

ABOUT UNICEF



**FOR EVERY
CHILD IN
DANGER**

unicef 
UNITED KINGDOM

KEEPING CHILDREN SAFE

Right now, children are in danger. They face violence, disease, hunger and the chaos of war and disaster. This is wrong and it has to change.

Unicef ensures more of the world's children are vaccinated, educated and protected than any other organisation. We have done

more to influence laws, policies and customs to help protect children than anyone else.

Today, by supporting Unicef, you can protect a child in danger, transform their life and build a safer world for tomorrow's children.

A brief history of Unicef

In 1946, Unicef was founded to meet the emergency needs of children in post-war Europe, China and the Middle East. Soon, we were feeding 5 million children in 12 countries.

In 1950 our task was broadened to address the long-term needs of children everywhere. In 1965 we received the Nobel Peace Prize for our work in "liberating hundreds of millions of children from ignorance, disease, malnutrition and starvation."

In the 1970s, we pioneered training volunteers in local communities to help meet children's basic needs.

In the 1980s, we led the child survival revolution that focused on preventing the deaths of some 15 million children each year from easily preventable illnesses such as measles or diarrhoea.



In 1989, governments worldwide promised all children the same rights by adopting the UN Convention on the Rights of the Child. The Convention is the basis for all of Unicef's work.

In the 1990s, with the collapse of the Soviet bloc, Unicef again found itself protecting children affected by poverty, disease and war in Europe.

In the 21st century, we continue to help protect children in danger and transform their lives. Whether it is natural disaster, war or poverty, Unicef works tirelessly to keep every child safe.

FOR EVERY CHILD IN DANGER



DISEASE

Too many children are in danger from deadly, yet preventable, diseases. Measles, polio, tetanus, tuberculosis, diphtheria and whooping cough – the killer six – are all easily and cheaply preventable by immunisation.

Unicef is the world's leading supplier of vaccines for children, providing vaccines for one in three of the world's children. But millions more are still in danger. Every day, 16,000 children under five die, usually because they don't get the health care and life-saving vaccines they need.

[With your support, we will continue until every child is safe from preventable disease.](#)



HUNGER AND MALNUTRITION

Too many children are in danger because they don't have the food they need to live and grow. **Every 12 seconds, a child somewhere in the world dies because of malnutrition.** Of those that survive, millions have to live with the effects for the rest of their lives because their bodies and brains haven't developed the way they should.

Unicef provides 80 per cent of the world's supply of life-saving food for malnourished children. We help mothers and communities keep their children healthy and well nourished. Unicef has helped reduce the number of children affected by malnutrition by nearly 100 million since 1990.

[There is still much to do. With your support, we can continue our work to end child hunger.](#)

FOR EVERY CHILD IN DANGER



VIOLENCE, EXPLOITATION AND ABUSE

Every five minutes, a child dies because of violence. Across the world, in war zones, on the streets of violent cities, in their own homes and schools, children are facing an epidemic of violence.

Unicef helps to provide psychosocial support for children. We also work with governments to strengthen national child protection systems and with communities to make sure that violence against children is considered unacceptable.

With your help, Unicef can continue to build a safer world for every child.



WAR AND CONFLICT

From Syria and Iraq to South Sudan and Central African Republic, **war and conflict turn millions of children's lives upside down.**

Torn from everything they know, they're left vulnerable to dangers, from disease and malnutrition to violence and exploitation.

Unicef provides life-saving food, clean water, medicines, protection and psychosocial support to children whose lives have been devastated by the effects of war and conflict.

With your support, we can help protect children from the effects of war and conflict.

FOR EVERY CHILD IN DANGER



DISASTERS

When disaster strikes, children are hardest hit. Whether it's a flood, an earthquake or a typhoon, so many lose everything – their homes, their families, even their lives.

In an emergency situation, Unicef is there to provide everything from life-saving supplies to clean water and sanitation, schooling, nutrition and psychosocial support. **In 2016, Unicef provided 2.3 million children with psychosocial support to help them overcome trauma.**

[We will do whatever it takes to make sure that children get the help they need to rebuild their lives.](#)



UNICEF'S WORK IN THE UK

Unicef UK raises vital funds for Unicef's work to protect children around the world, and works to change government policies and practices that restrict child rights. Our three programmes in the UK work to protect and promote the rights of children and young people.

The **UK Baby Friendly Initiative** works to ensure mothers have the best possible support to breastfeed, and families are supported to develop loving and nurturing relationships with their babies. babyfriendly.org.uk

The **Rights Respecting Schools Award** works with thousands of schools across the UK to improve well-being and help all children realise their rights. unicef.uk/rrsa

Our **Child Friendly Cities & Communities** programme works with local government to put children's rights at the heart of public services. unicef.uk/cfc

YOUR GIFT TO CHILDREN

Title _____ First name _____ Surname _____

Address _____

Postcode _____

Email _____ Telephone _____

Instruction to your bank or building society to pay by Direct Debit



Originator's ID number: 9 4 0 4 4 1

4. Name and full address of bank or building society
To: The Manager/Bank or Building Society

Yes, I would like to give Unicef £ _____
monthly ☐ quarterly ☐ annually ☐

Name _____

Address _____

I would like my payment to be debited on the
1st ☐ 7th ☐ 15th ☐ 23rd ☐ of each month.

Postcode _____

1. Name(s) of account holder(s):

5. Instructions to your bank or building society. Please pay direct debits from the account detailed in this instruction to the United Kingdom Committee for Unicef, subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with Unicef and, if so, details will be passed electronically to my bank or building society.

2. Bank/building society account number:

_____-_____-_____-_____-_____-_____-_____-_____-

3. Branch sort code:

_____-_____-_____-_____-_____-_____-

Signature _____

Date _____

If any error is made by Unicef or your bank or building society, you are guaranteed a full and immediate refund from your branch of the amount paid. You can cancel a Direct Debit by writing to your bank or building society.

For office use only
Unicef ref number: _____

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TAX-FREE GIVING

If you are a UK taxpayer please tick the box below so we can claim back 25p for every £1 you give at no extra cost to you.

☐ Yes, I would like all donations I have made to Unicef for the four years prior to this year, and all donations I may make in the future, to be treated as Gift Aid donations.*

Name of taxpayer _____ Today's date _____

☐ No, as I am not a UK taxpayer, I am unable to take part in the Gift Aid scheme.

* I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference. Please remember to notify us if you want to cancel this declaration, change your name or home address, or if you no longer pay sufficient tax on your income and/or capital gains.

Data Protection

Unicef may contact you in the future about our work and how you can support us. If you would like to receive this information please tick the relevant box, or boxes, to indicate how you would like to be contacted:

☐ Telephone ☐ Post ☐ Email ☐ SMS

☒ PLEASE SEND FORM TO UNICEF UK, 1 WESTFIELD AVENUE, STRATFORD, LONDON E20 1HZ

YOUR DONATION FOR CHILDREN

Title _____ First name _____ Surname _____

Address _____

Postcode _____

Email _____ Telephone _____

I would like to donate: £ _____ to Unicef (I enclose my cheque/postal order made payable to Unicef)

Or, I prefer to donate by Maestro/Delta/Mastercard/Visa/Amex/Diners Club/CAF Card
(Please delete as appropriate)

Card number _____

Issue number _____ Valid from _____ / _____
(Switch only)

Expiry date _____ / _____ Today's date _____ / _____ / _____

Signature _____

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TAX-FREE GIVING

If you are a UK taxpayer please tick the box below to ensure that every £1 you give is worth an extra 25p at no extra cost to you.

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☐ Telephone ☐ Post ☐ Email ☐ SMS

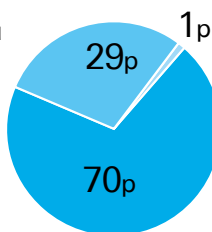
Please send me further information about:

☐ Unicef's campaign activities ☐ Remembering Unicef in my Will
☐ Giving to Unicef through my payroll ☐ Unicef greeting cards and gifts
☐ Fundraising events ☐ Inspired Gifts

☒ PLEASE SEND FORM TO UNICEF UK, 1 WESTFIELD AVENUE, STRATFORD, LONDON E20 1HZ

HOW YOU CAN HELP

For every **£1** you give to Unicef, 70 pence is spent on programmes for children, 29 pence is spent to raise another £1 and 1 penny is spent on governance.



Based on an average over the last five years.

Children need your support

To support our vital work to protect children in danger, Unicef UK relies entirely on generous gifts from people like you, including donations from individual supporters, fundraisers, governments, companies, and other organisations. We receive no money from the UN budget.

unicef.org.uk/give

As an individual

From initiatives in schools such as Day for Change to one-off events like Soccer Aid, individuals play a vital role in our work for children. You can:

- Join a Unicef UK fundraising group
- Donate regularly by Direct Debit
- Get active, get fit, get sponsored with Team Unicef
- Hold an event to raise money
- Leave a gift in your will for children

As a company

Unicef UK works with more than 20 leading companies to raise funds to help keep children safe from danger.

Our partners include:

- Pampers (1 Pack = 1 Vaccine)
- EasyJet (Change for Good)
- Manchester United (United for Unicef)

unicef.org.uk/corporate

Campaign for children

We campaign to make sure our politicians deliver on their responsibilities and make a safer world for children. But we can't do it without the help of our campaigners. Get involved at unicef.org.uk/campaign

Ambassadors

Unicef UK has dedicated Ambassadors and high profile supporters who help us raise money and awareness for children. unicef.org.uk/ambassadors

Unicef gifts and cards

Inspired Gifts are a great way to help Unicef protect children. Your gift provides life-saving supplies such as blankets and vaccines, and you can personalise a gift card. Our cards and gifts are the perfect way to celebrate special occasions while helping to keep children safe. Shop now at

unicef.org.uk/shop

Contacting us

Supporter Care **0300 330 5580**

Text Supporter Care **0786 002 7540**

Email supportercare@unicef.org.uk

Website unicef.org.uk

Facebook [unicef.uk](https://www.facebook.com/unicef.uk)

Twitter [@unicef_uk](https://twitter.com/unicef_uk)



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