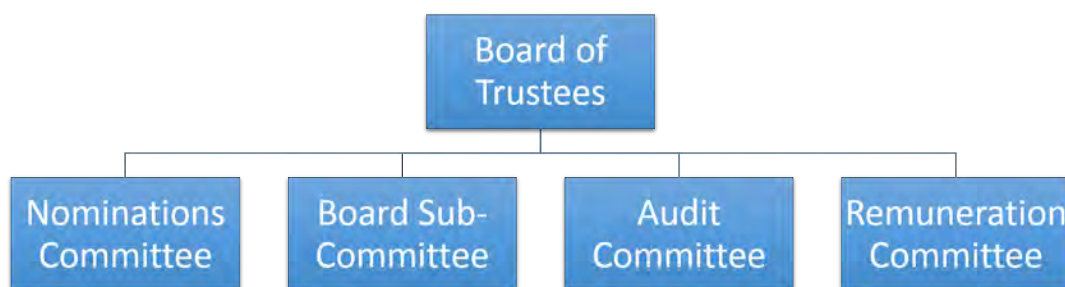
1. The evolving domestic and global environment in which Unicef UK operates presents risks to income generation and could make it more difficult to achieve the changes necessary to ensure that all children in the UK and overseas are realising their rights as set out in the UN Convention on the Rights of the Child. Unicef UK has implemented a number of measures to mitigate the impact of these risks, but the actions of other charities and the media interest in the charity sector are largely beyond Unicef UK's 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, internal audit of controls in key risk areas, 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 Cosette Reczek. 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

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management and recommends it to the Board. It reviews reports from the internal and external 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 2017 the Audit Committee met four times. During 2017, the members of the Audit Committee were Cosette Reczek (Trustee), Sir Tony Redmond (Treasurer), Sarah Davis (Trustee) and Saf Rahbour (independent member).

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.

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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 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 2017, 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 carry out 'mystery shopping', listen to verification and welcome calls, and work alongside fundraisers when they are speaking with members of the public to assess the quality of the work of the agencies and their adherence to agreed codes of conduct. 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 Circumstances 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.

We continue to strive to make it easier for members of the public to contact us, and our Supporter Care team can now be contacted by telephone, email, text message, and direct messages on Twitter and facebook. During 2017, the number of fundraising complaints was 869 (2016: 671). 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.

Common Approach

During 2017 our 'Common Approach' framework continued to guide the way we work. This 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.

Safeguarding children

In 2017, we further developed our child safeguarding practices and provided comprehensive guidance and structured training to Unicef UK staff, supported by a safeguarding case management process. This strengthening of our governance in this area means that children will be further protected from harm during the course of our work. Unicef globally has also restated its commitment to ensuring the safeguarding of children, and Unicef UK has been supporting the implementation of that global commitment through the provision of specialist safeguarding expertise from the UK.

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. 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 used 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

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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.

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 UK owns 50% of the share capital of Soccer Aid Productions Limited, a company whose business is the development, production and marketing of the Soccer Aid fundraising event. Unicef UK's share of the income and expenditure of this joint venture company is incorporated into the group accounts of Unicef UK.

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.

The United Kingdom Committee for Unicef
Trustees' Annual Report and Consolidated Financial Statements
For the year ended 31 December 2017

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 (to 26 June 2017)
Justin Cooke	Vice Chair (from 26 June 2017)
Professor Martin Woodhead	Vice-Chair
Sir Anthony Redmond	Treasurer
Baroness Sal Brinton	
Alex Connock	(from 26 June 2017)
Margaret Cund	
Sarah Davis	(from 26 June 2017)
Steven Day	
Baroness Anne Jenkin	(to 26 June 2017)
Cosette Reczek	Chair, Audit Committee
Professor Mary Renfrew	(to 26 June 2017)
Professor Surinder Sharma	
Caroline Underwood OBE	
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 2017 was 103 (2016 – 108). 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 were as follows:

Isobel Trout
Thrinayani Ramakrishnan (to November 2017)

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 continued as the group's and charity's auditors during the year.

The United Kingdom Committee for Unicef
Trustees' Annual Report and Consolidated Financial Statements
For the year ended 31 December 2017

The report of the Trustees including the Strategic Report was approved by the Trustees on 2 May 2018 and signed on their behalf by

Ilse Howling
Chair of Unicef UK

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

Opinion

We have audited the financial statements of The United Kingdom Committee for UNICEF for the year ended 31 December 2017, which comprise the Consolidated Statement of Financial Activities, the Balance Sheets, the Consolidated Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. 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).

In our opinion, the financial statements:

- give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 31 December 2017 and of the group's and parent charitable company's net movement in funds, including the 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 regulation 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Use of our audit report

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.

Independent auditors' report to the members and Trustees of
The United Kingdom Committee for Unicef
For the year ended 31 December 2017

Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on page 68, 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, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the {group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or the parent charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Trustees' Annual Report and the Message from the Chair. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Independent auditors' report to the members and Trustees of
The United Kingdom Committee for Unicef
For the year ended 31 December 2017

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions 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.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent 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).

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

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

Anna Bennett (Senior Statutory Auditor)
For and on behalf of haysmacintyre, Statutory Auditors
6 June 2018

10 Queen Street Place
London
EC4R 1AG

The United Kingdom Committee for UNICEF

Consolidated statement of financial activities

(incorporating an income and expenditure account)

For the year ended 31 December 2017

		2017			2016		
	Notes	Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
Income from:							
Donations and legacies	2	45,378	47,018	92,396	49,815	48,189	98,004
Charitable activities:							
UK Programmes	3	2,070	-	2,070	1,783	-	1,783
Other trading activities	4	137	145	282	82	89	171
Investments	5	12	-	12	34	-	34
Other income	6	-	5,468	5,468	141	2,704	2,845
Total income		47,597	52,631	100,228	51,855	50,982	102,837
Expenditure							
Expenditure on:							
Raising funds	7	26,826	5,312	32,138	26,448	4,071	30,519
Charitable activities							
Core UNICEF programmes	8	17,891	-	17,891	19,746	-	19,746
Specific UNICEF programmes	8	-	41,092	41,092	-	43,954	43,954
UK programmes & advocacy	8	5,571	597	6,168	5,667	253	5,920
		23,462	41,689	65,151	25,413	44,207	69,620
Other expenditure	9	212	5,377	5,589	-	3,257	3,257
Total expenditure		50,500	52,378	102,878	51,861	51,535	103,396
Net (expenditure)/ income for the year		(2,903)	253	(2,650)	(6)	(553)	(559)
Transfers between funds		-	-	-	-	-	-
Net movement in funds		(2,903)	253	(2,650)	(6)	(553)	(559)
Total funds brought forward		6,202	18	6,220	6,208	571	6,779
Total funds carried forward		3,299	271	3,570	6,202	18	6,220

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 2017

	Note	2017 £'000	Group 2016 £'000	2017 £'000	Charity 2016 £'000
Fixed assets					
Tangible assets	14	509	843	509	843
Investments	15	-	-	20	20
		509	843	529	863
Current assets					
Debtors	17	15,183	13,000	15,717	13,164
Cash at bank and in hand		13,472	12,850	12,918	12,630
		28,655	25,850	28,635	25,794
Current Liabilities					
Creditors: amounts falling due within one year	18	7,388	5,274	7,388	5,238
Amounts due to Unicef		18,206	14,945	18,206	14,945
		25,594	20,219	25,594	20,183
Net current assets		3,061	5,631	3,041	5,611
Total assets less current liabilities		3,570	6,474	3,570	6,474
Creditors: amounts falling due after one year	19	-	254	-	254
Total net assets	21	3,570	6,220	3,570	6,220
Funds					
22					
Unrestricted funds					
General funds		2,650	2,650	2,650	2,650
Designated funds		649	3,552	649	3,552
Restricted funds		271	18	271	18
Total funds		3,570	6,220	3,570	6,220

A separate statement of financial activities for the charitable company itself has not been presented because the charitable company has taken advantage of exemptions afforded by section 408 of The Companies Act 2006. The net expenditure of the charitable company for the year was £2,650,000 (2016: net expenditure £559,000)

The notes on pages 76 to 88 form part of these financial statements.

These financial statements were approved by the Trustees on 2 May 2018 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 2017

	2017	2016
	£'000	£'000
Net (expenditure) for the reporting period (as per the Statement of Financial Activities)	(2,650)	(559)
Interest from investments	(12)	(34)
Depreciation charges	383	409
Decrease / (increase) in debtors	(2,183)	(6,195)
(Decrease) / increase in creditors	5,121	2,267
Net cash provided by operating activities	659	(4,112)
Cash flows from investing activities		
Interest from investments	12	34
Proceeds from disposal of fixed assets	-	-
Purchase of fixed assets	(49)	(165)
Net cash provided by investing activities	(37)	(131)
Change in cash and cash equivalents in the year	622	(4,243)
Cash and cash equivalents at the beginning of the year	12,850	17,093
Cash and cash equivalents at the end of the year	13,472	12,850

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2017

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) 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.

The results of the joint venture company Soccer Aid Productions Limited are consolidated based on the Charity's share of the income, expenditure, assets and liabilities.

The financial currency of the charity is pound sterling and figures in the accounts are presented to the nearest thousand.

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.

Lottery income: UNICEF UK received proceeds of lotteries held by People's Postcode Lottery (PPL). UNICEF UK has no ability to alter the price of tickets, determine the prizes or reduce the management fee. As such, PPL is treated as acting as the principal. Net proceeds due to UNICEF UK are recognised under major supporters, charitable trusts and foundations income in the statement of financial activities. The analysis of the proceeds is detailed in note 26. Where lotteries are run by UNICEF UK as principal, the proceeds from these are reported gross of any prize monies or other expenditure.

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.

r) Investments

Investments in subsidiaries and joint ventures companies are stated at cost on the basis that no reliable estimate of market value is available.

Unicef UK Enterprises Limited

Unicef UK owns 100% of the issued ordinary share capital of Unicef UK Enterprises Limited, a company registered in England (company number 02736690). This 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 given under Gift Aid to UNICEF UK.

Soccer Aid Productions Limited

The business of Soccer Aid Productions Ltd is the development, production and marketing of a series of events and activities culminating in an annual televised fundraising event called Soccer Aid. This event is intended to raise money for distribution under Gift Aid to UNICEF UK for use in accordance with its charitable objectives for the benefit of children worldwide. Soccer Aid Productions Ltd is incorporated in England (company number 10928864) with an issued share capital of 2 ordinary shares of £1 each. UNICEF UK owns 50% of the share capital.

s) Company information

The United Kingdom Committee for Unicef is a company limited by guarantee registered in England and Wales, and a charity registered with the Charity Commission. Its registered address is 30A Great Sutton, London, EC1V 0DU.

2 Income from donations and legacies

			2017			2016
	Unrestricted £000	Restricted £000	Total £000	Unrestricted £000	Restricted £000	Total £000
Gifts (by source):						
Direct marketing	35,633	8,631	44,264	34,089	7,371	41,460
Corporate partnerships	1,228	12,539	13,767	1,279	15,373	16,652
Major supporters, charitable trusts and foundations	1,265	20,358	21,623	1,228	14,972	16,200
Fundraising initiatives and regional fundraising	1,273	806	2,079	1,183	1,077	2,260
Special events	104	1,373	1,477	2,934	1,633	4,567
Inspired Gifts	-	545	545	2	557	559
Sports partnerships	2	91	93	-	102	102
Other	11	-	11	2	39	41
Legacies	5,862	14	5,876	9,098	164	9,262
Government grants:						
The Department for International Development (DFID)	-	2,305	2,305	-	5,635	5,635
The States of Guernsey & Jersey and the Isle of Man	-	99	99	-	1,076	1,076
The Scottish Government	-	-	-	-	190	190
Donated services	-	257	257	-	-	-
Total income from donations and legacies	45,378	47,018	92,396	49,815	48,189	98,004

3 Income from charitable activities

			2017			2016
	Unrestricted £000	Restricted £000	Total £000	Unrestricted £000	Restricted £000	Total £000
UK Programmes:						
Fees for Baby Friendly materials and services	1,411	-	1,411	1,241	-	1,241
Fees for Rights Respecting Schools materials and services	649	-	649	541	-	541
Fees for other materials and services	-	-	-	1	-	1
Child Rights Partners Childfriendly communities Fee	10	-	10			
Total income from charitable activities	2,070	-	2,070	1,783	-	1,783

4 Income from other trading activities

	2017			2016		
	Unrestricted £000	Restricted £000	Total £000	Unrestricted £000	Restricted £000	Total £000
UNICEF cards and gifts						
Sales of cards and gifts	3	-	3	78	-	78
Donations alongside orders	134	145	279	4	89	93
Total income from other trading activities	137	145	282	82	89	171

5 Income from investments

	2017			2016		
	Unrestricted £000	Restricted £000	Total £000	Unrestricted £000	Restricted £000	Total £000
Interest on bank deposits	12	-	12	34	-	34
Total income from investments	12	-	12	34	-	34

6 Other income

	2017			2016		
	Unrestricted £000	Restricted £000	Total £000	Unrestricted £000	Restricted £000	Total £000
Foreign exchange gains	-	-	-	141	-	141
Unicef fundraising development	-	5,468	5,468	-	2,704	2,704
Total other income	-	5,468	5,468	141	2,704	2,845

7 Expenditure on raising funds

	Staff costs	Direct costs	Support costs	Governance costs	2017 Total	2016 Total
	£000	£000	£000	£000	£000	£000
Direct marketing	2,224	13,872	2,352	460	18,908	18,107
Corporate partnerships	2,176	357	1,319	96	3,948	3,568
Major supporters, charitable trusts and foundations	1,266	194	896	59	2,415	2,355
Fundraising initiatives and regional fundraising	774	682	1,103	64	2,623	2,002
Special events	1,264	1,228	766	81	3,339	3,332
Inspired Gifts	18	222	23	7	270	330
Legacies	291	62	172	13	538	749
UNICEF cards and gifts	18	22	55	2	97	76
Total expenditure on raising funds	8,031	16,639	6,686	782	32,138	30,519

Of the total expenditure on raising funds, £5,312,293 was restricted (2016: £4,071,127).

8 Expenditure on charitable activities

	Staff costs	Direct costs	Support costs	Governance costs	2017 Total	2016 Total
	£000	£000	£000	£000	£000	£000
Core Unicef programmes	-	17,891	-	-	17,891	19,746
Specific Unicef programmes:						
Humanitarian emergencies	-	11,573	-	-	11,573	15,675
Health	-	4,126	-	-	4,126	4,053
HIV & AIDS	-	268	-	-	268	877
Water, sanitation and hygiene	-	4,585	-	-	4,585	5,699
Nutrition	-	15,205	-	-	15,205	11,214
Education	-	3,731	-	-	3,731	2,789
Child protection	-	1,028	-	-	1,028	2,877
Social inclusion	-	287	-	-	287	368
Gender equality	-	57	-	-	57	402
Disaster Risk Reduction	-	232	-	-	232	-
	-	41,092	-	-	41,092	43,954
UK programmes & advocacy:						
Development education and youth work	951	251	551	44	1,797	1,660
Baby Friendly Initiative	697	520	433	41	1,691	1,551
Management of information resources	116	90	9	5	220	100
Communication of Unicef's programmes	179	22	25	6	232	568
Management of high profile supporters	91	11	15	3	120	112
Campaign and parliamentary work	1,040	339	678	51	2,108	1,929
	3,074	1,233	1,711	150	6,168	5,920
Total expenditure on charitable activities	3,074	60,216	1,711	150	65,151	69,620

Of the total expenditure on charitable activities, £41,689,000 was restricted (2016: £44,207,000).

9 Other expenditure

	Staff costs	Direct costs	Support costs	Governance costs	2017 Total	2016 Total
	£000	£000	£000	£000	£000	£000
UNICEF fundraising development	179	5,198	-	-	5,377	3,257
Share of loss in joint venture	-	212	-	-	212	-
Total other expenditure	179	5,410	-	-	5,589	3,257

Of the total other expenditure, £5,197,527 was restricted (2016: £3,257,289).

10 Analysis of support and governance costs

	Basis of allocation	Core team costs	Governance costs	2017 Total	2016 Total
		£000	£000	£000	£000
Finance	Income and expenditure	1,883	209	2,092	1,612
Information technology	Headcount	875	97	972	934
People and development	Headcount	996	111	1,107	1,047
Facilities management	Headcount	1,722	191	1,913	1,856
Supporter care	Staff time	323	36	359	347
Directorate	Staff time	2,599	289	2,888	1,456
Total support and governance costs		8,398	933	9,331	7,252

11 Net expenditure for the year

This is stated after charging / crediting:

	2017	2016
	£000	£000
Depreciation	383	409
Loss or profit on disposal of fixed assets	-	-
Operating lease rentals:		
	Property	1,028
Auditors' remuneration:		
	Audit	32
	Other services	-
Foreign exchange losses	413	-

12 UNICEF fundraising development programme

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

	2017	2016
	£'000	£'000
Fundraising development programme		
Legacy development	1,976	845
Major donor development	-	-
Trusts and foundations development	-	82
Other donor recruitment	3,491	1,777
Total funding for year	5,467	2,704

Movements on UNICEF fundraising development programme funds:

	Fundraising development programme	Total	Total
	£'000	£'000	£'000
At the start of the year	18	18	571
Funding received	5,467	5,467	2,704
Funding available	5,485	5,485	3,275
Funding utilised	(5,377)	(5,377)	(3,257)
At the end of the year	108	108	18

13 Staff costs

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

	2017	2016
	Number	Number
Fundraising	140	153
UK Programmes and advocacy	153	147
Support teams	81	59
Total	374	359

Staff costs were as follows:

	2017	2016
	£'000	£'000
Salaries and wages	12,193	11,941
Redundancy and termination costs	92	-
Social security costs	1,319	1,287
Pension contributions	599	581
Total salary costs	14,203	13,809
Other staff costs	898	825
Total staff costs	15,101	14,634

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:

	2017	2016
	Number	Number
£110,001 - £120,000	1	0
£100,001 - £110,000	3	1
£90,001 - £100,000	1	2
£80,001 - £90,000	2	1
£70,001 - £80,000	1	4
£60,001 - £70,000	6	7

There were 14 employees in the year (2016: 15 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 £100,355.

Executive Remuneration

The executive team's actual remuneration in 2017 was as follows:

Name	Position	Gross Pay	Employer's Pension Contribution	2017	2016
				£ Total	£ Total
¹ Michael Penrose	Executive Director	115,492	4,676	120,168	72,191
Catherine Cottrell	Deputy Executive Director	103,617	12,002	115,618	108,152
Mark Devlin	Fundraising Chief Operating Officer	108,908	3,024	111,932	106,566
Lily Caprani	Deputy Executive Director	96,656	2,674	99,330	95,605
² David Bull	Communications, Advocacy & Programmes Executive Director	-	-	-	65,782

¹ Joined Unicef UK on 16th May 2016.

² Left Unicef UK on 21st June 2016.

Remuneration Ratio

The remuneration of the highest-paid employee in UNICEF UK was 3.1:1 (2016: 2.8:1) 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 £600,073 (2016: £581,000).

There were £nil outstanding contributions at the end of the financial year (2016: £nil).

Trustees

The charity trustees were not paid and did not receive any other benefits from employment with the charity in the year (2017: £nil). No charity trustee received payment for professional or other services supplied to the charity (2017: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £5,408 (2016: £11,711) incurred by 6 (2016: 8) 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	Total £000
Cost				
At the start of the year	2,294	611	1,334	4,239
Additions in year	-	-	49	49
Disposals in year	-	-	(627)	(627)
At the end of the year	<u>2,294</u>	<u>611</u>	<u>756</u>	<u>3,661</u>
Depreciation				
At the start of the year	1,819	421	1,156	3,396
Charge for the year	224	52	107	383
Eliminated on disposal	-	-	(627)	(627)
At the end of the year	<u>2,043</u>	<u>473</u>	<u>636</u>	<u>3,152</u>
Net book value				
At the end of the year	<u>251</u>	<u>138</u>	<u>120</u>	<u>509</u>
At the start of the year	475	190	178	843

All of the above assets are used for charitable purposes.

15 Subsidiary undertaking and Joint Venture Company

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).

	2017 £'000	2016 £'000
20,000 £1 ordinary shares UNICEF UK Enterprises Limited at cost	20	20

The subsidiary undertaking 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:

	2017 £	2016 £
Turnover	294	393
Cost of sales	-	-
Gross profit	<u>294</u>	<u>393</u>
Administrative expenses	(64)	(125)
Other operating income	-	-
Operating profit / (loss)	<u>230</u>	<u>268</u>
Profit / (loss) on ordinary activities	<u>230</u>	<u>268</u>
Deed of covenant to parent undertaking	(230)	(268)
Profit / (loss) for the financial year	<u><u>-</u></u>	<u><u>-</u></u>

The aggregate of the assets, liabilities and funds was:

Assets	699	383
Liabilities	(679)	(363)
Funds	<u><u>20</u></u>	<u><u>20</u></u>

Soccer Aid Productions Limited

During the year ended 31 December 2017, Unicef UK entered into a joint venture agreement. As a result of the agreement, Unicef UK holds a 50% share in Soccer Aid Productions Limited (company number: 10928864) which was incorporated in August 2017. Costs have been incurred by the company since incorporation amounting to £423k and Unicef UK's share of those has been accounted for in the consolidated accounts. Soccer Aid Productions Limited is expected to begin generating income during 2018 and amounts owed to Unicef UK are considered fully recoverable.

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:

	2017	2016
	£'000	£'000
Gross income	99,934	102,444
Net (expenditure)/ income for the year	(2,650)	(559)

17 Debtors

	The group		The charity	
	2017	2016	2017	2016
	£'000	£'000	£'000	£'000
Trade debtors	621	561	605	540
Other debtors	2,296	2,336	2,296	2,316
Prepayments	545	631	529	587
Accrued income	11,721	9,472	11,609	9,368
Amounts due from subsidiary undertaking	-	-	678	353
Total debtors	15,183	13,000	15,717	13,164

18 Creditors: amounts falling due within one year

	The group		The charity	
	2017	2016	2017	2016
	£'000	£'000	£'000	£'000
Trade creditors	4,639	2,432	4,639	2,432
Taxation and social security	431	419	431	419
Provision for dilapidations	254	-	254	254
Other creditors	4	972	4	972
Accruals	1,275	473	1,275	473
Deferred income	785	978	785	942
Total creditors	7,388	5,274	7,388	5,238

19 Creditors: amounts falling due after one year

	The group		The charity	
	2017	2016	2017	2016
	£	£	£	£
Provision for dilapidations	-	254	-	254
	-	254	-	254

20 Deferred income

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

	The group		The charity	
	2017	2016	2017	2016
	£'000	£'000	£'000	£'000
Balance at the beginning of the year	978	2,509	942	2,365
Amount released to income in the year	(460)	(1,796)	(460)	(1,652)
Amount deferred in the year	267	265	267	229
Balance at the end of the year	785	978	749	942

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
Net assets at the end of the year 2016	2,650	3,552	18	6,220
Tangible fixed assets	509	-	-	509
Net current assets	2,141	649	271	3,061
Net assets at the end of the year 2017	2,650	649	271	3,570

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	47,597	(47,567)	(30)	2,650
Designated funds:					
Major IT projects	1,842	-	(1,655)	-	187
Innovation projects	275	-	(227)	-	48
Advocacy project	-	-	-	30	30
UK programmes action research	35	-	(22)	-	13
Emergencies reserve	1,000	-	(1,000)	-	-
Property reserve	400	-	(29)	-	371
Total designated funds	3,552	-	(2,933)	30	649
Total unrestricted funds	6,202	47,597	(50,500)	-	3,299
Restricted funds:					
Specific UNICEF programmes	-	43,013	(43,013)	-	-
Advocacy programmes	-	-	-	-	-
Foundations secondment fund	-	150	(90)	-	60
Department for International Development (DFID)	-	2,305	(2,305)	-	-
UNICEF fundraising development	18	5,468	(5,376)	-	109
Peoples Postcode Lottery	-	1,695	(1,593)	-	102
Total restricted funds	18	52,631	(52,378)	-	271
Total funds	6,220	100,228	(102,878)	-	3,570

A full breakdown of fund movements for the previous year is available in the audited accounts for the year ended 31 December 2016 available from the Charity Commission.

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 development.

Funds have been set aside for specific innovation projects which commenced in 2016 and continue into 2018.

The designated advocacy project fund covers the cost of activities planned for 2017 postponed to 2018.

The UK programmes action research fund is designated to improving strategy across UNICEF UK's domestic programmes.

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

Restricted funds are used for specific purposes as stipulated by the donor.

The Foundations secondment fund was given to cover the secondment of a staff member to UNICEF in Geneva.

UNICEF fundraising development programme funds are provided by UNICEF headquarters to invest in strategic fundraising initiatives.

Peoples Postcode Lottery is for charitable programmes in the UK which will be delivered in 2018.

23 Related party transactions

The Trustees, President, Vice Presidents and key managerial staff made payments totalling £15,891 to UNICEF UK during 2017 (2016: £42,902). 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.

Cost of £40,967 were recovered from Unicef UK Enterprises Limited by its parent charity, Unicef UK.

There were no transactions during the year between Soccer Aid Productions Limited and Unicef UK. Unicef UK has agreed a loan facility of up to £1.5 million to Soccer Aid Productions Limited and as at the balance sheet date £423,259 has been drawn down on that facility (2016: £nil).

There are no other related party transactions to disclose for 2017 (2016: 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 2017 (2016: 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:

	2017	2016
	£000	£000
Less than one year	834	-
One to five years	-	1,947
Over five years	-	-
	<u>834</u>	<u>1,947</u>

26 People's Postcode Lottery (PPL) Income

During the year Unicef UK received net proceeds of lotteries by PPL. As noted in 1e, Unicef UK recognises the net proceeds as income, which are determined as follows:

	2017	2016
	£000	£000
Total paid ticket in draw	5,469	-
Actual prizes total	(2,205)	-
Management fee	(1,568)	-
Net proceeds received	<u>1,696</u>	-

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 OBE
Lord Hastings of Scarisbrick CBE
Mark Makepeace
Dame Carolyn McCall
Lord Jack McConnell of Glenscorrodale PC

Trustees: Ilse Howling Chair
Justin Cooke Vice-Chair
Professor Martin Woodhead Vice-Chair
Sir Anthony Redmond Treasurer
Baroness Sal Brinton
Alex Connock
Margaret Cund
Sarah Davis
Steven Day
Cosette Reczek Chair, Audit Committee
Professor Surinder Sharma
Caroline Underwood OBE
Baroness Bryony Worthington

(For all Trustees who served during the year, see page 67)

Youth Advisor to the Trustees:

Isobel Trout

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, 10 Queen Street Place, London EC4R 1AG

www.unicef.org.uk

Sawkat and children Mohammed, age 2, and Umme Habiba, 5, arrive at the refugee camp in Cox's Bazar, Bangladesh. The family were forced to flee their home because of the violence in Myanmar. They spent seven days sleeping on the banks of the River Naf before making the crossing into Bangladesh on a fishing boat.

In October 2017, sudden attacks on Rohingya villages in Myanmar led to an exodus of more than 680,000 Rohingya refugees into Bangladesh. Unicef worked fast to save and protect children's lives.

Unicef helped to provide clean water, life-saving food, health care and education in the camps and settlements around Cox's Bazar. Unicef has also helped to provide psychosocial care and support for children who have experienced unimaginable violence.

Please help Unicef keep more children safe from danger.

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United Kingdom

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