



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

For the year ended
31 December 2018

UNICEF UK IN NUMBERS



..... **£99.4 MILLION** raised to build a safer world for every child



..... **£3.0 MILLION** raised for Unicef's work for Syrian children in danger



vaccines to keep **300 MILLION** mums and babies safe from tetanus through 13 years of Pampers 1 pack = 1 vaccine.

..... more than **25 MILLION** children vaccinated against polio through six years of Change for Good partnership with easyJet.



..... Soccer Aid 2018 raised **£6.7 MILLION**, including Aid Match. The show, broadcast live on primetime ITV, had a huge peak audience of **6.2 MILLION**.



..... More than **23,500** people signed our petition calling for action following our campaign to tackle toxic air in the UK.



..... Nearly **700,000** newborn babies supported by Unicef's Baby Friendly Initiative in the UK.



..... More than **1.75 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.

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 2018

TRUSTEES' ANNUAL REPORT

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MESSAGE FROM THE CHAIR OF UNICEF UK

In 2018, children faced unprecedented dangers from war and disaster, disease and malnutrition. Globally, almost one in four children is now affected by war and disaster. Political and economic uncertainty, as well as a changing climate, are also having profound effects on children's lives. In response, thanks to the wonderful generosity of our supporters, Unicef UK raised £99.4 million for children in danger around the world.

Our supporters responded with incredible generosity for children affected by war or disaster. Unicef UK committed £9 million to help provide life-saving food, clean water, vaccines, education and protection for millions of children in emergencies. We supported humanitarian aid for children in more than 25 countries, including Syria, the Democratic Republic of the Congo, and Yemen.

On 10 June, Soccer Aid for Unicef raised more money and featured bigger names in football and showbiz than ever. In total, it raised £6.7 million for children, including Aid Match as the UK government generously matched every pound donated to help us reach twice as many children.

On 20 November, Unicef UK marked World Children's Day and the anniversary of the adoption of the UN Convention on the Rights of the Child with a series of events on empowering children and ensuring children's voices are heard. The events brought together Unicef Ambassadors David Beckham, Emma Bunton and Unicef's Champion for Children Paddington Bear™ among others.

With more children uprooted from their homes than ever before, we continued our campaign to reunite unaccompanied refugee children with family in the UK. More than 85,000 people have now supported the campaign. We also launched a new campaign to address the dangers of air pollution on child health in the UK. One in three children in the UK is growing up in areas with unsafe levels of air pollution. More than 1,000 schools and youth groups have so far participated.

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 91% of maternity units and 89% of health visiting services across the UK, each year supporting nearly 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 1.75 million children in the UK now attend schools that are becoming Rights Respecting – with schools reporting reductions in bullying and improvements in child confidence and esteem. Our Child Friendly Cities and Communities programme means more than 250,000 children now live in a community that has committed to embed children's rights in local decisions, services and spaces. We also continued our work to ensure best safeguarding practices are followed in every interaction between Unicef UK and children.

Thank you to the staff and trustees for your outstanding work and tireless dedication to building a world fit for every child.

Douglas Alexander, 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:

1. Unlock resources for programmes for children
2. Advocate for and create change for children
3. Promote children's voices

SUMMARY OUTCOMES IN 2018

1. RESOURCES TO CREATE A WORLD FIT FOR EVERY CHILD

In 2018, Unicef UK raised a total of £99.4 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:

- 90,000 new regular givers joined Unicef UK in 2018, with regular giving now generating £34.9 million for our work.
- Philanthropic gifts and charitable trusts and foundations generated £18.3 million
- Corporate partnerships raised £13.7 million
- Gifts left to Unicef UK in wills provided £7.3 million
- Soccer Aid for Unicef raised £6.7 million, including Aid Match
- Fundraising initiatives and regional fundraising generated £2.0 million
- Special events raised £3.3 million in the financial year

2. CREATING CHANGE FOR CHILDREN

In 2018, we ran two major advocacy campaigns to deliver change for children around the world, including here in the UK.

One in three children in the UK are growing up in areas with unsafe levels of air pollution. We launched a Toxic Air campaign to tackle the impact of toxic air on children's health (see page 23). This was our first public advocacy campaign on issues affecting children's health in the UK. More than 23,500 people signed our petition in 2018 and more than 1,000 schools and youth groups across the UK have participated in the campaign.

We also continued our Family Reunion campaign for the Home Office to amend its rules on family reunion to enable refugee and asylum-seeking children to reunite with a wider range of family members (see page 18). More than 85,000 people have now supported this specific campaign.

3. PROMOTING CHILDREN'S VOICES

On 20 November, we 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.

The events, featuring Unicef Ambassadors David Beckham, Emma Bunton and Unicef's Champion for Children Paddington BearTM among others, focused on empowering children and ensuring children's voices are heard (see page 5).

ACTIVITIES & ACHIEVEMENTS IN 2018

1. SOCCER AID FOR UNICEF 2018

On 10 June, Soccer Aid for Unicef 2018 was a game like no other – raising more money and featuring bigger names in football and showbiz than ever. In total, it raised £6.7 million for children around the world, including Aid Match as the UK government generously matched every pound donated by the public to help us reach twice as many children.

The show, broadcast live on primetime ITV, had a huge peak audience of 6.2 million people. It included six cause led-films about Unicef's work made by Unicef UK Ambassadors Nicole Scherzinger, Michael Sheen and Keeley Hawes, as well as films made by supporters David Harewood, Olly Murs and Dermot O'Leary. There were also Soccer Aid for Unicef ITV specials including *The Chase* and a *Loose Women, Loose Men* special.

The match was played in front of a sell-out crowd of nearly 72,000 people at Old Trafford. Before the game, viewers were treated to a performance from Unicef UK Ambassador Jessie Ware. Disney *Incredibles* characters appeared on the pitch to entertain the family audience. The match finished England 3–3 World XI at the end of normal time. England won the penalty shootout 4–3, with the winning penalty scored by Blake Harrison from *The Inbetweeners*.

The event attracted mass social media following, including posts by Usain Bolt (5.1m Twitter, 8.9m Instagram, 18.4m Facebook), Olly Murs (7.6m Twitter), Gordon Ramsay (6.9m Twitter), Michael Owen (3.6m Twitter), and John Bishop (3.6m Twitter). We saw audience growth of 89% on the Soccer Aid Instagram channel and 258,000 mentions on Twitter by 188,000 users, with an estimated reach of more than 810 million.

Our integrated communications campaign, including the launch moment revealing sprinter Usain Bolt as captain of the World XI team and the return of Eric Cantona to Old Trafford, won the PRCA Award for in-house campaign of the year and increased brand awareness to 63%. The campaign reached more than 58% of adults in the UK.

We will build on this success at Soccer Aid for Unicef 2019, to be held in June at Chelsea's Stamford Bridge ground. Since 2006, Soccer Aid for Unicef, the brainchild of Unicef UK Ambassador Robbie Williams, has raised over £30 million, providing life-saving food, vaccines, education, clean water and protection from violence for millions of children around the world.

Soccer Aid Playground Challenge

In 2018 we launched the first Soccer Aid for Unicef Playground Challenge in UK schools – encouraging schoolchildren to design an obstacle course to take on together, while raising money to help children in danger around the world – a fundraising activity led by children, in aid of children. We provided teaching and fundraising resources to help schools bring Soccer Aid for Unicef to life in the playground and the classroom. Football stars such as Harry McGuire, Yaya Touré and Toni Duggan took part in the challenge at schools.

Pupils and teachers loved the Playground Challenge. A total of 1,900 schools registered to take part, reaching around 760,000 pupils. Playground Challenge raised £65,000 for children in danger around the world.

Parliamentary Soccer Aid

We organised the first ever Parliamentary Soccer Aid with 13 MPs playing against lobby journalists in a football match to raise the profile of Soccer Aid for Unicef in Parliament and build influential relationships with Parliamentarians.

We worked with DFID and the Prime Minister's team to deliver an influential reception in the gardens of No.10 Downing Street, securing a public commitment on the value of UK aid and to continue to spend 0.7% of gross national income on international aid. In addition, we delivered a successful MP trip to Djibouti to highlight the work that Soccer Aid for Unicef has made possible.

Two schools were engaged in our inaugural Parliamentary Soccer Aid in 2018. Students from Fairley House School in London attended the tournament to support the players, after which three classes took part in child-rights workshops that we ran at the school. Students from Admiral Lord Nelson in Portsmouth attended the reception at No.10 and talked to invited guests about their experiences of Unicef UK's Rights Respecting School programme, the importance of learning about children's rights, and the work they had done through Playground Challenge to learn about UK Aid.

Children's Champions supported Soccer Aid for Unicef 2018 in a number of ways, including supporting fundraising collections in Manchester before and during the Soccer Aid match, encouraging schools to register to take part in the Playground Challenge and by volunteering to support the Parliamentary Soccer Aid tournament and reception. Twelve Children's Champions ran interactive stalls at No.10 and two Champions met the Prime Minister and the Secretary of State for International Development to talk about their role in championing children's rights in their community.

2. WORLD CHILDREN'S DAY

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

#childrentakeover

How different would our world be if we truly listened to children? This World Children's Day, we gave a glimpse of what might happen.

Our media survey asked 1,000 children what they would do if they took over the decision making from their parents for the day. The survey created an upbeat story for web and social media, broadcasters and newspapers on World Children's Day. The research was broken down by regions, allowing for bespoke regional media. Simon Cowell's son Eric Cowell took part in #childrentakeover, and Unicef UK Ambassador Emma Bunton discussed World Children's Day live on Heart FM.

We also made a film where children gave life advice to adults. Children provided insight on everything from fashion to marriage proposals. We worked with Facebook to cut the content to work hardest on the platform and co-ordinated support for the campaign across media platforms and from ambassadors. The Facebook brand lift study reached over 12 million people and revealed that the campaign achieved cut through – as we saw a 4.4% increase in people taking action after seeing the World Children's Day content.

#GoBlue

Around the world, people were also encouraged to #GoBlue to mark World Children's Day. Cardiff heeded the call to #GoBlue and lit up its iconic City Hall, while inside children and young people launched the council's Child Friendly Cities and Communities strategy. In Aberdeen, schoolchildren took over the council chamber for the day, leading discussions on decision-making with councillors and the police.

Unicef Goodwill Ambassador David Beckham posted a carousel of photographs, including a screenshot from the Unicef #GoBlue film, an image from his visit to Indonesia to meet children his 7 Fund is supporting, and a photo from his visit to a Unicef UK Rights Respecting School on World Children's Day in 2017. David also welcomed Millie Bobby Brown, star of Stranger Things, as Unicef's newest Goodwill Ambassador. The social posts engaged more than 700,000 people on Instagram and over 5,000 on Facebook.

Paddington Bear™, Unicef UK's official champion for children, joined in and turned his trademark hat blue for the occasion. His kind actions brought nearly 50,000 views and just under 1,000 shares or retweets on Paddington's social media channels.

CHILDREN IN EMERGENCIES

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Almost **one in four children** in our world is affected by war or disaster. Emergencies threaten children's lives and development more today than ever.

Unicef UK committed **£9 million** to help the millions of children caught in emergencies in 2018. We supported humanitarian relief work in more than **25 countries**.

1. CHILDREN IN EMERGENCIES

2018 laid out the rising trend of the effects of war and disaster on children only too clearly. Multiple natural hazards had disaster-level impacts on children, and ongoing, high-profile emergencies increased in complexity and need.

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.

Children and emergencies in 2018

Almost one in four children globally is affected by war or disaster. Emergencies threaten children's survival and development more today than ever.

Whether it was the relentless conflicts and displacement crises in Nigeria, Myanmar/Bangladesh, South Sudan, Syria or Yemen, or climate-related disasters such as drought across sub-Saharan Africa, or geophysical events in South East Asia, humanitarian emergencies continued to 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 £9 million to help the millions of children caught in emergencies in 2018. We supported humanitarian relief work in more than 25 countries.

Winter appeal

In 2018, Unicef UK launched a winter appeal for children affected by three of the world's most brutal and long-running conflicts – in Yemen, Syria and the Democratic Republic of Congo. These deadly conflicts have brought shocking new levels of violence, displacement and disruption to children's lives. The winter appeal raised more than £4.8 million for children in these three countries.

SYRIA, CONFLICT

Another terrible year for Syrian children, 2018 saw more than 8 million children deprived of food, medical care and education. Of the estimated 8.4 million children living in Syria, 5.3 million required humanitarian assistance. Of these, more than 1.2 million children were living in hard-to-reach or besieged areas, with little or no humanitarian access. More than 2.5 million Syrian 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. As this conflict continues, Unicef will ensure to continue to support Syrian children wherever they are in need.

UK SUPPORT FOR SYRIA'S CHILDREN

In 2018, Unicef UK raised £3.0 million for the children of Syria. Our television appeals featuring Unicef UK Ambassador Michael Sheen and supporter Olivia Colman were a key part of the fundraising campaign, raising more than £375,000.

Muzoon, seven years of conflict

Unicef Goodwill Ambassador Muzoon Almellehan filmed a reflective piece on the seven-year anniversary. Muzoon also wrote on the rise of teenage activism for *The Observer* magazine and spoke at the Girls in Emergencies parliamentary event and The Global Citizen concert.

Levison Wood, Arabian Journey

Broadcaster and author Levison Wood visited Za'atari refugee camp in Jordan as part of his documentary series *Arabian Journey*. Levison's film reflected on the seven-year anniversary of the conflict and content was repurposed for our winter campaign. He shared his experiences at Za'atari with his 56,000 Twitter followers.

NEXTGen London

NEXTGen is a community that incubates creative and unique ideas to fundraise, advocate, educate their community and provide skills and consulting in support of Unicef's work in Syria and the region.

NEXTGen's fourth Annual Event, held on 2 February at the Royal Horticultural Halls, London, raised £175,000 for Syria's children.

Cook for Syria / Bake for Syria

#CookForSyria was launched in 2016 by Serena Guen of NEXTGen London and food Instagrammer Clerkenwell Boy. The #CookForSyria cookbook has sold nearly 32,000 copies, raising money and awareness for Unicef's work for the children of Syria.

In June, the campaign released a second cookbook #BakeForSyria, which has so far sold more than 8,500 copies. #BakeForSyria featured baking recipes from top bakers and chefs including Jamie Oliver, Dominique Ansel and Lily Vanilli.

#BakeForSyria and #CookForSyria also raised £20,000 through volunteer-led pop-up fundraising events, such as Lily Vanilli's #BakeForSyria chari-tea event at The Ned and Belazu's #CookForSyria dinner.

In 2018 we also activated the #CookForSyria supper club campaign, creating a special guide to help supporters host a fundraising supper club.

UNICEF'S WORK FOR SYRIA'S CHILDREN

Unicef was working for the children of Syria before the conflict started and we have continued to be there for them throughout the past seven years. In 2018, Unicef reached nearly 3 million people with clean, safe water within Syria and helped over 2.6 million children and women in Syria to have health consultations. Unicef continues to support Syrian children to build a future, reaching more than 3 million children with education services over the course of 2018 – 1.8 million children in Syria and 1.2 million children in surrounding countries. 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 the chance to play and recover from traumatic experiences.

DEMOCRATIC REPUBLIC OF CONGO, CONFLICT AND EBOLA

We saw a devastating surge in violent conflict in the Kasai and Eastern regions of the Democratic Republic of the Congo (DRC). Grave violations of children's rights, including forced recruitment, killing, maiming and sexual violence, are key features of the conflict. More than 1.7 million people were forced from their homes, including over 1.4 million people in the Kasai region alone. At 4.1 million, the number of internally displaced persons is the highest in Africa.

Around 7.8 million children lacked access to clean water and sanitation facilities and an estimated 2.2 million children suffered from severe malnutrition. In addition, the DRC faced frequent and deadly outbreaks of measles and malaria, one of the worst cholera epidemics of the decade and a new and severe Ebola outbreak.

UK SUPPORT FOR THE CHILDREN OF DRC

In 2018 generous donations from supporters enabled Unicef UK to raise £1.6 million for the children of DRC.

Against the tide of a general lack of media interest on the emergency in DRC, we secured extensive coverage of the crisis, including prime TV news packages (on ITV and Channel 4 and two double-page features in The Sunday Mirror).

UNICEF'S WORK FOR THE CHILDREN OF DRC

In 2018 Unicef provided water, sanitation and hygiene services for more than 825,000 people in DRC. In response to the Ebola outbreak, Unicef also provided emergency water and sanitation packages for nearly 2.4 million people in the most-at-risk areas. Medicines were provided to treat over 25,000 people with cholera.

Unicef's child nutrition work provided care for more than 220,000 severely malnourished children, with a cure rate of nearly 87 per cent. More than 710,000 children were vaccinated against measles. In addition, Unicef helped establish safe spaces for socialization, play and learning for over 245,000 children and found alternative care arrangements for more than 5,000 unaccompanied and separated children.

YEMEN, CONFLICT

Children in Yemen remained trapped in one of the world's most complex and destructive humanitarian crises. In 2018, they experienced increasing levels of violence, rising food insecurity and a deterioration in basic services. Nearly 400,000 children in Yemen were severely malnourished, with 8 out of every 10 children requiring emergency aid – a total of 11.3 million children in danger.

Fighting intensified around the port of Hodaydah in the latter part of 2018 – where up to 80 per cent of Yemen's humanitarian supplies, fuel and commercial goods are delivered. The toll in lives would be catastrophic if the port is damaged, destroyed or blocked, and while the worst-case scenario was averted, initial peace talks in December had yet to offer meaningful solutions.

UK SUPPORT FOR YEMEN'S CHILDREN

In 2018, Unicef UK raised more than £2.3 million for the children of Yemen. Television appeals from Unicef UK Ambassadors James Nesbitt and Michael Sheen, as well as supporters Olivia Colman and David Harewood raised more than £730,000 for Yemen's children. Eddie Izzard, who was born in Yemen, published a first-person opinion piece in The Mirror online.

UNICEF'S WORK FOR YEMEN'S CHILDREN

In 2018, Unicef responded to a cholera outbreak with an integrated package of health, water and sanitation and communication services. Unicef's work enabled some 4.9 million people to access safe drinking water and over 1 million children under 5 years to receive primary health care. In addition, more than 225,000 severely malnourished children received life-saving treatment. Unicef's child protection programmes reached more than 625,000 children with psychosocial support in child-friendly spaces and over 150,000 children accessed education services in safe learning spaces.

EAST AFRICA, CONFLICT AND DISPLACEMENT

In 2018, Uganda was hosting more than 1 million refugees from neighbouring South Sudan, as well as hundreds of thousands from other countries in the East Africa region, where children face a deadly combination of conflict, violence and chronic poverty.

In Uganda, basic services in refugee-hosting areas are overstretched, compromising the quality of services for both refugees and host communities. Sanitation, nutrition and disease prevention are the main areas of concern.

Four years into the conflict in South Sudan, more than half of the nation's children are affected. Children face famine, disease, recruitment into armed forces and lack of access to school. Their vulnerability is compounded by worsening economic conditions and limited access to food and fuel. Nearly 4 million people are displaced, including 2 million people seeking refuge in neighbouring countries such as Uganda.

In Somalia, as the humanitarian situation continued to deteriorate because of the ongoing impact of drought and conflict, flash floods put the safety and resilience of hundreds of thousands of children under further stress.

UK SUPPORT FOR THE CHILDREN OF EAST AFRICA

In 2018 generous donations from UK supporters enabled Unicef UK to raise £1.1 million for children in Uganda, South Sudan and Somalia.

UNICEF'S WORK FOR THE CHILDREN OF EAST AFRICA

In Uganda, Unicef supported integrated refugee/host community planning for education, health and nutrition and strengthened the coordination of basic services, benefiting hundreds of thousands of children in the areas of water, sanitation and hygiene, health, nutrition, education and child protection.

In South Sudan, Unicef delivered assistance to 2.4 million people, including 1.8 million children, with priority areas of disease prevention, nutrition, education and protection.

In the flood affected areas of Somalia, Unicef provided sustained emergency assistance, as well expanding work in cholera prevention. Elsewhere, Unicef enabled hundreds of thousands of women and children to gain access to life-saving emergency health services; over 4.4 million children were vaccinated against measles; and tens of thousands more accessed education and psychosocial support, including targeted care for survivors of gender-based violence.

MYANMAR AND BANGLADESH, ROHINGYA CRISIS

In October 2017, sudden attacks on Rohingya villages in Myanmar led to an exodus of more than 730,000 Rohingya refugees into Bangladesh over a short few months – including 400,000 children. Child refugees arrived into rapidly growing camps that lacked clean water and nutrition, and with very limited education and child protection services.

Unicef worked throughout 2018 to expand the response for children, working with partners to ensure access to services and prevent outbreaks of disease, including successfully averting a cholera outbreak. Important preventative steps were taken ahead of the cyclone season to reduce the impact of possible flooding, landslides and further displacement.

UK SUPPORT FOR ROHINGYA CHILDREN

In 2018 generous donations from UK supporters enabled Unicef UK to spend £560,000 for Rohingya children. Unicef UK Ambassador Ewan McGregor's television appeal continued to provide vital support.

Unicef UK Ambassador Michael Sheen wrote an opinion piece for The Guardian after meeting Rohingya child refugees at Cox's Bazar, Bangladesh.

Our media team secured coverage of the Rohingya crisis and a live interview on Channel 4 News. In August, they accompanied a BBC crew to Bangladesh to cover the one-year anniversary of the Rohingya crisis. The team collected and pitched case studies, interviews and the new Child Alert to UK media, all of which focused on displaced Rohingya children living in Bangladesh.

UNICEF'S WORK FOR ROHINGYA CHILDREN

Unicef has helped to provide clean water, life-saving food, health care and education for Rohingya children and host communities in Cox's Bazar, Bangladesh.

In 2018, Unicef supported the establishment of more than 1,300 learning centres, providing education opportunities for more than 70 per cent of targeted school-aged children. Furthermore, Unicef worked to ensure better access to social services and a safer environment for children, adolescents and young women, providing more than 150,000 children with psychosocial support services and over 40,000 people with gender-based violence services. Unicef also helped to avert a potentially major cholera epidemic, through water and sanitation activities and a cholera vaccination campaign that reached nearly 330,000 people.

INDONESIA, EARTHQUAKE AND TSUNAMI

On 5 August, a magnitude 7.0 earthquake shook the Indonesian island of Lombok. On 28 September, a 7.4 magnitude earthquake off the coast of Indonesia shook the island of Sulawesi and caused a tsunami, killing more than 2,100 people and separating around 5,000 children from their families.

Around 1.9 million people were in critical need of assistance, including 665,000 children whose access to protection, education and health systems was cut off in a matter of minutes. On 23 December, a further tsunami hit Indonesia's Sunda Strait, killing and injuring hundreds of people.

UK SUPPORT FOR INDONESIA'S CHILDREN

Supporters including Manchester United and The Constance Travis Charitable Trust gave generously to Unicef UK's emergency appeal. Unicef UK Ambassadors and supporters Eddie Izzard, Andy Murray, Keeley Hawes, Cel Spellman and Simon Reeve called on their social media followers to support children. Reacting quickly to the tsunami in December, the media team secured more than 60 pieces of coverage in the immediate aftermath. In total, our UK supporters gave more than £540,000 to provide vital humanitarian assistance for the children of Indonesia. We are immensely grateful to everyone who helped.

UNICEF'S SUPPORT FOR INDONESIA'S CHILDREN

Unicef provided immediate support for the Indonesian government's response to the multiple disasters. Technical specialists in child survival, education and health were deployed to aid government first responders. Unicef also provided technical support and supplies to help more than 174,000 people gain access to safe drinking water, vaccinate more than 1.4 million children against measles and rubella, and provide advice on infant feeding to 21,400 women. Unicef also helped to train more than 130 people to support infant feeding in emergencies. In addition, 9,000 hygiene kits were distributed to local partners, 22,000 children received psychosocial support at child friendly spaces and more than 100,000 children resumed their education at temporary learning spaces.

Unicef supported a government response to the December emergency, providing non-food items as well as nutrition and child protection advice for the authorities. However, this was not part of the Indonesia appeal for 2018.

CHILDREN'S EMERGENCY FUND

Our Children's Emergency Fund is vital for vulnerable children caught up in 'silent' emergencies: under-reported or often completely ignored humanitarian crises around the world. It allows Unicef UK to support a timely and efficient response for children in such emergencies that do not attract much media attention and where a public appeal for funds may not be appropriate or possible.

In 2018 we raised £4.4 million for the Children's Emergency Fund from generous individuals, companies and charitable foundations.

This money supported vital work for children affected by violence and disaster in countries including Afghanistan, Guatemala and Burundi. 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 Cameroon.

The Halloween Ball

On 30 October, Unicef UK held our sixth annual Halloween Ball, at Banqueting House, London. The event raised more than £477,000 for Unicef's life-saving work for children in emergencies. There were exclusive performances from Neneh Cherry and Rita Ora, as well as a Q&A with Unicef UK Ambassador Chris Hoy.

Special guests included Unicef UK Ambassador Martin Bell, as well as supporters Cel Spellman, Emma Willis and Ade Adepitan. Emma Willis tweeted the official event photography to 1.5 million Twitter followers and 1.2 million Instagram followers. Unicef UK Ambassadors and supporters Olivia Colman, David Walliams, Dermot O'Leary and Chris Hoy provided auction prizes.

Education in emergencies

This summer, easyJet began supporting education for children in emergencies. Unicef Goodwill Ambassador Muzoon Almellehan supported the campaign with an exclusive Q&A in the *Traveller* inflight magazine and a thank you film for crew. More than £1.2 million was raised for children in the three-month campaign.

Blue Vinyl

The Unicef Blue Vinyl campaign saw the release of limited-edition blue vinyls of 17 great albums to raise money for Unicef's work for children affected by war or disaster. The blue vinyl editions included such iconic albums as Amy Winehouse *Back in Black*, Bob Marley and The Wailers *Catch A Fire*, Alicia Keys *Songs in A Minor*, David Bowie *The Next Day*, Paul Simon *Graceland*, and Spice Girls *Spice*. Prize draws and auctions for the special albums raised more than £45,000 for children in danger.

Christmas Concert

On 1 December, we held a special Christmas concert at Central Hall, Westminster. The concert included a performance from Unicef UK Ambassador Jessie Ware, with readings from Eddie Izzard and Cel Spellman. Unicef Goodwill Ambassador Muzoon Almellehan took part in a Q&A with Lauren Laverne. The event raised more than £25,000 for children in emergencies.

UK SUPPORT FOR EMERGENCIES

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

H&M

In 2018, H&M raised more than £520,000 via their charges on carrier bags. Since the charges began, H&M have raised over £1.9 million for our Children's Emergency Fund.

Louis Vuitton for Unicef

Since 2016, Unicef and Louis Vuitton's partnership has been working together to help support millions of children affected by war and disaster. Since the start of the partnership, more than \$6 million has been raised 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, Nigeria and Bangladesh.

Garnier

Since 2017, Unicef and Garnier have worked together to provide life-saving and life-changing aid for children in emergencies. Garnier employees across the UK supported the partnership through a range of fundraising activities including participating in half marathons and treks.

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 2018 Garnier's donations have been allocated to three countries: Jordan, Yemen and India.

Our media work for International Day of the Girl shone a spotlight on the Garnier partnership and Unicef's education in emergencies work. A highlight was connecting Bodoor, a 17-year-old Syrian refugee girl who dreams of walking on the moon, with former Nasa astronaut Dorothy Metcalf-Lindenburger. This was shared on Facebook by Davina McCall, one of Garnier's ambassadors, helping increase its reach to new audiences.

Rangers Charity Foundation

In 2018, Unicef and Rangers Charity Foundation celebrated their 10-year partnership anniversary. Rangers Charity Foundation donated £15,000 to help up to 400 schoolchildren and 200 nursery children receive an education in an emergency. This included the purchase of 10 temporary school tents, 10 school kits and 10 childhood development kits, hundreds of school bags, footballs and skipping ropes. They also donated £10,000 to the Children's Emergency Fund to help Unicef support children caught up in a range of emergencies in 2018.

Jersey Overseas Aid

Jersey Overseas Aid continues to be one of Unicef UK's most significant and loyal supporters in emergencies. In 2018, Jersey Overseas Aid made emergency grants totalling over £550,000, supporting some of the most vulnerable children in the world living in the Democratic Republic of Congo, Somalia, Central African Republic, Papua New Guinea, Indonesia and Yemen.

In the Democratic Republic of Congo, funding of £100,000 has gone towards helping thousands of children affected by life-threatening malnutrition receive the emergency nutritional assistance they need to survive. In Papua New Guinea, Jersey Overseas Aid generously provided £100,000 to help address the most critical needs of families and communities who had been devastated by the strongest earthquake the country had experienced in almost a century.

We are extremely grateful for this support, particularly in helping our responses to silent emergencies that receive little attention in the media despite their severity.

CHILDREN ON THE MOVE

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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 home, their parents, their friends or their school.

In 2018, Unicef UK continued our major public campaign to reunite unaccompanied refugee children with family in the UK. More than **25,000** people supported the Family Reunion campaign petition and **20** MPs attended a Westminster Hall debate.

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. In the UK, Unicef is regarded as doing more than any other organisation to help child refugees.

FAMILY REUNION CAMPAIGN

We continued our advocacy for the Home Office to amend its rules on family reunion to enable refugee and asylum-seeking children to reunite with a wider range of family members. This included high level meetings with the Home Office. Our brand tracking indicated that Unicef UK was regarded by the public as the leading NGO associated with child refugees.

In 2018, over 25,000 people supported the Family Reunion campaign petition, making a total of more than 85,000 supporters for this campaign (and 116,000 on wider campaigning related to this issue). Unicef UK Ambassadors and supporters, including Chris Hoy, David Walliams and Muzoon Almellehan, supported the campaign on their social media platforms, encouraging petition signatures. David Walliams shared the petition with over 2 million Twitter followers.

In February, we asked our supporters to write to their MP asking them to take part in a Westminster Hall debate. Thanks to our incredible campaigners, over 20 MPs attended, and supported the need for greater family reunion for refugee children. We also worked across the sector to organise a joint briefing with UNHCR, IOM, Save the Children, Safe Passage, and Children and Families Across Borders.

We worked with our campaigners to create a refugee family reunion photo album that included our campaigners' family photos and positive messages from them and their close families. This was given to the Immigration Minister, the Rt Hon. Caroline Nokes MP, with messages stressing the importance of family. Two of our Children's Champions also met with Caroline Nokes in her constituency, which she referenced in a speech in Parliament.

However, the change to the immigration rules that we seek has not yet been delivered by the UK government. The year saw changes of Home Secretary and Immigration Minister and a political environment dominated by Brexit. We will persevere and reiterate our campaign calls to action. The change in rules we seek will enable thousands of children fleeing conflict and persecution to reunite with extended family members in the UK, preventing the need for them to make dangerous journeys from their countries of origin to Europe.

Child refugees in the UK

We campaigned for changes to the Dubs scheme for unaccompanied child refugees and for greater resources from the UK for the management of refugee children in Greece, Italy and France. The Sandhurst Agreement saw the commitment of extra resources to speed up the Dubs scheme/Dublin Regulation. It came alongside greater resource committed by the UK government for the management of refugees in Italy and Greece. The Home Office also recognised that the main barrier to children reaching the safety of their family in the UK was UK specific processes and legal guidance.

Global Compact on Migration

We influenced the UK government to endorse the Global Compact for Migration. At a time when the issue of migration was highly politicised, the UK's endorsement was a significant success. We highlighted the Compact's connections to key UK government policy priorities such as modern slavery, as well as the benefits for the UK's global standing post-Brexit.

We lobbied the UK government on the text of the Compact to ensure it specifically addressed the needs of vulnerable child migrants. And then we lobbied the government to endorse the Compact and show global leadership in championing it, through ministerial attendance at the signing conference.

The implementation of the Compact will have positive consequences for millions of children on the move, as the 164 signatory nations have agreed to coordinate action on issues such as access to services for migrant children and combatting child trafficking.

Child trafficking and modern slavery

We worked with the Home Office to support the development of a new, child-friendly National Referral Mechanism for the quick identification of victims of trafficking. This is a formal process recognising that a child is a victim and thus opening a path for support and care.

The new National Referral Mechanism will become operational in 2019. The Mechanism will lead to a much quicker and more accurate determination of the status of a victim of trafficking. The previous process was slow and not fully equipped to deal with non-EU children.

We engaged with the Review of the Modern Slavery Act 2015 in relation to our two priorities: guardians for trafficked children and non-punishment of children trafficked for criminal exploitation.

In 2018, Independent Advocates for Trafficked Children were extended to three more regions in England. The extension means that more child victims of trafficking will have this vital guardian to protect their best interests.

Returns of refugee and migrant children

We began a joint research and advocacy project with Unicef headquarters and three other national committees to monitor the return of refugee and migrant children to their country of origin. Evidence-based advocacy with national governments has the potential to significantly improve the position of children undergoing the returns process, identifying and highlighting the issues they face under the current system, and influencing for a process that properly addresses

their needs. Building evidence will also support the development of Unicef-wide policies on the issue of returns. The research will be published in 2019.

Uprooted immersive event

On 20 November, we held our second immersive Uprooted event for our corporate partners, foundations, philanthropists and supporters at Shoreditch Town Hall, London. Guests took part in an immersive experience, following in the footsteps of a child refugee uprooted from their home. Guests made their way through various dangers in the journey and then experienced how it feels to reach the relative safety of a refugee camp. The evening brought refugee and migrant children's experiences to life in a lasting and impactful way and gave guests a greater understanding of Unicef's work for children on the move and in refugee camps.

Learning Passport launch, Microsoft and University of Cambridge

Unicef, Microsoft and the University of Cambridge launched the Learning Passport initiative to tackle the global challenge of providing quality learning and accreditation for children on the move. Around 75 million children worldwide have had their education disrupted by conflict or disaster. Through this initiative, the three partners are exploring the potential for a global blueprint for education in emergencies, enabled by technological innovation. The initiative is in research phase.

A HAPPY, HEALTHY LIFE FOR EVERY CHILD

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Unicef is the world's leading supplier of vaccines for children, providing vaccines for nearly half of the world's children. Unicef also helps to provide 80% of the world's life-saving food for malnourished children. And Unicef is also one of the world's leading providers of mosquito nets, helping to protect children and their families from malaria. Simple solutions that save lives.

In 2018, Unicef UK committed £3.1 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 one of 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 protect children from diarrhoea and malnutrition. Such simple solutions keep children safe.

In 2018, Unicef UK committed £3.1 million to prevent children dying from preventable diseases.

Soccer Aid 2016, Ethiopia, Myanmar and Zimbabwe

Through the UK Aid Match scheme, the UK government generously doubled all public donations made to Soccer Aid in 2016, resulting in a total amount raised of over £6 million. In 2018, Unicef UK continued to use the match funding to help reduce maternal and child mortality in Ethiopia, Myanmar and Zimbabwe. More than 1.2 million women and children will benefit from the project by 2020.

In 2018, Unicef supported training for community health workers on community-based nutrition interventions, including growth monitoring, infant and young child feeding practices, and hygiene and sanitation. Unicef also supported the establishment of mother-to-mother support groups and conducted growth monitoring sessions to screen children for malnutrition and refer any cases to treatment facilities.

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 is being established in Bugesera, 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 children's learning, supporting them to succeed when they go to primary school and increasing the likelihood of their remaining in education.

Father's Day and early childhood development

To mark Father's Day and in support of Unicef's global #EarlyMomentsMatter campaign, Unicef Goodwill Ambassador David Beckham wrote a piece for *Men's Health* about what fatherhood means to him and shared his experiences of learning from fathers following his trip with Unicef to Indonesia. The article reached 21 million people on *Men's Health's* digital and social platforms. David also made a short, personal film about what he wished he knew before he became a father and the most precious moments of fatherhood to him. The film was viewed by more than 2.5 million people, and spurred a conversation about lessons and parenting tips across parent networks.

TOXIC AIR IN THE UK

We launched a campaign to tackle toxic air in the UK and its impact on children's health. This was our first public advocacy campaign on issues affecting children's health in the UK. The issue is important as children have specific vulnerabilities due to their physiology. Young children breathe in three times as much air as adults, relative to their weight, so are particularly susceptible to the problem. Toxic air can leave children with lasting health problems, including stunted lung growth and increased risks of asthma and pneumonia.

We published two pieces of research showing that around one in three children are growing up in areas of the UK with unsafe levels of air pollution, and that children are most affected by air pollution on the school run and while at school. We received significant media coverage for these reports, which helped raise the issue of children's health and position Unicef UK in this new policy area.

In 2018, more than 23,500 people signed our petition calling for action to protect children from air pollution. Unicef UK Ambassadors Andy Murray, Keeley Hawes, Chris Hoy and Gareth Bale supported the campaign across their social platforms. Gareth Bale shared the campaign film and petition link with over 17.5 million Twitter followers, gaining 3,000 likes. Andy Murray's Facebook post of the campaign film was viewed over 20,000 times. Over 1,600 campaigners emailed their MP and we engaged with over 30 MPs including the Environment Secretary and the Health Secretary and their Shadows, as well as No.10, to talk about the campaign.

On Clean Air Day (20 June), the Toxic Air campaign featured in The Guardian, Mirror, The Daily Telegraph, The Times, The Independent, Mail Online, Sky News and ITV lunchtime news among others. In September, as children went back to school, the launch of our Toxic School Run paper received 74 mentions across national and regional media, with a total reach of more than 29 million. In December, as temperatures fell, air pollution levels increased and admissions to hospital emergency wards also began to rise, we penned an open letter to The Guardian, signed by Unicef UK Executive Director Mike Penrose and supported by the Royal College of Paediatrics and Child Health and the Royal College of Physicians.

More than 1,000 schools and youth groups across the UK took part in our OutRight campaign on air pollution, launched in September 2018. Through the campaign, children learned about their right to a safe and clean environment and to use their voice on the subject. Over 150 schools and youth groups monitored the air quality in their local area, and we received over 4,000 campaign postcards from children calling on the Environment Secretary to take action to protect UK children's rights.

We also ran outreach workshops with young people from UK Youth and We are Spotlight to raise awareness of the impact of air pollution on their health and their rights to a safe and clean environment.

Pampers helps tackle tetanus

Maternal and neonatal tetanus (MNT) is a painful, potentially fatal disease caused by tetanus spores in unsanitary conditions during childbirth. Every year, MNT kills around 34,000 newborn babies and a significant number of mothers.¹ This is a 96% reduction since the late 1980s, however deaths can be prevented by vaccination.

One pack, one vaccine

Since 2006, the Pampers *One pack, one vaccine* campaign has been helping Unicef's work to eliminate MNT globally by donating the cost of a vaccine for every pack of marked Pampers nappies bought.

From October to December 2018, mums and dads around the world helped raise funds to vaccinate and protect thousands of mums and babies around the world.

This long-standing and ground-breaking partnership has achieved so much for mums and babies around the world. Since the partnership began, it has helped donate the equivalent of 300 million vaccines, helping to protect 100 million women and their babies. As a result, Pampers has helped to eliminate maternal and newborn tetanus in 24 countries.

However, more than 48 million women and their future babies are still at risk in 14 countries, so there's still much to be done to eliminate this deadly yet preventable disease.

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 just 33 cases of wild polio. 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.

Throughout winter and Easter and also on World Polio Day (24 October), easyJet held on-board collections to support polio vaccines. On World Polio Day, Unicef supporter and polio survivor Ade Adepitan visited Gatwick Airport in support of the easyJet collection and wrote a personal story about polio in Metro Online.

In 2018, easyJet celebrated raising £12 million to help vaccinate more than 25 million children against polio since the partnership began in 2012. In 2018 alone, easyJet funds helped to vaccinate nearly 6 million children in the DRC, as well as providing 2,600 cold boxes and 44 solar refrigerators to improve vaccine storage capacity.

Unicef Ambassadors Keeley Hawes and Michael Sheen, and supporters Ade Adepitan and David Harewood all filmed messages of thanks to easyJet staff.

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).

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

Disney, 24-Hour Challenge

We worked with brand partner Disney to run the 24-Hour Challenge throughout the summer. The challenge promoted healthy lifestyles for children, asking UK families to carry out 24 hours of physical activity and to fundraise for Unicef. The campaign reached 50 million people through Disney's digital channels, and a further 50 million through print and TV – giving huge reach to our message about children needing to lead happy, healthy lives.

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.

In 2018, Unicef, in recognition of the impact that climate change and environmental degradation (such as air pollution) has on children and their rights, introduced a new Strategic Goal, Every child lives in a safe and clean environment, in the Unicef Global Strategic Plan 2018–2021.

In September, Unicef UK attended and contributed to a Unicef global strategy meeting on climate, energy and environment to prioritise Unicef's work in this area. Four key areas were identified:

1. Sustainable, resilient and connected schools

Disaster/climate resilient schools with sustainable energy for lighting, heating and energy needs, as well as incorporating air pollution monitoring and mitigation measures; linking also with green jobs through Generation Unlimited (see page 36)

2. Sustainable, resilient health facilities

Solarisation of health facilities to ensure use of sustainable energy for strengthening health systems, maintaining cold chains for vaccines and so on.

3. Climate-resilient water and sanitation

Use of remote sensing for locating aquifers, rainwater harvesting and recharge of aquifers; solar powered water-pumping programmes, and so on.

4. Air pollution

Monitoring, mitigation and reducing children's exposure to air pollution in child-centric locations such as schools

NOURISHMENT FOR EVERY CHILD

Every 12 seconds, a child somewhere in the world dies of causes related to 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 2018, Unicef UK committed £11.9 million to keep children safe from hunger and malnutrition.

Children's Investment Fund Foundation (CIFF)

The Children's Investment Fund Foundation continues to partner with Unicef in the fight against child malnutrition, generously supporting Unicef's programmes in Nigeria, Bangladesh and India.

In Nigeria, CIFF has supported Unicef to provide life-saving food for thousands of severely malnourished children. In Bangladesh, CIFF partnered with Unicef to improve the national nutrition services, particularly through the use of data and quality training. While in India, CIFF has continued to support a transformational Unicef programme to improve the community management of acute malnutrition.

Unicef UK remains incredibly grateful to the Children's Investment Fund Foundation for its contribution to the protection of children from the dangers of acute malnutrition.

The Power of Nutrition, Liberia

Liberia has one of the highest child mortality rates in the world. In a country where more than a third 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.

Throughout 2018, Unicef partnered with The Power of Nutrition to address severe malnutrition and to improve infant and young child feeding practices in Liberia. This programme supports stakeholders at every level from community to policymakers, working with parents, community health workers, maternity clinics and the Ministry for Health in Liberia to share and embed optimal nutritional practices for children.

In 2018 the partnership helped to

- treat more than 21,000 severely malnourished children in Ministry of Health facilities, with cure rates of 91%.
- Give vitamin A supplements to over 820,000 children and deworming tablets to over 735,000 children.
- Provide counselling services for more than 119,000 pregnant women

With the support of Unicef and other partners, the Ministry of Health provided training on infant and young child feeding to nearly 1,325 health workers and 491 community health volunteers at household level, as well as hold 210 community meetings to raise awareness on best practices for infant and young child feeding.

Our \$10 million match-funding partnership with the Power of Nutrition enabled Unicef UK to raise over £1 million during 2018 specifically for Unicef Liberia's nutrition programme. Television appeals from Unicef UK Ambassadors Emma Bunton, James Nesbitt and supporter Olivia Colman raised over £42,000 for the

children of Liberia. British musician Passenger donated more than £115,000 in proceeds from his album *Whispers II* to Unicef's Liberia nutrition work.

The partnership enters the final year of its first phase in 2019, and we are excited to be in discussions with the Power of Nutrition about a second phase from 2020, building on the partnership's already notable success.

Vitality, life-saving food

Our partnership with health and life insurance company Vitality is helping child nutrition. Vitality is donating three packs of life-saving food for a severely malnourished child every time one of their members does their first online shop with Ocado. Thanks to Vitality and their members, Unicef has provided over 1 million sachets of life-saving food for children in Burundi, Zimbabwe and South Sudan since 2016.

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 2018, Unicef UK's Check Out for Children™ partnership with Marriott International, Inc. raised over £500,000 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 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™.

M&S

In 2018, M&S raised over £50,000 for Unicef's education programmes. M&S raises valuable funds through the SPARKS card loyalty scheme, where you can donate to Unicef UK every time you shop at M&S. The money raised in 2018 could help over 1,000 children affected by war or disaster continue to learn.

Domestos, better sanitation

We renewed our long-standing partnership with Unilever's leading toilet cleaner brand Domestos, which is supporting Unicef's sanitation programmes in India. Every specially marked bottle of Domestos sold during the campaign period supported Unicef's work to help children and families have clean, safe toilets. A Domestos advertising campaign on primetime TV and digital led on Domestos's support for Unicef's water and sanitation programmes.

Since 2012, the global partnership between Domestos, Unilever and Unicef has helped more than 16 million people get cleaner, safer toilets.

Rainwater harvesting: Honduras

We are grateful to The National Lottery Community 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.

ENDING VIOLENCE AGAINST CHILDREN

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We live in a dangerous world where every five minutes a child dies because 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 2018, Unicef UK committed £1.6 million to child protection.

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 children living or working on the streets, and helping 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 2018, Unicef UK committed £1.6 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.

David Beckham and ending violence in schools

In September, Unicef Goodwill Ambassador David Beckham supported Unicef's global #ENDviolence in Schools campaign. A film showed David meeting children in Indonesia, in particular a young girl called Sripun who was bullied in school and is now an active participant in Unicef's anti-bullying programme that the 7 Fund is supporting. The film was viewed more than 1.9 million times on David's channels.

BTS, *Love Myself* campaign

The K-pop boy band BTS are raising money and awareness for #ENDviolence through their *Love Myself* campaign. Unicef UK's stand at their O2 London concert was visited by up to 4,000 BTS fans.

Twinnings, supporting adolescent girls in India

Since 2010, Unicef and Twinnings have been working in partnership to improve the lives of girls and young women living on tea estates in Assam, India.

So far, the partnership has reached more than 34,000 young women. Together, we have helped to:

- Reduce anaemia by 21 per cent through the distribution of iron folic acid tablets and the creation of health food shops and kitchen gardens.
- Ensure that more than 10,800 young girls have the knowledge, skills and confidence to protect themselves, increase the options open to them and enable them to make informed decisions about their future, through the creation of Adolescent Girls' Groups.
- Form 63 Child Protection Committees to strengthen child protection and open up dialogue within the community.

² *Marking progress against child labour – Global estimates and trends 2000–2012* (ILO-IPEC, 2013)

In 2018, Twinings renewed its commitment to Unicef for a further five years. The new phase of the partnership aims to improve the lives of the most vulnerable women and children living in 63 tea gardens in Assam, by promoting a protective environment in which adolescent girls and boys are encouraged to stay in school and ensure that women and children have access to quality health services and social protection schemes.

Safe Schools Declaration

Over the past decade, the number of extremely violent conflicts has almost doubled, meaning one in four children in those areas are unable to go to school. Schools are a vital source of safety and hope for children, allowing them to learn, play and escape the horrors of war. Yet, in recent years, a devastating pattern of attacks on schools, universities, students and staff has emerged: with 1,000 attacks taking place in Afghanistan, Colombia, Pakistan, Somalia, Sudan and Syria between 2009 and 2013.

Under International Humanitarian Law, schools and universities are ordinarily considered civilian objects and therefore have a protected status that means deliberate attacks against schools constitute a war crime. However, a lack of compliance and accountability for such violations of international law means that perpetrators are often not held to account and attacks on schools are carried out with impunity.

The Safe Schools Declaration is a non-legally binding political commitment by states to protect education from attack, by endorsing and committing to implement the Guidelines for Protecting Schools and Universities from Military Use during Armed Conflict. The Safe Schools Declaration seeks to protect schools, students and teachers – both through encouraging compliance with International Humanitarian Law and increasing accountability, and also through a voluntary shift in practice to prevent the military use of schools and mitigate risks where this does occur.

We pressed the UK government on the importance of signing the Declaration and used private influencing techniques, working in coalition with other organisations to convince the UK government to sign the Declaration.

In April, we welcomed the UK government decision to endorse the Safe Schools Declaration. Unicef UK Executive Director Mike Penrose and a teacher in Yemen participated in a radio discussion about the importance of the Declaration. Beyond the campaign, we continued our dialogue with the UK government to highlight the critical role the UK can play in keeping schools safe.

Safety for children in football

In 2018, Unicef UK was part of an expert advisory group providing input to FIFA as they developed their approach to safeguarding for their 211 member associations around the world, helping to make sure football is developed and delivered in a safer and more supportive environment for children.

In June, the United bid from Mexico, USA and Canada for the FIFA 2026 World Cup was successful. Unicef UK provided input into the United bid's human rights plan, thanks to new bid criteria that we helped develop, which require all future hosts of the FIFA World Cup to meaningfully engage with children. This has set a new

benchmark for respecting, protecting and engaging children in the planning and delivery of the FIFA World Cup.

Commonwealth Youth Games

Unicef UK provided safeguarding training of trainers to over 42 participants from national sports bodies, government departments in The Bahamas – including school welfare and the Ministry of Youth, Sport and Culture, and youth associations. This built on the safeguarding capacity-building and technical advice we delivered for The Bahamas 2017 Commonwealth Youth Games. New standards around children and their rights are now embedded within the Commonwealth Youth Games bidding requirements.

Commonwealth Games

In 2018 Unicef UK supported the responsible delivery of the Gold Coast Commonwealth Games through on-ground monitoring of the Games for child and wider human rights impacts and provided technical guidance to the Gold Coast Organising Committee on their post-Games Human Rights evaluation and reporting, thereby raising the bar at future Games and setting a benchmark for all major global sports events.

Unicef UK also delivered capacity-building to the Commonwealth Games Federation's full management team on child rights and safeguarding, building on the rights-based governance support we provided in 2017. From the outset, this will see the Birmingham 2022 Commonwealth Games become the first mega-sports event delivering an integrated rights-based approach to the planning and legacy of the Games from the outset. This is a global first and is setting the standard for the Olympics, FIFA World Cup and other big sports events worldwide.

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 to 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 £4.5 million and helped more than 5 million children around the world.

Ethical Tea Partnership and the children of Assam

Unicef has been working in partnership with the Ethical Tea Partnership since 2014. The first phase of the partnership aimed to address the issues of child protection and girls' empowerment in tea communities in Assam, north-east India.

The first phase was very successful:

- Improved the safety for over 35,000 adolescent girls by providing them with essential skills to reduce the risk of violence, abuse and exploitation.
- More than 30,000 community members equipped with skills to protect children through community-based networks called Child Protection Committees. The network help to protect children against trafficking and unsafe migration.

- 1,000 front-line staff including local police and social workers trained on child protection issues.
- Assam became the first Indian state to declare an annual Child Protection Day, celebrated every 4 March.

In 2018, ETP and Unicef renewed the partnership for a further three years. The expanded Improving Lives programme builds on the success of the child protection work in the first phase of the partnership. It aims to improve the lives of women, children and families living on 205 tea estates through child protection, education, health, nutrition, and water and sanitation. Unicef is also continuing its work with tea garden management and workers to look at the ways in which responsible business practice can also lead to better outcomes for children. Further to this, ETP and Unicef are driving forward the Women, Children and Families in Assam Commitment, a declaration by the tea industry to work together to tackle some of the deep-rooted issues facing Assam's tea communities.

DLA Piper, child justice and child protection

Since 2013 DLA Piper and Unicef have been working in partnership to protect children's rights. First in Bangladesh, and then expanding (from 2017) to support Unicef's global child protection work. The partnership has raised over £1.4 million. DLA Piper have supported Unicef's work through corporate donations, employee fundraising and sharing their technical expertise. In 2018, 75 DLA Piper employees from around the world took part in the Machu Picchu Global Challenge, raising over £226,000.

In addition, 500 DLA Piper lawyers have provided over 22,600 hours of technical child rights expertise to support Unicef's work with children around the world.

Brighter Futures in Bangladesh, Bolivia, Malawi and Mauritania

Our *Brighter Futures* partnership with Kantar has helped protect children from violence and disease in Bangladesh, Bolivia, Malawi and Mauritania. The partnership was largely supported by employee fundraising, and in 2018, raised more than \$160,000 to support the following programmes for children.

In Bangladesh, Kantar's helped Unicef 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 supported Unicef to protect children against exploitation by improving their legislative rights and creating special support units for victims. The opening of specialized centres and strengthening of two therapeutic care centres resulted in the provision of psychosocial care to 5,386 victims.

In Malawi, Kantar's helped Unicef to ensure 3,500 vulnerable children had access to psychosocial support in community centres, known as Children's Corners.

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

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 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.

Child protection in Wales

Unicef UK worked with Votes for Schools to enable 1,157 children in Wales to respond to a consultation on the legislative proposal to remove the defence of reasonable punishment (the so-called 'Smacking ban'). 64% of children said that the law should change and 36% said it should stay as it is. We anonymised their comments and shared them with the Welsh government. Unicef UK also submitted a technical response from a policy position, stating that we supported a change to the law as this would give children the same protection from physical harm as adults.

The consultation closed in April and the then Welsh Children's Minister Huw Irranca-Davies published a summary of responses on 6 August. In short, 54% of the young people who responded agreed that removing the defence of reasonable punishment would improve children's rights in Wales and 51% of parents agreed. On average, 57% of all respondents to the consultation agreed with the proposal.

As a result, the then First Minister committed to introduce a Bill to remove the defence of reasonable punishment between September 2018 and July 2019.

QUALITY EDUCATION FOR EVERY CHILD

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Every child should have be able to go to school; yet more than 64 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 2018, Unicef UK committed £5.6 million for Unicef's programmes to help children get an 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. So far the partnership has helped Unicef reach more than 39,000 children in China, India, Indonesia and Kenya.

People's Postcode Lottery, Uganda, DRC and UK

Players of People's Postcode Lottery contributed a generous £2.8 million to support our ambition to provide quality education for children affected by conflict in Uganda and Democratic Republic of Congo, as well as helping to transform schools in the UK into places where children feel safe, nurtured and in control of their futures.

In Uganda, their support has allowed Unicef to build 43 classroom blocks, support the enrolment of more than 8,250 children in early childhood development programmes and provide over 5,850 adolescents with mentoring, psychosocial support and life skills training.

In the Democratic Republic of Congo, players of People's Postcode Lottery have also helped to provide school kits to benefit more than 6,100 children in 20 schools as well as train 140 additional teachers.

In addition, players of People's Postcode Lottery have helped to support an innovative, women-led project in Côte d'Ivoire to convert plastic waste into bricks to build classrooms, helping to tackle the challenges of overcrowded classrooms in the country.

Report Card 15

On 30 October, we launched Report Card 15, *An Unfair Start: Inequality in Children's Education in Rich Countries*, from Unicef Office of Research. The report ranked 41 developed countries on the extent of educational inequalities at preschool, primary and secondary school levels. The UK ranked 16 in the overall league table. The report received good coverage in mass media and on social media.

Generation Unlimited

Adolescence presents a critical window of opportunity in shaping who we are to become. In Lebanon, where over 90% of young people aged 15 to 24 are out of education, young people face unemployment and limited life choices. For the third year, a Scottish supporter has helped us to reach more than 700 of some of the most vulnerable adolescents in Lebanon, enabling entrepreneurship, business incubation and digital skills training

³ <http://uis.unesco.org/en/news/new-education-data-sdg-4-and-more>

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, 1,800 teachers have been trained and more than 74,000 children are benefitting from improved provision in their schools.

Zambian Girls 2030 and London Stock Exchange Group

Unicef UK has been in partnership with the London Stock Exchange Group (LSEG) since 2015. In 2018 LSEG committed to continue their support of *Zambian Girls 2030: Realising my potential* for a further two years. With the generous support of LSEG, the programme has continued to empower Zambian girls through career and skills mentoring, entrepreneurship and financial literacy education.

The programme has so far reached more than 9,800 girls through weekly school clubs in 200 schools, while around 830 girls have participated in career camps and 230 girls have benefited from internships.

ShoeShare at Clarks

Since 2008 Clarks and Unicef UK have worked together to help vulnerable children access education. The ShoeShare partnership allows the public to donate old or unwanted shoes via 450 Clarks stores across the country. A donation is made to Unicef for every tonne of shoes collected. The partnership has so far raised more than £1.3 million for children.

In 2018, ShoeShare continued to work with Unicef UK Rights Respecting Schools, with over 200 school collections helping to raise more than £50,000 for children.

Making Waves, Wella and Unicef

The WELLA–UNICEF Making Waves partnership is helping to transform the lives of vulnerable young people. It supports life skills education, vocational training including hairdressing, as well as strengthening child protection services to keep children safe from violence and abuse.

Over the past seven years, Wella has supported Unicef to empower more than 48,700 young people and their families in Brazil, Romania, Viet Nam and Cambodia. The Making Waves programme is currently running in Cambodia with the aim to reach over 6,000 young people through vocational training, life skills education and child protection services.

Education for child refugees and asylum seekers in the UK

In September, Unicef UK published Education for refugee and asylum-seeking children (RASC): access and equality in England, Scotland and Wales. The research, conducted by the Refugee Support Network (RSN), was the first ever UK-wide research on the topic. It found that UK legislation and policy is in line with the UN Convention on the Rights of the Child, yet in practice there are gaps and barriers to migrant children accessing good quality education. For instance, no local authority had successfully met the target for all unaccompanied asylum-seeking children accessing education within 20 days and 27% of children entering education at secondary level waited for more than three months to get a place. The report also included good practice case studies.

UNICEF UK put together tailor-made briefings with specific recommendations for relevant authorities in the three jurisdictions. We lobbied the three governments, local authorities and educational bodies to take action, and we have already achieved positive change. For instance, government, devolved and local authorities have accepted that they should provide better information to schools on the provisions for discounting new arrivals in Years 10 and 11 from results profiles. There is also a good practice example: Harris have changed their policies so that parents, family members, support workers or social workers can apply to the school directly (rather than going through the local authority), shortening the waiting time for access.

6. PARTNERSHIPS

Arm: technological innovation for children

Arm and Unicef have been in partnership since 2015 with the aim of unlocking the life-changing potential of technology to further the Global Goals and transform the lives of children, families and communities around the world. In 2018 Arm funding to Unicef programmes allowed us to deploy rapid response messaging services in new contexts. For example, we reached over 20,000 young people directly and many more indirectly with vital information following the Sulawesi earthquake and tsunami in Indonesia. We are also piloting a sensor tech-based solution to air quality issues in Ulaanbaatar, Mongolia, the world's most polluted city. Through improved living conditions we have the ambition to improve health outcomes for 120,000 children currently suffering respiratory illness.

As part of our work to rally the tech sector in 2018, we launched ground-breaking research identifying six big tech bets where investment and innovation from the tech sector will deliver the greatest social impacts for children and their families in cities, and also grow markets and deliver financial returns for technology companies and investors. In response to our own research and in partnership with the Bill and Melinda Gates Foundation, Unicef and Arm launched a Global Grand Challenge calling for tech solutions to bring clean water and sanitation for the urban poor.

Glasgow 2014 Commonwealth Games, legacy for children

Our partnership with the Glasgow 2014 Commonwealth Games partnership aimed to transform children's lives by reaching children in every part of Scotland and in every Commonwealth Country by 2018. More than 11 million across 40 countries, including here in the UK, benefitted from the Children of the Commonwealth Appeal. Supported programmes for children ranged from disaster risk reduction in the Pacific to addressing quality education in Namibia, and nurturing parenting in Scotland. Many of the programmes used sport or physical education to reach vulnerable, excluded or marginalised children.

BT

We have been working in partnership with BT since 2014. In 2018, BT generously donated funds to support the most vulnerable children around the world. With the help of BT, 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 Nitto ATP Finals

The third year of our partnership with the Nitto ATP Finals provided the opportunity to build on our success in 2016 and 2017, 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 2018, the Nitto ATP Finals donated their mascot programme to Unicef, allowing children from Unicef UK Rights Respecting Schools to be mascots at the tournament. Around 150 Rights Respecting schoolchildren also attended The O2 to watch the season-ending tournament. The Nitto ATP Finals also released a limited number of tickets to the group stages with all ticket sales donated to Unicef UK. 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.

Malnutrition in India

India is home to one in every three malnourished children in the world. Nearly half of all children in India suffer from moderate or severe stunting because of malnutrition.

Unicef UK extends a sincere thank you to Megha and Aditya Mittal for their continued partnership of a five-year Unicef initiative that is providing the first comprehensive assessment of the nutritional status of children in India. This assessment, conducted in partnership with the government of India, will establish links between poor nutrition and lower educational outcomes. It will help to create a nutrition plan to enable children to get the best start in life by influencing policies, interventions and the government's National Nutrition Mission. We also value Megha and Aditya Mittal's contribution as International Council members.

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 with 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.

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. In 2018, GIFT members chose to focus on protecting girls in Somalia for a second year.

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 2018, the partnership supported: the Liberia nutrition initiative, match funded by the Power of Nutrition; the Children's Emergency Fund; a solar powered piped water programme in rural Zimbabwe; and the final year of a non-formal education programme for shepherd boys in Lesotho.

The Eleva Foundation has also committed to funding four additional programmes: Unicef's emergency response in Yemen; a water and sanitation programme in southern Madagascar; newborn and maternal health in Tanzania; and a nutrition initiative in Benin, again in partnership with the Power of Nutrition. We are very proud of this innovative and sector-leading collaboration and thankful for their support as International Council members.

Unicef Data Hub for Children

In September, the Scottish Government and the University of Edinburgh committed £3 million to support a three-year pilot to use data science and expertise to find evidence and insight into some of the most complex challenges affecting children to allow Unicef to better understand and respond to these challenges.

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 signed it nearly 30 years ago.

We worked to ensure that the Convention is embedded in public policy across the UK. We worked with the governments in Westminster, Cardiff and Edinburgh, supporting them in developing General Measures of Implementation (GMIs) – steps that implement the whole body of the Convention.

UK

The UK Government developed a child rights impact assessment (CRIA) toolkit and on World Children's Day (20 November) launched an online training package for the Convention on the Rights of the Child.

Scotland

In September, the Scottish government announced that it would fully incorporate the UN Convention into domestic law. Scotland is the first country in the UK to do this, providing greater protection and opportunities for the population of over 1 million Scottish children.

Wales

The Welsh government has revised and improved their CRIA process and produced a new template for use by civil servants when new policy and legislation is drafted.

Jersey

The Jersey government has drafted a law on the Children's Commissioner. It has also accepted, in principle, pursuing incorporation of the Convention, starting with a due regard duty in 2019.

Support for international aid

We continued to lead the sector in a coordinated approach to building public support for UK aid. We worked in coalition on 'town takeovers', showing the work of aid around the country and, with Parliamentary Soccer Aid, provided a platform for the Prime Minister's first speech on aid since the General Election.

CHILDREN'S RIGHTS ARE EVERYONE'S BUSINESS

In its fourth 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 three focus areas:

1. To increase understanding of how businesses impact on children
2. To accelerate action by business to respect children's rights
3. To enable businesses to support children's rights

Supply chains and modern slavery

In 2018 we continued to focus on supporting the effective implementation and strengthening of the transparency in supply chains (TISC) reporting requirement of the UK Modern Slavery Act. Modern slavery within the private sector has serious impacts on children's rights, both as victims of modern slavery and children whose parents or carers are trapped in forms of modern slavery.

We submitted evidence highlighting the links between children's rights and modern slavery and how to strengthen TISC to the Home Affairs Committee Inquiry on Modern Slavery and to the Independent Review of the Modern Slavery Act. We worked in coalition for the strengthening of the TISC requirement of the Modern Slavery Act. We also published our own first Modern Slavery Statement.⁴

We continued to support and advise the Modern Slavery Registry and as members of its Advisory Committee we contributed to provide evidence on supply chains transparency for modern slavery in Australia.

The UK government is due to publish a modern slavery statement in 2019. Together with other organisations, we have been calling for the extension of the TISC reporting requirement of the Modern Slavery Act to central government departments and public bodies.

Public procurement

We built on the activities, networks and research acquired in 2017 to strengthen our case for the UK government to integrate children's rights into public procurement, as also recommended by the UN Committee on the Rights of the Child in 2016. By providing robust evidence and working with other partners, we highlighted child rights risks in government supply chains and possible ways to integrate children's rights considerations into public procurement processes.

UK children's rights and business

We have started research and analysis on children's rights and business issues in the UK context. This involves mapping UK policy and legislation relevant to children's rights and business, identifying businesses impacts on UK children's rights and identifying the impacts of UK businesses on children's rights globally.

Better Business for Children

In November, we launched the Better Business for Children initiative in collaboration with the UN Global Compact UK local network. The launch included roundtables discussing various issues around child rights and business, such as family friendly workplace policies, child labour and adolescent work, community engagement, and marketing and advertising. The launch gave us an opportunity to raise awareness of business impacts on children and highlight Unicef's tools for addressing those issues. The event introduced a new tool, the Children's Rights and Business Atlas. A joint initiative by Unicef and the Global Child Forum, the Atlas is an interactive online platform, which uses global human rights data to allow companies to better identify country-level and industry-level impacts on children in their workplace, marketplace, community and environment.

The launch was attended by around 40 businesses. Further Better Business for Children events, training programmes and seminars are planned for 2019.

⁴ www.unicef.org.uk/wp-content/uploads/2018/05/TiSC-Modern-Slavery-statement_2017-1.pdf

Children online

We made significant steps in the debate around children's rights online in the UK. We made two submissions to the Information Commissioner's Office regarding the creation of an internet that is safe and appropriate for children. We began building our network to set the stage for further engagement in 2019.

Future business leaders

We launched a pilot with the Winchester School of Art to integrate children's rights into their sustainability module. In 2019 we will hold three seminars on children rights and the fashion sector, covering issues such as conscious consumerism, globalisation and sustainability.

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 2018, we helped nine out of 10 maternity units across the UK, supporting around 700,000 new babies as they enter the world.

More than 1.75 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 in all four nations of 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



RIGHTS RESPECTING SCHOOLS



CHILD FRIENDLY CITIES AND COMMUNITIES



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 91% of maternity units and 89% of health visiting services across the UK, each year supporting nearly 700,000 new babies as they enter the world.

In 2018, we awarded 12 Certificates of Commitment, 26 Stage 1 accreditations, 24 Stage 2 accreditations, 15 full accreditations, 65 re-accreditations and 11 new Gold Awards.

Scotland 100%

All maternity and community services in Scotland have now achieved Baby Friendly accreditation, a credit to Scotland's strategic approach to improving infant feeding care. The celebration follows the excellent results of Scotland's Maternal and Infant Nutrition Survey, which highlighted the positive impact that Baby Friendly practices are having on breastfeeding rates. Particularly striking was the increase in the number of babies receiving breastmilk at six months: rising from 32% in 2010 to 43% in 2017. It is heartening to see that 86% of all mothers and babies in Scotland have skin-to-skin contact at birth, helping to get breastfeeding and relationship building off to a good start.

Infant feeding care in England

We surveyed health professionals across England about how changes to services were affecting their ability to implement the Baby Friendly standards. The results

suggest that cuts to the NHS are affecting services' ability to achieve and maintain Baby Friendly accreditation. We found significant variation between standards, across maternity, community and neonatal services, and across different regions, highlighting the need for national infant feeding strategies to better ensure consistent, quality support for families.

NHS Long Term Plan

We are delighted that the new NHS Long Term Plan⁵ includes the Baby Friendly Initiative, with all maternity services required to achieve accreditation. We also welcome plans to redesign and expand neonatal critical care services, which fit in with our neonatal standards and include a focus on the need to support parents "to become more involved in the care of their baby and invest in improved parental accommodation." Unicef UK is the only external organisation mentioned in the children and young people's section of this plan. These plans present a fantastic opportunity for Unicef UK to support more health services to transform their care – helping mothers to breastfeed for as long as they wish and enabling all families to develop close and loving relationships with their babies.

Achieving Sustainability standards

Health services continue to make progress with our Achieving Sustainability standards, designed to support services to embed high quality care for the longer term. Particularly significant was Northern Ireland's Northern Health and Social Care Gold Award – the first Gold Award received in Northern Ireland, and the first joint hospital and community Gold Award in the whole of the UK. The Trust has demonstrated a commitment to embedding high quality care across the service for all babies, mothers and their families, with an engaged leadership team, motivated staff and an innovative approach.

We also launched Achieving Sustainability standards for universities, designed to support sustainability within midwifery and health visiting programmes and to promote good practice in infant feeding throughout the university. The standards have the long term aim of improving health outcomes for families, whether they are babies cared for by the students, are the students themselves, or are staff working within the university environment.

Baby Friendly Conference

On 15–16 November, nearly 900 delegates attended our 21st Annual Conference in Liverpool to see an inspiring programme of presentations on a whole range of issues affecting the care of babies, their mums and families. The event is now the largest conference on infant feeding and parent-infant relationship building in Europe.

Highlights included Alison Thewliss MP and Dr Helen Crawley launching results from an inquiry into the impact of the cost of infant formula on families – demonstrating the need to better support families struggling to cope with the cost of formula. Dr Pura Rayco-Solon from the World Health Organization, in her presentation on Unicef's *Ten Steps to Successful Breastfeeding*, concluded "Baby Friendly in the UK is leaps and bounds ahead of other Baby Friendly programmes worldwide, embedding high quality care not only in maternity services but also in neonatal units [caring for sick and preterm babies] and universities. We have a lot to learn from you."

⁵ www.longtermplan.nhs.uk/publication/nhs-long-term-plan

Baby Friendly in London

The London Food Strategy set out plans to help all Londoners access healthy, affordable and sustainable food – including support for breastfeeding and encouraging London boroughs to seek Baby Friendly accreditation in maternity and community services. This supported the London Health Inequalities Strategy that recommended all London boroughs become Baby Friendly-accredited in maternity and community services.

Becoming Baby Friendly

We are working with the English, Welsh and Scottish governments, the University of Kent and Yale University on the World Health Organization's Becoming Baby Friendly project – researching and evaluating infant feeding support in the UK and how it can be improved. We secured funding from the English and Welsh governments to support this work. The findings from the project will be published in 2019.

Breastfeeding Uncovered

As part of World Breastfeeding Week, our Programme Director Sue Ashmore spoke on a special edition of Channel 4's *Dispatches*: 'Breastfeeding Uncovered'. Together with other health professionals, academics and families, Sue shared insight on breastfeeding in the UK and what needs to be done to improve the UK's low breastfeeding rates.

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 gifted 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 ended in 2018, we estimated that the book reached 240,000 babies and their families.

The book was 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 1.75 million children in the UK now attend Unicef Rights Respecting Schools.

The Unicef UK Rights Respecting Schools programme builds an environment for schoolchildren 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, the Rights Respecting Schools programme aims to equip every child with an understanding of their rights and the ability to speak up for them. This gives children 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.

In 2018, 598 new schools registered to become rights respecting, bringing the total number of Rights Respecting Schools registrations to over 5,000 – about 17% of all schools in the UK. In Scotland, more than half of all primary and secondary schools are registered.

Going for gold

In 2018 we strengthened the Rights Respecting Schools programme, providing greater clarity on the objectives and outcomes for children. After consultation with school staff, children and young people, the stages of the programme were renamed: Bronze – Rights Committed; Silver – Rights Aware; Gold – Rights Respecting. During the year, we awarded 524 Bronze – Rights Committed accreditations; 295 Silver – Rights Aware accreditations; and 131 Gold – Rights Respecting accreditations.

The difference for UK children

Results from questionnaires with children, staff and headteachers found that children in Rights Respecting schools feel:

SAFE

■ 87% of children attending Gold schools say they feel safe, a rise of 7% since work began.

RESPECTED

■ 82% of headteachers of Gold schools say there has been a significant improvement in children's respect for themselves and others, as well as a significant improvement in the quality of relationships and behaviour.

ENGAGED

■ 75% of headteachers of Gold schools say there has been an improvement in children engaging with learning, a rise of 33% from Silver.

Child Rights Launchpad

Child Rights Launchpad was Unicef UK's award-winning child rights digital experience. The space-themed interactive website took children and young people in Scotland on an exciting journey to explore their rights and the rights of their peers around the world. Over the lifetime of the project, which concluded in 2018, we supported up to 325,000 children to learn about their rights in Scottish schools and registered over 3,000 adult guides for Launchpad.

CHILD FRIENDLY CITIES AND COMMUNITIES

Child Friendly Cities and Communities works with councils to put children's rights into practice.

The programme aims to create cities and communities in the UK where all children – whether they are living in care, using a children's centre, or simply visiting their local library – have a meaningful say in, and truly benefit from, the local decisions, services and spaces that shape their lives.

The programme is part of Child Friendly Cities – a global Unicef initiative launched in 1996 that reaches close to 30 million children in 40 countries.

In the UK, Unicef provides training based on the UN Convention on the Rights of the Child and supports councils, their partners and children and young people, as they work together on an ambitious three-to-five-year journey towards international recognition as a Unicef Child Friendly City or Community.

In 2018, Child Friendly Cities and Communities continued to grow. Derry & Strabane, our first partner in Northern Ireland, became our fifth council partnership, joining Aberdeen, Barnet (in London), Cardiff and Newcastle. This means that there are now Child Friendly Cities and Communities partnerships in all four UK nations.

Child rights in practice

Our team delivered over 50 Child Rights in Practice training sessions, workshops and technical assistance meetings for the five councils and their local partners – such as the police, health and community organisations. In Cardiff, a member of the Youth Council now sits on the council's Children's and Young People's Scrutiny Committee to hold the committee to account and promote children's voices.

We also delivered child rights training for 30 councillors in Glasgow – where our training is mandatory for local politicians – as well as working directly with nearly 300 children and young people in schools, youth groups and children in care councils.

Priority badges

Cardiff, Barnet and Newcastle moved to the Development Phase of the programme, choosing three priority areas (badges) to focus on. The choosing of thematic badges was made in close collaboration with children and highlighted key concerns for children in the UK: for example, the stigma around mental health and often long waiting times for mental health support.

Cardiff has already seen progress in all three of its priority badges – Health, Education and Learning, and Family and Belonging. In May, the city held its biggest ever car-free event. Thousands of families were able to cycle in the city centre and enjoy free, family-friendly activities. A Street Play pilot has also started, where residents can apply to close their roads on a monthly basis to enable children to play safely in the streets.

Newcastle and Barnet chose Safe and Secure as one of their badges. In Barnet, young people talked about the importance of being able to trust the police. As a result, our team delivered child rights training for the police, and work is underway to support young people in Barnet to run their own workshops with the police. A

request from Cardiff council saw the team provide technical assistance for new hate crime guidance for schools in Cardiff. The guidance will help schools to better understand, prevent and respond to prejudice and hate-related bullying.

Global impact

Our team also provided safeguarding guidance and templates to the global Child Friendly Cities Initiative, which were shared with other Unicef National Committees and country offices.

9. FUNDRAISING FOR CHILDREN

Our total income for 2018 was £99.4 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 2018 income, the contribution of Unicef UK to Unicef's core programmes amounts to £19.8 million.

7: The David Beckham Unicef Fund

The 7 Fund celebrated its third year, meeting financial commitments for programmes and helping Unicef achieve even greater impact for children across the world. We were delighted to announce that the 7 Fund had exceeded the £7 million three-year target set at launch 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.

In March, Unicef Goodwill Ambassador David Beckham's trip to Indonesia marked the launch of a new mission for the 7 Fund: to help children, especially girls, unlock their incredible potential and break down barriers such as bullying, violence, child marriage and missed education. David's posts about the trip received over 5.5 million likes on Instagram and 389,000 reactions on Facebook.

During the year, David supported many key global Unicef moments including Father's Day (see page 22) and the #ENDviolence campaign (page 30).

Philanthropists, private fundraising events and corporate support raised £1.3 million worldwide for the 7 Fund in 2018 and introduced new supporters to Unicef. **For more information and details about the Fund, please visit www.7.org**

Individual supporters

Our regular givers and other members of the public donated £41.9 million to our work for children via our direct marketing campaigns.

Regular givers

We inspired more than 90,000 new regular givers to start supporting Unicef. Regular giving now generates nearly £35 million per year (including Gift Aid) for our work for children.

Corporate supporters

In 2018, Unicef UK corporate partners donated £13.7 million with valued support from Arm, ATP, BT, Clarks, DLA Piper, easyJet, Ethical Tea Partnership, Garnier, H&M, L'Occitane, LSEG Foundation, GSK, IKEA, ITP, Kantar, 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 regional fundraising groups continued to humble us with their dedication, and Unicef On Campus university societies supported us to raise awareness, fundraise and campaign for children.

These dedicated and inspiring community supporters raised over £920,000 for children in 2018.

Clipper Race

We were delighted to renew our partnership with the Clipper Race for the next two race seasons. This prestigious round-the-world yacht challenge has volunteers from across the globe taking part. The race stops at many international ports, allowing us to tell the story of Unicef to global audiences. We aim to hit £1 million raised for our work with children during the 2019–20 race.

Challenge events

In 2018 our challenge eventers continued to amaze with their determination and endurance: from running the 26.2 miles of the London Marathon to cycling 100 miles in RideLondon-Surrey 100. We also secured the Royal Parks Silver Birch partnership, with more than 250 runners flying the flag for Unicef UK on the day and collectively raising over £135,000 for children in danger. Neil Hawkins, Principal of Concord College, completed his fifth Royal Parks Half Marathon in aid of Unicef UK. To date, Neil and the Concord College community have helped raise an incredible £200,000 for our work for children.

In addition, Autovista decided to continue their support by organising three teams to trek Mount Kilimanjaro. The teams have so far raised more than £50,000, with more to come in 2019.

House Festival

On 5 July, The House Festival at Kenwood House, London, raised more than £70,000 for Unicef's work for children.

Gifts in Wills

Using our digital timeline, our legacy supporters could see how they have grown up with Unicef over the years, and how gifts in Wills can make a decisive difference to children's lives in the future. We also held inspirational supporter events, such as our Summer Garden Party at Hampton Court Palace.

Legacies continued to provide a large proportion of the unrestricted funds for Unicef UK in 2018. Unicef UK is deeply grateful to the 222 supporters who left a legacy of life for the children of the world through gifts in their Wills. These generous legacies, which totalled £7.3 million in 2018, have ensured more of the world's children have life-saving food, water and vaccines, as well as the

opportunity to go to school and build a brighter future. We extend our sympathy and heartfelt thanks to their loved ones. We will be forever grateful for these genuine acts of kindness in helping us to create a safer world for tomorrow's children.

Philanthropy

In 2018, Unicef UK received significant support from individual philanthropists and their families. We are sincerely grateful for the generosity of these individuals towards our work for children: Megha and Aditya Mittal; The Eleva Foundation; Michael Rosenberg; Peter and Jan Winslow; Naza Alakija; The Danson Foundation; Fraxinus Trust; Ready 4 School Rwanda; Charlotte and Peter Bolland; John and Sally Roberts.

Thank you to our Scotland Advisory Board for their support across 2018: Gordon Arthur, Fiona Burrough, Lynne Cadenhead, David Duke MBE, Natalie Forrest and Malcolm Robertson.

Trusts, foundations and statutory partners

In 2018, Unicef UK received invaluable support from charitable trusts, foundations and statutory partners, including Comic Relief, FIA Foundation, Jersey Overseas Aid, Latin American Children's Trust, People's Postcode Lottery, ShareGift, The Children's Investment Fund Foundation, The Constance Travis Charitable Trust, The Hilden Charitable Fund, The John & Sally Reeve Charitable Trust, The National Lottery Community Fund and The Power of Nutrition. We are extremely grateful for this dedicated support that enabled us to undertake a range of important programmes for children.

Thank you also to our very committed 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 2018, Global Guardians gave more than £1 million to support Unicef's work for children.

CARDS AND GIFTS

Thanks to our generous supporters, £191,000 was raised through sales of Unicef cards and gifts, as well as donations added to orders.

Paddington's Parcels

For Christmas, Paddington and Unicef offered supporters to send a box of Unicef presents on behalf of a friend or loved one to children in need of care and kindness who may be in a refugee camp or sheltering from a natural disaster.

Paddington's Parcels raised over £100,000 in its pilot year, helping us to share the magic of Christmas around the world with vulnerable children.

Inspired Gifts

In 2018 our supporters gave £806,000 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:

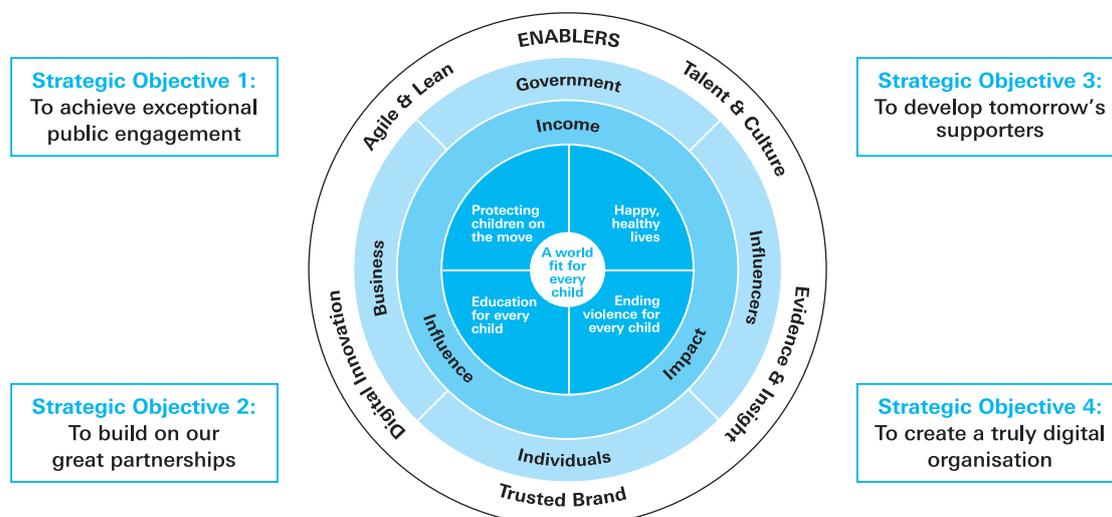
- 334,900 doses of polio vaccine
- 1 million pencils to help children learn
- 106,000 sachets of life-saving food for severely malnourished children
- 5,630 skipping ropes for children to exercise and have fun
- School in a box kits for least 5,320 children to continue their education
- Enough warm hats and gloves to keep 11,936 Syrian children warm
- 2,988 footballs to help children exercise and play
- Equipment and support to help with the safe delivery of 1,302 babies
- 42 water pumps for schools or communities
- Mosquito nets to protect 4,257 families from malaria

Supporter relationships

In 2018, Unicef UK modernised its internal technology platforms, including its supporter relationship management system. This was a major project for Unicef UK that will transform our supporters' experience and enable us to deliver more for children. It will provide a deeper appreciation of what most interests our supporters about Unicef's work, and how they prefer to receive communications from us. This will help us to communicate more effectively and relevantly with our supporters, ensuring that their preferences are understood and that they are informed about the work they are supporting.

LOOKING AHEAD: STRATEGIC PLAN 2019–22

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 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 came into force in May 2018. This has impacted the ways in

which we are able to communicate with our supporters and 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. Unicef UK is well positioned to capitalise on the growth of online donations – 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 defined and designed the cause outcomes at the heart of this framework. Success measures for each cause have been 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

During 2019, we are focusing particularly on income generation and identifying efficiencies in our approaches, ways of working, and systems and processes. This will enable us to direct more resource and capacity to delivering our mission and vision for children.

FINANCIAL REVIEW

INCOME

In describing our activities and achievements above, we have reported that Unicef UK's total income for 2018 was £99.4 million. This was 0.8% down compared to the income of £100.2 million raised in 2017.

COSTS OF GENERATING FUNDS

Charities have to spend money to raise money. Over the past five years, excluding fundraising development funds provided by UNICEF, 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 or fundraising activities that yield income over a longer period than a single financial year.

CHARITABLE EXPENDITURE

Of the total income raised in 2018, £63.0 million was available for programmes to benefit children. Of this, £36.1 million was for specific overseas programmes or countries chosen by our donors, £19.8 million for UNICEF core programmes and £7.1 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 as support costs and governance costs. Governance costs provide the governance infrastructure for the charity to operate, generate the information for public accountability and include the costs of strategic planning for the future development of the charity.

UNICEF UK ENTERPRISES LIMITED

The charity's wholly owned trading subsidiary carries out commercial trading activities for the charity. During the year, income of £261,000 (2017: £294,000) was raised from event registration fees, corporate cause-related marketing arrangements, commissions and royalties. After allowing for associated expenditure and management charges, £154,000 (2017: £230,000) was covenanted under Gift Aid to Unicef UK.

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

FUNDS

Total funds at the year-end amounted to £2,663,000. 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 2017 was £0.6 million, which would be utilised fully in 2018. The utilisation of those funds on a major IT project, innovation projects and the office relocation has progressed to plan and all those funds were utilised by the end of 2018 as expected.

Restricted funds brought forward from 2017 amounted to £271,000. By the end of the 2018, all restricted funds had been committed to expenditure leaving a zero balance at the balance sheet date.

ETHICAL INVESTMENT POLICY

Other than holding money on deposit at the bank for short fixed periods, Unicef UK does not have any other investments such as stocks and shares and does not invest in properties. We sell any shares or similar investments donated to Unicef UK as soon as possible to limit our exposure to changes in their value and 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 2018 are set out in note 14 to the financial statements. The net value of the charity's tangible fixed assets has increased from £0.5 million at the end of 2017 to £2.9 million at the end of 2018. This increase is due to the relocation of the head office from Clerkenwell in central London to Stratford in east London and a refresh of laptops that were at the end of their useful lives. 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 £10.4 million, compared to £13.5 million at the end of 2017. A large percentage of income is received in the last month of the accounting period and fluctuations in the bank balance year on year arise depending on the days the December bank holidays fall, which affects the timing of payments for overseas programmes and UK suppliers around 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 2018.

PRINCIPAL RISKS AND UNCERTAINTIES

RISK MANAGEMENT

A Risk Management Group, comprising the Treasurer, the Trustee legal counsel, and senior members of staff from across Unicef UK, meets quarterly to identify and assess the major risks to the charity and to recommend and monitor implementation of appropriate actions to manage those risks. The group reports to the Audit and Risk Committee four times per year and the Board of Trustees and Board Sub-Committee 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 2018 we continued to monitor emergent risks and strengthen our mitigations against the risk identified.

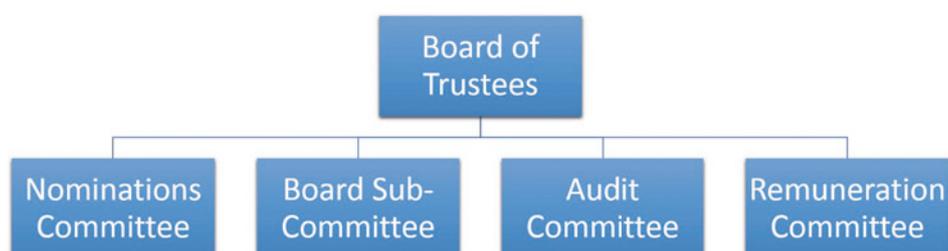
The three principal risks and uncertainties impacting Unicef UK identified at the end of 2018 were as follows:

1. The management and optimisation of data in an evolving regulatory environment has been a key risk area in 2018 and significant resources were devoted to mitigating these risks during the year, which we will continue to monitor closely going forward.
2. The ability to maintain and grow income in line with our plans in a challenging fundraising environment required adoption of more flexible and agile approaches to fundraising to mitigate the potential impact.
3. The risk of harm being caused to a child, staff member or other people associated with our work has continued to be an important consideration and during 2018 new monitoring, oversight and whistleblowing methods were introduced to reinforce our zero tolerance approach in relation to safeguarding.

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. Isobel Trout served as a Youth Adviser to the Board, completing her two-year term in October 2018.

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 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 2018 the Audit Committee met four times. During 2018, 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 2018 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 three Deputy Executive Directors. The Deputy Executive Directors each have specific responsibility for Individual Giving, Partnerships and Philanthropy; and Communications, Advocacy and Programmes.

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.

CHARITY GOVERNANCE CODE

The Board of Trustees carry out an annual self-assessment of governance arrangements and approaches. This process is aligned to the Charity Governance Code for larger charities published in 2017 and uses the Code as a tool to identify areas of continuous improvement and development. The code is voluntary and aspirational and encourages charities to publish a brief narrative in their annual reports explaining how they apply it. The overall assessment is that the charity's governance is aligned with the Code. The Board has identified three specific areas where our governance can be strengthened to aspire to best practice. The areas identified are:

- Foster the Board's effectiveness as a team, for example by providing more opportunities for individual and collective development.
- Nurture further the open and collaborative Board-Executive working relationship.
- Support the continuous evolution of the governance structures and delegation framework in line with the changing needs of the organisation and the external regulatory environment.

MANAGEMENT OF FUNDRAISING

It is those who support our work for children that make possible the achievements that this report describes. As an organisation we are committed to ensuring those who support us have the best possible experience and that our fundraising meets the highest standards.

Unicef UK is registered with the Fundraising Regulator, complying with the Code of Fundraising Practise and the Fundraising Promise. We continue to develop close links with the Fundraising Regulator and the Institute of Fundraising in order to support best practise in the fundraising sector. Since its launch by the Fundraising Regulator in July 2017 we have actioned requests to us through the Fundraising Preference Service. In 2018, we received details of 56 individuals who requested a change to the way that Unicef UK communicates with them about fundraising.

During the year we have continued to build on our approach to ensuring the highest standards of fundraising quality and compliance, engaging with Trustees and staff to respond to changes in the regulatory environment.

TAKING CARE OF SUPPORTER INFORMATION

In readiness for the EU General Data Protection Regulation (GDPR), which came into effect in May 2018, Unicef UK reviewed how we communicate with those who support us and undertook a large-scale project to reach supporters to ensure they were happy to continue to hear from us about our work and ways to support. The Say Yes for Children campaign saw nearly 80% of active supporters choosing to stay in touch with us and was recognised with an Institute of Fundraising Insight Award and a Direct Marketing Association silver award for Best GDPR Communication.

WORKING WITH THIRD PARTY FUNDRAISERS

We use a wide range of fundraising approaches to raise funds for our work with children that are reviewed regularly to ensure they are delivering the best return. In some areas, such as our telephone or face to face fundraising, we work with carefully chosen professional third-party fundraising agencies. These partners offer the expertise to support us in talking about our work and help ensure we can raise the highest possible income for children. Where we work with professional fundraising agencies, we have robust contracts in place and also expect them to be registered with the Fundraising Regulator. These activities are carefully monitored, with staff actively involved in the training of those representing Unicef UK, as well as undertaking mystery shopping, call listening and observing fundraisers in action to assess the quality of their work and their adherence to agreed codes of conduct. When talking to members of the public face to face, our fundraisers also offer feedback cards to invite comments and feedback and we insist our agencies have appropriate measures in place to deal with any breaches of the Code of Fundraising Practice.

OUTSTANDING SUPPORTER CARE

We hope that our fundraising activities always meet the highest standards and are never felt to be intrusive or persistent. We take care to ensure all those representing us operate in accordance with Unicef UK's Vulnerable Circumstances policy and highlight this, along with signs of potential vulnerability and the steps to take, in our training of professional fundraising agencies.

Our Supporter Care Team provide dedicated care to members of the public and supporters and can be contacted by telephone, email, live chat and by direct message on Facebook and Twitter, and our complaints policy can be found on our website. In 2018, the number of fundraising complaints received was 519 (2017: 869). The number of complaints received, and the time taken to resolve them, together with the level of satisfaction of how enquires have been dealt with, feature in our organisation performance reporting and are regularly reviewed.

THE UNICEF WAY

In 2018, we launched and embedded The Unicef Way into Unicef UK policies and approaches. The Unicef Way was built on the same principles and aspirations as the Common Approach yet refreshes and develops this description of our culture through the prism of our new values: Brave, Honest, Hopeful and Smart. These values guide how we work together, bridging our internal and external approach to ensure our work is coherent and consistent. The Unicef Way guides our culture, how we work together and is also an important factor in decisions about what we do.

SAFEGUARDING CHILDREN

In 2018 we continued our work to embed best safeguarding practice throughout all of Unicef UK activities. This included:

- Strengthening the relationship between Unicef UK and the NSPCC to ensure all safeguarding concerns regarding members of the public are swiftly dealt with.
- Passing all areas of the DFID Safeguarding Central Assurance and being commended for Unicef UK's Safeguarding Toolkit, which has been shared as an example of best practice.
- Leading the development of comprehensive guidance on safeguarding across all of Unicef UK's communications activities.
- Working across all areas of our business to ensure safeguarding is considered appropriately in every interaction between Unicef UK and children.
- Working with Unicef Private Fundraising and Partnerships in Geneva to support the other 33 National Committees to strengthen safeguarding practice, including delivering training to 22 other National Committee Safeguarding Leads; developing a Safeguarding Toolkit; delivering a series of safeguarding webinars; and supporting the recruitment of a full-time safeguarding consultant.
- Contributing to the development and launch of a Unicef Child Safeguarding and Business Toolkit.
- Working with Unicef headquarters to support the development of their safeguarding strategy.

REMUNERATION STATEMENT

Remuneration arrangements and processes for all employed staff in Unicef UK are set out in line with our organisation approach to pay and benefits. This approach is aligned to the principles of The Unicef Way. Pay and benefits are reviewed annually or at the point of changes to legislation. We review pay and benefits to provide a

fair deal for staff contribution, while 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.

EQUAL OPPORTUNITIES AND DIVERSITY

Unicef UK is committed to creating a working environment and culture that supports and promotes equality, diversity and inclusion. Our goal is to ensure that this commitment is lived out through The Unicef Way and working practices. We provide equality of opportunity and will challenge discrimination on any grounds. This is true for disabled persons in our recruitment processes and in the ongoing support for staff should they become disabled whilst 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 Unicef Way principles are embedded in all relationships between colleagues in the organisation. We believe that open, honest and timely communication between all staff, and between staff and those in management positions, is key to our success. We regularly collect quantitative and qualitative data on engagement levels, and act on the findings. 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.

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:

The Right Honourable Douglas Alexander, Chair (from 27 June 2018)

Ilse Howling, Chair (to 27 June 2018)

Justin Cooke, Vice Chair

Sarah Davis, Vice Chair

Professor Martin Woodhead, Vice-Chair (to 27 June 2018)

Sir Anthony Redmond, Treasurer

Baroness Sal Brinton

Dr Alex Connock

Margaret Cund

Steven Day

Cosette Reczek, Chair, Audit Committee

Professor Surinder Sharma

Caroline Underwood, OBE

Baroness Bryony Worthington (to 31 March 2018)

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 2018 was 65 (2017 – 103). 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, Youth Adviser to the Board (to 31 October 2018)

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 report of the Trustees including the Strategic Report was approved by the Trustees on 15 May 2019 and signed on their behalf by

Douglas Alexander
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 2018, 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 2018 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.

RESPONSIBILITIES OF TRUSTEES FOR THE FINANCIAL STATEMENTS

As explained more fully in the trustees' responsibilities statement set out on page 67, 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.

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 strategic report and directors report included within the Trustees' Annual Report have 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.

USE OF OUR 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 Charity 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.

Anna Bennett (Senior Statutory Auditor)
For and on behalf of Haysmacintyre LLP, Statutory Auditors
June 2019
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 2018

				2018		2017	
	Notes	Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
Income from:							
Donations and legacies	2	49,487	40,052	89,539	45,378	47,018	92,396
Charitable activities:							
UK Programmes	3	2,088	-	2,088	2,070	-	2,070
Other trading activities	4	111	80	191	137	145	282
Investments	5	38	-	38	12	-	12
Other income	6	441	7,096	7,537	-	5,468	5,468
Total income		52,165	47,228	99,393	47,597	52,631	100,228
Expenditure							
Expenditure on:							
Raising funds	7	26,602	3,532	30,134	26,654	5,312	31,966
Charitable activities:							
Core UNICEF programmes	8	19,784	-	19,784	17,887	-	17,887
Specific UNICEF programmes	8	-	36,117	36,117	-	41,092	41,092
UK programmes & advocacy	8	6,415	647	7,062	5,747	597	6,344
		26,199	36,764	62,963	23,634	41,689	65,323
Other expenditure	9	-	7,203	7,203	212	5,377	5,589
Total expenditure		52,801	47,499	100,300	50,499	52,379	102,878
Net (expenditure)/ income for the year		(636)	(271)	(907)	(2,903)	253	(2,650)
Transfers between funds		-	-	-	-	-	-
Net movement in funds		(636)	(271)	(907)	(2,903)	253	(2,650)
Total funds brought forward		3,299	271	3,570	6,202	18	6,220
Total funds carried forward		2,663	-	2,663	3,299	271	3,570

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 2018

	Note	Group		Charity	
		2018 £'000	2017 £'000	2018 £'000	2017 £'000
Fixed assets					
Tangible assets	14	2,935	509	2,935	509
Investments	15	-	-	20	20
		2,935	509	2,955	529
Current assets					
Debtors	17	17,953	15,183	17,936	15,717
Cash at bank and in hand		10,400	13,472	10,397	12,918
		28,353	28,655	28,333	28,635
Current Liabilities					
Creditors: amounts falling due within one year	18	6,326	7,388	6,326	7,388
Amounts due to Unicef		22,299	18,206	22,299	18,206
		28,625	25,594	28,625	25,594
Net current (liabilities)/ assets		(272)	3,061	(292)	3,041
Total assets less current liabilities		2,663	3,570	2,663	3,570
Total net assets	21	2,663	3,570	2,663	3,570
Funds	22				
Unrestricted funds					
General funds		2,650	2,650	2,650	2,650
Designated funds		13	649	13	649
Restricted funds		-	271	-	271
Total funds		2,663	3,570	2,663	3,570

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 £907,000 (2017: net expenditure £2,650,000)

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

These financial statements were approved by the Trustees on 15 May 2019 and were signed on their behalf by:

Douglas Alexander
Chairman

Sir Anthony Redmond
Treasurer

The United Kingdom Committee for UNICEF

Consolidated statement of cash flows

For the year ended 31 December 2018

	2018	2017
	£'000	£'000
Net expenditure for the reporting period (as per the Statement of Financial Activities)	(907)	(2,650)
Interest from investments	(38)	(12)
Depreciation charges	390	383
Increase in debtors	(2,770)	(2,183)
Increase in creditors	3,031	5,121
Net cash provided by operating activities	(294)	659
Cash flows from investing activities		
Interest from investments	38	12
Proceeds from disposal of fixed assets	-	-
Purchase of fixed assets	(2,921)	(49)
Net cash provided by investing activities	(2,883)	(37)
Change in cash and cash equivalents in the year (decrease)/increase	(3,177)	622
Cash and cash equivalents at the beginning of the year	13,472	12,850
Cash and cash equivalents at the end of the year	10,295	13,472

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2018

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 as amended by update Bulletin 2), 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 entities 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 charitable company's share of the income, expenditure, assets and liabilities.

The financial currency of the charitable company 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.

The most significant judgement used in preparation of the financial statements relate to the recognition of legacies and legacy debtors.

d) Income

Income is recognised when the charitable company 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 charitable company 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 charitable company is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charitable company 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 charitable company has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charitable company, or the charitable company 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 charitable company 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 charitable company 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 charitable company which is the amount the charitable company 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 charitable company; 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 charitable company, 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 71% (2017: 72%)
- UK programmes and advocacy 19% (2017: 18%)
- Governance costs 10% (2017: 10%)

Please note that 2017 expenditure has been restated in order to align the comparatives with the allocation methodology used in 2018. This has been adjusted in the year to better reflect the operations of the charitable company. There has been no change to the overall level of expenditure previously reported.

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 - 12 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 charitable company 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 charitable company 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 charitable company operated two defined contribution pension schemes during the year. The assets of the schemes are held separately from the charitable company 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 are given under Gift Aid to Unicef UK, and there is a deed of covenant in place.

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 for Unicef. 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 1 Westfield Avenue, Stratford, London E20 1HZ.

2 Income from donations and legacies

			2018		2017	
	Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
Gifts (by source):						
Direct marketing	35,191	6,674	41,865	35,633	8,631	44,264
Corporate partnerships	1,497	12,231	13,728	1,228	12,539	13,767
Major supporters, charitable trusts and foundations	1,284	17,044	18,328	1,265	20,084	21,349
Fundraising initiatives and regional fundraising	1,276	764	2,040	1,273	806	2,079
Special events	2,757	543	3,300	104	1,373	1,477
Inspired Gifts	190	616	806	-	545	545
Sports partnerships	30	66	96	2	91	93
Other	36	114	150	11	-	11
Legacies	7,226	101	7,327	5,862	14	5,876
Government grants:						
The Department for International Development (DFID)	-	1,111	1,111	-	2,305	2,305
Guernsey Overseas Aid & Development Commission	-	20	20	-	20	20
Jersey Overseas Aid (JOA)	-	557	557	-	353	353
Donated services	-	211	211	-	257	257
Total income from donations and legacies	49,487	40,052	89,539	45,378	47,018	92,396

2017 income has been restated in order to align the comparatives for the government grants split by organisation in 2018. There has been no change to the overall level of income previously reported.

3 Income from charitable activities

			2018		2017	
	Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
UK Programmes:						
Fees for Baby Friendly materials and services	1,196	-	1,196	1,411	-	1,411
Fees for Rights Respecting Schools materials and services	823	-	823	649	-	649
Fees for other materials and services	-	-	-	-	-	-
Child Rights Partners Childfriendly communities Fee	69	-	69	10	-	10
Total income from charitable activities	2,088	-	2,088	2,070	-	2,070

4 Income from other trading activities

			2018			2017
	Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
Unicef cards and gifts						
Sales of cards and gifts	88	-	88	80	-	80
Donations alongside orders	23	80	103	57	145	202
Total income from other trading activities	111	80	191	137	145	282

2017 split between sales of cards and gifts and donations alongside orders has been restated in order to align comparatives to 2018. There has been no change to the overall level of income from Unicef cards and gifts previously reported.

5 Income from investments

			2018			2017
	Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
Interest on bank deposits	38	-	38	12	-	12
Total income from investments	38	-	38	12	-	12

6 Other income

			2018			2017
	Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
Foreign exchange gains	344	-	344	-	-	-
Unicef fundraising development	-	7,096	7,096	-	5,468	5,468
Share of profit in joint venture	97	-	97	-	-	-
Total other income	441	7,096	7,537	-	5,468	5,468

7 Expenditure on raising funds

2018 Expenditure:	Staff costs	Direct costs	Support costs	Governance costs	2018 Total
	£'000	£'000	£'000	£'000	£'000
Direct marketing	1,434	10,887	1,571	387	14,279
Corporate partnerships	1,668	455	1,565	103	3,791
Major supporters, charitable trusts and foundations	1,133	198	1,148	69	2,548
Fundraising initiatives and regional fundraising	527	737	644	53	1,961
Special events	1,941	1,875	1,640	152	5,608
Inspired Gifts	-	345	-	10	355
Legacies	307	406	498	34	1,245
Unicef cards and gifts	76	120	142	9	347
Total expenditure on raising funds	7,086	15,023	7,208	817	30,134

Of the total expenditure on raising funds, £3,532,283 was restricted (2017: £5,312,293).

2017 Expenditure:	Staff costs	Direct costs	Support costs	Governance costs	2017 Total
	£'000	£'000	£'000	£'000	£'000
Direct marketing	1,586	13,505	1,454	413	16,958
Corporate partnerships	1,877	325	1,448	91	3,741
Major supporters, charitable trusts and foundations	1,179	168	1,062	60	2,469
Fundraising initiatives and regional fundraising	804	723	596	53	2,176
Special events	1,829	1,582	1,518	123	5,052
Inspired Gifts	-	213	-	5	218
Legacies	400	127	461	25	1,013
Unicef cards and gifts	114	86	131	8	339
Total expenditure on raising funds	7,789	16,729	6,670	778	31,966

2017 expenditure has been restated in order to align the comparatives with the allocation methodology used in 2018. This has been adjusted in the year to better reflect the operations of the charitable company. There has been no change to the overall level of expenditure previously reported.

8 Expenditure on charitable activities

2018 Expenditure:	Staff costs	Direct costs	Support costs	Governance costs	2018 Total
	£'000	£'000	£'000	£'000	£'000
Core Unicef programmes	-	19,784	-	-	19,784
Specific Unicef programmes:					
Humanitarian emergencies	-	9,010	-	-	9,010
Health	-	3,051	-	-	3,051
HIV & AIDS	-	84	-	-	84
Water, sanitation and hygiene	-	4,120	-	-	4,120
Nutrition	-	11,885	-	-	11,885
Education	-	5,620	-	-	5,620
Child protection	-	1,608	-	-	1,608
Social inclusion	-	113	-	-	113
Gender equality	-	626	-	-	626
	-	36,117	-	-	36,117
UK programmes & advocacy:					
Development education and youth work	1,221	344	559	59	2,183
Baby Friendly Initiative	666	485	481	45	1,677
Campaign and parliamentary work	1,337	421	561	65	2,384
Unicef Programme Engagement	506	25	265	22	818
	3,730	1,275	1,866	191	7,062
Total expenditure on charitable activities	3,730	57,176	1,866	191	62,963

Of the total expenditure on charitable activities, £36,764,000 was restricted (2017: £41,689,000).

2017 Expenditure:	Staff costs	Direct costs	Support costs	Governance costs	2017 Total
	£'000	£'000	£'000	£'000	£'000
Core Unicef programmes	-	17,887	-	-	17,887
Specific Unicef programmes:					
Humanitarian emergencies	-	11,573	-	-	11,573
Health	-	4,126	-	-	4,126
HIV & AIDS	-	268	-	-	268
Water, sanitation and hygiene	-	4,585	-	-	4,585
Nutrition	-	15,205	-	-	15,205
Education	-	3,731	-	-	3,731
Child protection	-	1,028	-	-	1,028
Social inclusion	-	287	-	-	287
Gender equality	-	57	-	-	57
Disaster Risk Reduction	-	232	-	-	232
	-	41,092	-	-	41,092
UK programmes & advocacy:					
Development education and youth work	988	265	517	44	1,814
Baby Friendly Initiative	656	505	445	40	1,646
Campaign and parliamentary work	1,125	357	520	50	2,052
Unicef Programme Engagement	543	24	245	20	832
	3,312	1,151	1,727	154	6,344
Total expenditure on charitable activities	3,312	60,130	1,727	154	65,323

2017 expenditure has been restated in order to align the comparatives with the allocation methodology used in 2018. This has been adjusted in the year to better reflect the operations of the charitable company. There has been no change to the overall level of expenditure previously reported.

9 Other expenditure

2018 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2018 Total
	£'000	£'000	£'000	£'000	£'000
Unicef fundraising development	235	6,968	-	-	7,203
Share of loss in joint venture	-	-	-	-	-
Total other expenditure	235	6,968	-	-	7,203

Of the total other expenditure, £7,203,000 was restricted (2017: £5,377,000).

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

10 Analysis of support and governance costs

	Basis of allocation	Core team costs	Governance costs	2018 Total
		£'000	£'000	£'000
Finance	Income and expenditure	1,133	126	1,259
Information technology	Headcount	973	108	1,081
People and development	Headcount	1,300	144	1,444
Facilities management	Headcount	2,133	237	2,370
Supporter care	Staff time	658	73	731
Directorate	Staff time	2,875	319	3,194
Total support and governance costs		9,072	1,007	10,079

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

11 Net expenditure for the year

This is stated after charging / (crediting):

	2018	2017
	£'000	£'000
Depreciation	390	383
Loss or profit on disposal of fixed assets	105	-
Operating lease rentals:		
Property	1,368	1,028
Auditors' remuneration:		
Audit	32	32
Other services	-	-
Foreign exchange (gains)/ losses	(344)	413

12 Unicef fundraising development programme

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

	2018	2017
	£'000	£'000
Fundraising development programme		
Legacy development	1,842	1,976
Other donor recruitment	5,254	3,491
Total funding for year	<u>7,096</u>	<u>5,467</u>
Unutilised funding to return to Unicef	<u>7</u>	<u>-</u>
Total funding in year	<u><u>7,103</u></u>	<u><u>5,467</u></u>

Movements on Unicef fundraising development programme funds:

	Fundraising development programme £'000	Total 2018 £'000	Total 2017 £'000
At the start of the year	108	108	18
Funding received	7,103	7,103	5,467
Funding available	<u>7,211</u>	<u>7,211</u>	<u>5,485</u>
Funding utilised	(7,203)	(7,203)	(5,377)
Funding to return to Unicef	(7)	(7)	-
At the end of the year	<u>1</u>	<u>1</u>	<u>108</u>

13 Staff costs

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

	2018	2017
	Number	Number
Fundraising	123	154
UK Programmes and advocacy	161	134
Support teams	66	67
Total	350	355

2017 staff numbers have been restated in order to align the comparatives with the methodology used in 2018.

Staff costs were as follows:

	2018	2017
	£'000	£'000
Salaries and wages	12,272	12,193
Redundancy and termination costs	204	92
Social security costs	1,320	1,319
Pension contributions	633	599
Total salary costs	14,429	14,203
Other staff costs	924	898
Total staff costs	15,353	15,101

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:

	2018	2017
	Number	Number
£120,001 - £130,000	1	0
£110,001 - £120,000	1	1
£100,001 - £110,000	1	3
£90,001 - £100,000	1	1
£80,001 - £90,000	3	2
£70,001 - £80,000	3	1
£60,001 - £70,000	7	6

There were 17 employees in the year (2017: 14 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 £76,281.

Executive Remuneration

The key managerial personnel of the charity are the trustees and the executive team.

The executive team's actual remuneration in 2018 was as follows:

Name	Position	Gross Pay	Employer's Pension Contribution	2018 £ Total
Michael Penrose	Executive Director	124,745	10,277	135,022
¹ Mark Devlin	Chief Operating Officer	117,706	3,983	121,689
² Lily Caprani	Deputy Executive Director Communications & Programmes	105,833	788	106,621
³ Michael Flynn	Deputy Executive Director Individual Giving	93,026	7,665	100,691
⁴ Catherine Cottrell	Deputy Executive Director Fundraising	88,827	1,835	90,663
⁵ Sophie Gallois	Deputy Executive Director Communications Advocacy & Programmes	26,803	-	26,803
⁶ Sarah Ward	Deputy Executive Director Partnerships	25,099	-	25,099
⁷ Claire Fox	Chief People Officer	8,750	735	9,485

¹ Left Unicef UK on 31st December 2018.

² Left Unicef UK on 27th April 2018.

³ Appointed on 22nd January 2018.

⁴ Left Unicef UK on 9th April 2018.

⁵ Joined Unicef UK on 16th November 2018.

⁶ Joined Unicef UK on 26th September 2018.

⁷ Appointed on 1st December 2018.

13 Staff costs (continued)

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

Name	Position	Gross Pay	Employer's Pension Contribution	2017 £ Total
Michael Penrose	Executive Director	115,492	4,676	120,168
Catherine Cottrell	Deputy Executive Director Fundraising	103,617	12,001	115,618
Mark Devlin	Chief Operating Officer	108,908	3,024	111,932
Lily Caprani	Deputy Executive Director Communications, Advocacy & Programmes	96,656	2,674	99,330

Remuneration Ratio

The remuneration of the highest-paid employee in Unicef UK was 3.4:1 (2017:3.1:1) 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 Aviva. The pension cost charge for the year represents contributions payable to the schemes and amounted to £632,736 (2017 £600,073).

There were £nil outstanding contributions at the end of the financial year (2017: £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 represent the payment or reimbursement of travel and subsistence costs totalling £7,098 (2017: £5,408) incurred by 8 (2017: 6) 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	756	3,661
Additions in year	2,129	538	254	2,921
Disposals in year	(2,294)	(13)	(202)	(2,509)
At the end of the year	<u>2,129</u>	<u>1,136</u>	<u>808</u>	4,073
Depreciation				
At the start of the year	2,043	473	636	3,152
Charge for the year	208	98	84	390
Eliminated on disposal	(2,190)	(13)	(201)	(2,404)
At the end of the year	<u>61</u>	<u>558</u>	<u>519</u>	1,138
Net book value				
At the end of the year	<u>2,068</u>	<u>578</u>	<u>289</u>	<u>2,935</u>
At the start of the year	251	138	120	509

All of the above assets are used for charitable purposes.

15 Subsidiary undertaking and Joint Venture Company

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

	2018 £'000	2017 £'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:

	2018 £'000	2017 £'000
Turnover	261	294
Cost of sales	-	-
Gross profit	<u>261</u>	<u>294</u>
Administrative expenses	(107)	(64)
Other operating income	-	-
Operating profit	<u>154</u>	<u>230</u>
Profit on ordinary activities	<u>154</u>	<u>230</u>
Deed of covenant to parent undertaking	(154)	(230)
Profit / (loss) for the financial year	<u>-</u>	<u>-</u>

The aggregate of the assets, liabilities and funds was:

Assets	138	699
Liabilities	(118)	(679)
Funds	<u>20</u>	<u>20</u>

15 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. The carrying amount of the investment in Soccer Aid Productions Limited is £1. The accounts of Soccer Aid Productions Limited for the period ending 30 June 2018 have been filed with Companies House and included in Unicef UK's consolidated accounts using the equity method of accounting. Soccer Aid Productions Limited made a profit in 2018 and £97k has been recognised as Unicef UK's share of the profit for the year ended 31 December 2018.

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:

	2018	2017
	£'000	£'000
Gross income	99,132	99,934
Net expenditure for the year	(907)	(2,650)

17 Debtors

	Group		Charity	
	2018	2017	2018	2017
	£'000	£'000	£'000	£'000
Trade debtors	1,520	621	1,438	605
Other debtors	2,623	2,296	2,623	2,296
Prepayments	442	545	421	529
Accrued income	13,368	11,721	13,336	11,609
Amounts due from subsidiary undertaking	-	-	118	678
Total debtors	17,953	15,183	17,936	15,717

18 Creditors: amounts falling due within one year

	Group		Charity	
	2018	2017	2018	2017
	£'000	£'000	£'000	£'000
Trade creditors	3,788	4,639	3,788	4,639
Taxation and social security	464	431	464	431
Provision for dilapidations	-	254	-	254
Other creditors	4	4	4	4
Accruals	1,323	1,275	1,323	1,275
Deferred income	747	785	747	785
Total creditors	6,326	7,388	6,326	7,388

19 Creditors: amounts falling due after one year

There were no amounts falling due after one year in 2018 (2017: £nil)

20 Deferred income

Deferred income comprises amounts received from a party 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 party.

	Group		Charity	
	2018	2017	2018	2017
	£'000	£'000	£'000	£'000
Balance at the beginning of the year	785	978	785	942
Amount released to income in the year	(428)	(460)	(428)	(460)
Amount deferred in the year	390	267	390	267
Balance at the end of the year	747	785	747	749

21 Analysis of group net assets between funds

	General unrestricted £'000	Designated funds £'000	Restricted funds £'000	Total funds £'000
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
Tangible fixed assets	2,935	-	-	2,935
Net current assets	(285)	13	-	(272)
Net assets at the end of the year 2018	2,650	13	-	2,663

22 Movements in funds

2018 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	52,165	(52,165)	-	2,650
Designated funds:					
Major IT projects	187	-	(187)	-	-
Innovation projects	48	-	(48)	-	-
Advocacy project	30	-	(30)	-	-
UK programmes action research	13	-	-	-	13
Emergencies reserve	-	-	-	-	-
Property reserve	371	-	(371)	-	-
Total designated funds	649	-	(636)	-	13
Total unrestricted funds	3,299	52,165	(52,801)	-	2,663
Restricted funds:					
Specific Unicef programmes	-	43,253	(43,253)	-	-
Advocacy programmes	-	-	-	-	-
Foundations Secondment reserve	60	-	(60)	-	-
¹ Department for International Development (DFID)	-	1,111	(1,111)	-	-
Unicef fundraising development	109	-	(109)	-	-
Peoples Postcode Lottery	102	2,864	(2,966)	-	-
Total restricted funds	271	47,228	(47,499)	-	-
Total funds	3,570	99,393	(100,300)	-	2,663

¹ DFID expenditure relates to 2016 UK Aid Match funded project to help reduce maternal health and child mortality in Ethiopia, Myanmar and Zimbabwe

2017 Movements in funds

	At the start of the year £'000	Incoming resources & gains £'000	Outgoing resources & 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

Purposes of funds

The general unrestricted fund of £2,649,684 covers fixed assets and working capital needs.

The major IT projects fund is designated for ongoing system development. This has been fully utilised in the year.

Funds were set aside for specific innovation projects which commenced in 2016 and continued into 2018. Funds have been fully utilised in the year.

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

The designated property reserve was established to fund anticipated costs relating to the end of the charity's London office lease in 2018. These have been fully utilised in the year.

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

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

People's Postcode Lottery funds were received in 2017 for programmes in UK. These have been fully utilised in 2018.

23 Related party transactions

The Trustees, President, Vice Presidents and key managerial staff made donations totalling £6,473 to Unicef UK during 2018 (2017: £15,891). 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.

Costs of £55,648 were recovered from Unicef UK Enterprises Limited by the parent charity, Unicef UK (2017 : £40,967).

Unicef UK has agreed a loan of up to £1.5 million to the Soccer Aid Productions Limited and as at the balance sheet date £661,931 has been drawn down on that facility (2017: £423,259).

There are no other related party transactions to disclose for 2018 (2017: 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 corporation tax charge in 2018 (2017: 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:

	2018	2017
	£'000	£'000
Less than one year	-	834
One to five years	3,856	-
Over five years	8,765	-
	12,621	834

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:

	2018	2017
	£'000	£'000
Total paid ticket in draw	8,953	5,469
Actual prizes total	(3,581)	(2,205)
Management fee	(2,507)	(1,568)
Net proceeds received	2,865	1,696

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: 1 Westfield Avenue, London E20 1HZ

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: The Right Honourable Douglas Alexander Chair
Justin Cooke Vice-Chair
Sarah Davis Vice-Chair
Sir Anthony Redmond Treasurer
Baroness Sal Brinton
Dr Alex Connock
Margaret Cund
Steven Day
Cosette Reczek Chair, Audit Committee
Professor Surinder Sharma
Caroline Underwood OBE

(For all Trustees who served during the year, see page 66)

Executive Team: Mike Penrose (Executive Director)
Sophie Gallois (Deputy Executive Director, Communications, Advocacy and Programmes)
Michael Flynn (Deputy Executive Director, Individual Giving)
Sarah Ward (Deputy Executive Director, Partnerships)
Claire Fox (Chief People 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 LLP, 10 Queen Street Place, London EC4R 1AG

www.unicef.org.uk

In 2018 children in Yemen experienced increasing violence, rising food insecurity and a deterioration in basic services. Nearly 400,000 children were severely malnourished, with 8 out of every 10 children requiring emergency aid.

In 2018, Unicef UK raised more than £2.3 million for the children of Yemen. This helped Unicef provide some 4.9 million people with safe drinking water, more than 1 million children with primary health care, and life-saving treatment for more than 225,000 severely malnourished children.

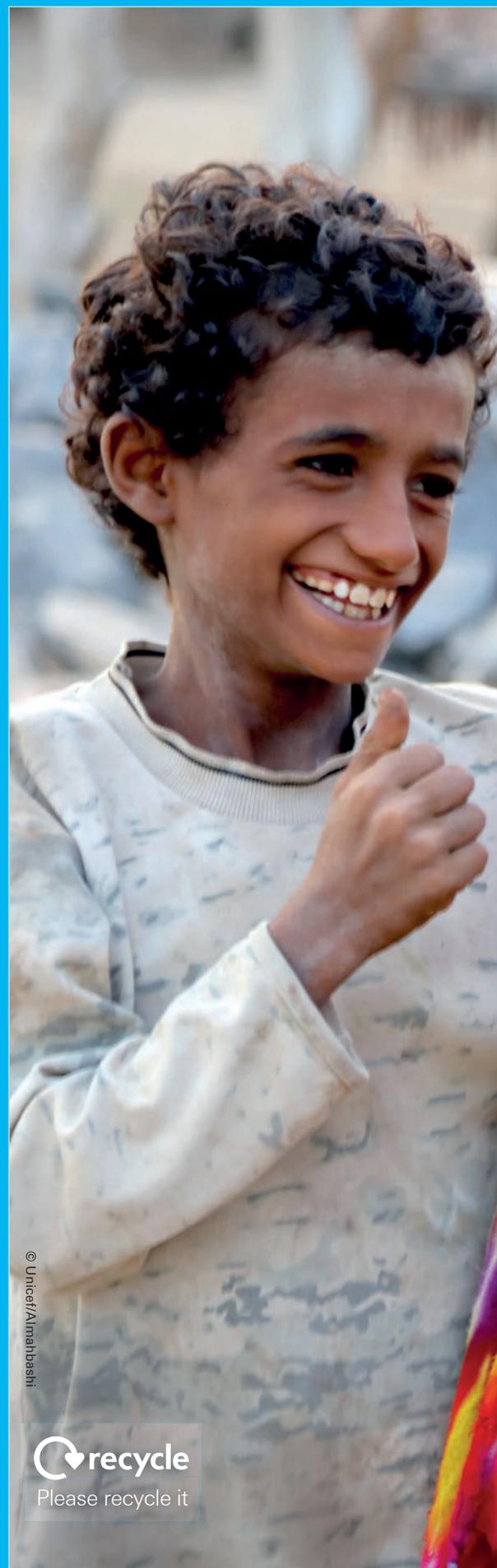
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United Kingdom

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