



FOR EVERY CHILD

The United Kingdom
Committee for UNICEF
(UNICEF UK)

**Trustees' Report
and Consolidated
Financial Statements**

For the year ended
31 December 2020

UNICEF UK IN NUMBERS



£109.4 MILLION raised to build a safer world for every child. 7.9% increase on 2019.



SOCCER AID
itv unicef

Soccer Aid for UNICEF raised £9.3 MILLION, match funding from the UK Government and Gavi, the Vaccine Alliance, helped us triple the impact for children.



£24.5 MILLION raised to support humanitarian emergencies for children in more than 150 countries.



Our Save Generation Covid campaign reached over 27 MILLION people and helped to highlight the impact of coronavirus on the world's most vulnerable children, families and countries.



Over 27,000 people signed our campaign calling on the UK Government to help end child deaths from preventable disease.



More than 1.5 MILLION schoolchildren in the UK now attend UNICEF UK Rights Respecting Schools.



More than 600,000 newborn babies in the UK supported by the Baby Friendly Initiative.

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

**THE UNITED KINGDOM COMMITTEE
FOR UNICEF (UNICEF UK)**

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

FOR THE YEAR ENDED 31 DECEMBER 2020

The United Kingdom Committee for UNICEF (UNICEF UK)
Trustees' Annual Report and Consolidated Financial Statements
For the year ended 31 December 2020

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

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MESSAGE FROM THE CHAIR OF THE UNITED KINGDOM COMMITTEE FOR UNICEF (UNICEF UK)



The year 2020 was unprecedented. The rapid spread of COVID-19 affected all our lives. There were more than 100 million cases of COVID-19 around the world, as the coronavirus targeted the most vulnerable in our societies and exposed the fragility of our systems. The public health measures necessary to prevent the spread of the virus left hundreds of millions of children out of school and without basic health care and social support, threatening to reverse years of progress for children.

At the start of 2020, UNICEF had identified 59 million children in 64 countries facing malnutrition, conflict, disease and natural disasters. By mid-year, more than 180 countries were affected by the coronavirus pandemic and the numbers of children in need of emergency aid was staggering.

In response, UNICEF UK launched our largest-ever campaign to highlight the pandemic as the greatest crisis facing children since World War 2. In these extraordinary times, the generosity shown by UK supporters was tremendous, donating a record £109.4 million to support UNICEF's work for children.

With such support, UNICEF sought to minimise the impact of coronavirus on children and families by supplying vital medical equipment, tackling misinformation, supporting health, education and social services for children, and carrying out prevention campaigns. UK supporters also helped UNICEF to sustain vital humanitarian aid work for children in more than 150 countries, including Yemen and DR Congo.

UNICEF UK broadened our vital campaign to end the preventable deaths of children under 5 by asking the UK Government to support the strengthening of health and education systems around the world to help counter the impact of coronavirus. We also drew attention to the effects of lockdowns on children in the UK.

Due to the coronavirus pandemic, Soccer Aid for UNICEF 2020 took place behind closed doors in September. Despite these changes, the event raised a record-breaking £9.3 million for children. Thanks to the UK Government and Gavi, the Vaccine Alliance, every pound donated by the UK public up to £3 million was tripled.

On 20 November, UNICEF UK marked World Children's Day with a series of events celebrating the power of children to change our world. Our new film, focusing on babies born during the COVID-19 emergency, reached over 6 million people on national television. Our Youth

Advisory Board and corporate partners helped amplify children's voices and raise awareness of children's rights.

Our work for children in the UK also flourished. The UNICEF UK Baby Friendly Initiative has revolutionised health care for mums and babies in the UK. Today, in partnership with the NHS, we work in 93% of maternity units across the UK, supporting more than 600,000 new babies as they enter the world. More than 1.5 million schoolchildren now attend UNICEF UK Rights Respecting Schools, creating safe and inspiring places for children to learn. While our Child Friendly Cities and Communities programme means more than 350,000 children now live in a community that has committed to embed children's rights in local decisions, services and spaces.

As vaccines are developed against COVID-19, UNICEF has taken a leading role to ensure that these are delivered around the world, in partnership with Gavi, the Vaccine Alliance; the World Health Organization (WHO) and the Coalition for Epidemic Preparedness Innovations (CEPI). As the world's leading organisation for vaccine procurement and delivery, UNICEF is using its global programme infrastructure and reach to ensure that people in conflict zones and lower-income countries are vaccinated. In early 2021 UNICEF UK launched an innovative fundraising for COVAX campaign, in partnership with the NHS and multi-faith groups that will continue throughout the year.

The fundraising and campaign successes of UNICEF UK were all the more remarkable in the context of the organisational upheaval caused by the resignations of both the Chair and the Executive Director in September 2020. Drawing on the dedication, hard work and focused effort of all staff, the Executive team and the Trustees, we have emerged from this difficult period with a determination to draw lessons from the experience and make lasting improvements to the processes, policies and culture of the organisation.

I would like to conclude by expressing a sincere thank you to all staff and Trustees for their extraordinary work and dedication in this most exceptionally difficult year. I would also like to thank our President Olivia Colman, Vice Presidents and Advisers for their ongoing support and advice. Together, we have made an unprecedented difference for children.

A handwritten signature in blue ink that reads "Shatish Dasani". The signature is fluid and cursive, with a long horizontal stroke at the end.

Shatish Dasani, Chair of The United Kingdom Committee for UNICEF



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, works to build a better world for every child, every day, everywhere. UNICEF provides more children with clean water, life-saving food and vaccines, education, and protection from violence than any other humanitarian organisation.

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

UNICEF has 75 years of field-tested expertise, a network that spans the globe, a passion for innovation and a commitment to make every penny count. Impartial and non-political, UNICEF is never neutral when it comes to protecting children's rights and safeguarding their lives and futures.

The United Kingdom Committee for UNICEF (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 33 UNICEF national organisations based in industrialised countries.



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 UN 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

SUMMARY OUTCOMES IN 2020

**£109.4
million
raised**

1. Resources to create a world fit for every child

In 2020, UNICEF UK raised a record total income of **£109.4 million** (up £8 million from 2019).

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

- 93,000 new regular givers, with regular giving generating over £37 million.
- Philanthropic gifts, charitable trusts and foundations raised £18.3 million
- Corporate partnerships raised £21.9 million
- Soccer Aid for UNICEF raised £9.3 million
- Gifts left to UNICEF UK in wills provided nearly £4.7 million
- Fundraising initiatives and regional fundraising generated £0.8 million

2. Creating change for children

In 2020, we ran several major campaigns to deliver change for children around the world, including here in the UK.

We continued our campaign to end the preventable deaths of children under 5 around the world. We are asking the UK Government to tackle the major causes of global under 5 mortality through simple interventions including vaccinations, nutrition, universal health coverage and primary health care. In spring, we broadened our work to take account of the huge impact that the coronavirus pandemic would have on the campaign: asking the UK Government to ensure long-term strategic commitments and funding to strengthen health and education systems around the world. This will ensure that every child has the full opportunity to live, learn and reach their full potential, despite the pandemic.

We also sought to draw attention to the various effects that COVID-19 lockdowns posed for children here in the UK, calling on the Prime Minister to address the nation's children and ensure that their needs were at the heart of the Government's response to the pandemic.



3. Promoting children's voices

On 20 November, we held a series of events to mark World Children's Day (see page 10). World Children's Day 2020 was a day when we saw the difference that children can make, and we heard the power of their voices. Children spoke out, made decisions and celebrated their childhood. UNICEF UK and our supporters and partners helped amplify the voices of children and young people the world over.



Youth Advisory Board

Our Youth Advisory Board help us listen to the voices of children and young people all over the UK. In 2020, members' voices were regularly amplified on our social channels and via Voices of Youth, proving to be some of the best performing content. Two of the group were interviewed on national radio, one was on CBBC Newsround and another on Granada regional news. They wrote two features for First News and also published work via Indy Voices.

Members of the Youth Advisory Board also used their voices through blogs and social media content to raise awareness of children's rights on International Day of the Girl, World Refugee Day, International Day of People with Disabilities and World Mental Health Day

Children in Lockdown

In April, we published *Children in Lockdown*, a rapid response paper highlighting the key challenges that the first COVID-19 lockdown posed for children in the UK. This was supplemented by key influencing and advocacy work for children in the UK.

The Youth Advisory Board's open letter calling for Prime Minister Boris Johnson to address children in the UK about the coronavirus crisis was signed by more than 16,000 campaigners and was published in The Daily Telegraph. In June, 100 young people shared their messages in a card to Boris Johnson.

**16,000
campaigners
signed a
letter to
the Prime
Minister**

ACTIVITIES & ACHIEVEMENTS IN 2020



1. SOCCER AID FOR UNICEF

Soccer Aid for UNICEF brings together global stars of film, TV, sport and music with football legends. Now the world's biggest charity football match, it is supported by passionate fans and watched by millions at home on primetime ITV and STV.

**£9.3
million
raised**

Owing to the impact of the coronavirus pandemic, the 2020 match was rescheduled to September (from its original June date) and played behind closed doors. Despite these changes, Soccer Aid for UNICEF 2020 was as life changing as ever, raising a record-breaking total of £9.3 million for children.

Thanks to the UK Government and Gavi, the Vaccine Alliance, every pound donated by the UK public up to £3 million was tripled. The Eleva Foundation significantly supported Soccer Aid for UNICEF with a gift of £450,000.

Ninety minutes couldn't separate the two teams as the match finished 1-1 after normal time, leading to a tense penalty shoot-out that saw Soccer Aid World XI FC triumph 4-3 over England to retain the Soccer Aid shield.

Thanks to the amazing generosity of its supporters, Soccer Aid for UNICEF has raised over £47 million for children around the world since it kicked off in 2006.

The big match

Broadcast live on primetime ITV and STV, Soccer Aid for UNICEF reached a peak audience of 3.5 million people and was the first live entertainment show on the two channels since the pandemic paused filming in April. A star-studded line up of more than 60 players, coaches, presenters and pundits brought the excitement of Soccer Aid for UNICEF to households across the country. The match featured returning Soccer Aid for UNICEF stalwarts such as Olly Murs, Bradley Walsh and Katie Chapman, as well as introducing new Soccer Aid stars like Chelcee Grimes, Iain Stirling, Chunkz and Yung Filly.

The appeal films were presented by UNICEF UK Ambassadors and supporters including Maya Jama, David Harewood, Bradley and Barney Walsh, and Robbie Williams. They showed the positive impact of UNICEF's work for children. Two of the six films revisited children previously helped by supporters of UNICEF, showing the impact that donations make for children's lives.

A game of two halves

Our first Soccer Aid for UNICEF documentary, *A Game of Two Halves*, fronted by UNICEF UK Ambassador James Nesbitt, was broadcast on prime-time ITV before and after the live TV match and show. The programme celebrated the impact of aid by showing viewers how their support of Soccer Aid for UNICEF has changed children's lives. The documentary raised over £1.5 million (after match funding) and showcased UNICEF's work around the world, including projects in Jordan and Nepal.



Media and communications

We received more than 6,000 pieces of media coverage, reaching an astonishing 865 million people. Highlights included interviews to promote the James Nesbitt: *A Game of Two Halves* documentary on BBC The One Show, ITV This Morning and BBC Radio 2. We also secured an ITV *Loose Women* special that included calls for support across the one-hour primetime feature.

Soccer Aid social media channels had a combined reach of more than 99 million people (32% increase on 2019) and received more than 15.5 million Twitter impressions on match day. Our #SoccerAidSkills challenge on TikTok received over 618 million views during the campaign.

Partnerships

ITV and STV generously supported the campaign with three Soccer Aid for UNICEF promotional adverts across four weeks, generating millions more opportunities to view the Soccer Aid for UNICEF brand and that of our matching partners through an additional post-show thank-you trail. This was in addition to the live broadcast of the main show, the commission of *A Game of Two Halves* documentary and additional promo shows across the channels.

Parliamentary Soccer Aid

Although the Parliamentary Soccer Aid for UNICEF match was unable to take place due to the coronavirus pandemic, we had some great support from MPs and Peers who took part in an online keepie-uppie challenge, nominating fellow Parliamentarians. Twenty-three MPs participated in the challenge, generating more than 62,000 video views. Many more MPs donated or supported on Twitter.

2. SAVE GENERATION COVID

In May, UNICEF UK launched Save Generation Covid, a campaign to tackle the coronavirus pandemic on children and families around the world. Save Generation Covid sought to highlight the impact of coronavirus on the world's most vulnerable children (see also pages 13-16). We sought to highlight that the pandemic was the greatest crisis for children since World War 2, and an emergency that could leave a mark on a generation of children.



Largest-ever campaign

We delivered our largest-ever outdoor media brand campaign highlighting the threats that the pandemic posed to the health and welfare of children around the world. We also launched the Save Generation Covid campaign across web and social media, direct marketing and press ads. For the first time, we brought a campaign to the social media platform TikTok, where we saw excellent engagement with our child-led content. We also shared blogs and articles from our Youth Advisory Board, making space on our platforms for young people to talk directly about their experiences of lockdown – from mental health to exam cancellations. In total, the campaign reached more than 27 million people.

The campaign secured over 1,300 pieces of coverage with a total audience reach of over 900 million. Coverage highlights included the launch story on the predicted

1 million additional child deaths because of the effects of the COVID-19 crisis, which received coverage in The Guardian, Mail and the BBC, plus a Harper's Bazaar interview with UNICEF UK Ambassador Ramla Ali about her trip to Jordan. The team also secured mass media coverage of the impact of the pandemic on children's vaccinations on BBC News at 6 and BBC News at 10, BBC Radio 4's Today programme, The Times, The Telegraph, as well as coverage on global school closures in the Financial Times.

The team secured feature pieces in Grazia on International Day of the Girl and a photo essay on children in Niger, as well as the Esquire Summer Fiction series in aid of UNICEF UK's Save Generation Covid campaign.

Many UNICEF UK Ambassadors and high-profile supporters publicly supported our campaign, including Ramla Ali, Martin Bell, Sanjeev Bhaskar, Emma Bunton, Gemma Chan, Olivia Colman, David Harewood, Tom Hiddleston, Chris Hoy, Dermot O'Leary, Rita Ora, Dr Chris Van Tulleken and Levison Wood. By July, social media posts from our UNICEF UK Ambassador and high-profile supporters had reached 79.8 million users on Instagram and 3.5 million users on Twitter. David Beckham's post on his Instagram stories reached 900,000 followers in less than 24 hours, while Andy Murray posted the Save Generation Covid video to his 3.5 million followers on Facebook. Rita Ora's At Home for Generation Covid performance was viewed over 237,000 times on her Instagram profile and had roughly 951,000 impressions.

People who saw the Save Generation Covid campaign were more likely to consider supporting UNICEF, more likely to encourage others to support UNICEF, and more likely to say they trust UNICEF and believe the organisation is effective and relevant.



3. WORLD CHILDREN'S DAY

World Children's Day celebrates the power of children to change the world. On 20 November, and in the lead up to the day, we saw the difference that children can make, and we heard the power of their voices.

Largest-ever campaign

As part of our Generation Covid campaign, UNICEF UK launched a new film, focusing on babies born during the COVID-19 emergency, to call for action to ensure the pandemic does not become a lasting crisis for children. The

film was broadcast on TV, reaching over 6 million adults. It was also shared on social media by eight Ambassadors and high-profile supporters. National media coverage was secured in The Independent, linking the content of the film to UNICEF-supported maternal healthcare work witnessed by UNICEF UK high-profile supporter Claire Foy, during her trip to Lesotho in early 2020.

Children takeover

Children took over the social media of channels UNICEF UK Ambassador Gemma Chan and celebrity supporter Liam Payne to speak about their rights. As part of the global Voices of Youth platform, children lifted up their voices and celebrated their power to change the world.

UNICEF Goodwill Ambassador David Beckham took part in a video conversation with Sebatatso, an 18-year-old student from South Africa, to discuss her inspiring experience with the Technogirl programme, learning STEM skills (science, technology, engineering and mathematics) and sharing how coronavirus has affected her education and hopes for the future. Posted on David's Instagram Stories, the video received 690,000 views.

Youth Advisory Board

Our Youth Advisory Board (see page 7) launched a collaboration with their counterparts at UNICEF Australia. They received media training, wrote articles for The Independent and First News, and gave interviews for key media outlets such as BBC Newsround and ITV Granada.

Children in Parliament

UNICEF UK encouraged Parliamentarians to pledge their support for children and their rights in Parliament and amplify youth voices in their constituencies. We successfully engaged 55 MPs on social media including the Foreign Secretary, the former Children's Minister and the Shadow Children's Minister. As a result, #WorldChildrensDay was the most used hashtag by MPs on the day and in each main political party.

Corporate support

Five corporate partners joined World Children's Day celebrations in 2020:

- Paddington™ asked fans to submit drawings to 'reimagine a kinder world'.
- Tetley used World Children's Day to announce the new partnership with UNICEF.
- Clarks and Louis Vuitton used World Children's Day as a great moment to celebrate the partnership with UNICEF on social media.
- Pandora launched a charm in celebration of World Children's Day, with a percentage of sales being donated to UNICEF.

OutRight

In September, we launched our 2020–21 OutRight campaign, focused on climate change and children's rights. Children and young people learned how climate change affects children's rights and were encouraged to use their voices to call for change in their local communities and on a national level, with thousands of children submitting messages for the President of the UN Climate Change Conference (COP26), more than 300 of which we shared with the COP26 team on World Children's Day. Resources were developed to be more flexible than ever before so that the campaign could still run during the pandemic. We held our first live webinar for OutRight participants on World Children's Day so they could learn more about UNICEF's work on environment and sustainability and be inspired to take action themselves.

By the end of 2020, more than 1,065 teachers and youth workers had registered to take part in the OutRight campaign.

More than 1,000 campaigners emailed Prime Minister Boris Johnson explaining why they care about climate change, adding their voices to the children and young people that campaigned through OutRight.

**1,065
teachers
and youth
workers
signed up**



CHILDREN IN EMERGENCIES

© UNICEF/Menga

The number of countries riven by conflict is higher than at any time since the adoption of the UN Convention on the Rights of the Child in 1989.

UNICEF UK committed £24.5 million to help the millions of children caught in emergencies in 2020. We supported humanitarian relief work in more than 150 countries.



CHILDREN IN EMERGENCIES

In times of crisis, children almost always suffer most. Worldwide, almost one in four children live in areas affected by conflict or disaster. In 2020 – even before the outbreak of COVID-19 threatened their lives, livelihoods and futures – children from all corners of the globe were under intense pressure from poverty, malnutrition, climate change and unprecedented human displacement. Vulnerabilities continue to rise, inequality is increasing, and the health, education and protection of children and young people everywhere is at risk.

During an emergency, UNICEF delivers life-saving help for children in the areas of water, sanitation and hygiene, health and nutrition, education and child protection. Our humanitarian emergency work seeks to build resilience and reduce vulnerability by supporting local systems and structures. And across all our work, we seek to promote long-term rehabilitation and recovery.



Established 75 years ago to provide emergency assistance for children affected by World War 2, UNICEF remains a leader in providing life-saving supplies and services for children in danger. With a permanent presence in more than 190 countries, UNICEF is poised to respond rapidly wherever and whenever an emergency happens. The ongoing coronavirus pandemic has been no exception.

Children and emergencies in 2020

At the start of 2020, UNICEF identified 59 million children across 64 countries in need of critical support, facing chronic malnutrition, conflict, disease outbreaks and natural hazards. Within six months, more than 180 countries were affected by the coronavirus pandemic, and the number of children in need of support was extraordinary.

The spread of the pandemic served to highlight the risks and vulnerabilities facing children, families, communities and countries already living through crisis. Displaced children relied on host communities, governments and aid agencies for life saving support; floods, landslides and earthquakes upended homes and lives; swarms of desert locusts destroyed crops from Ethiopia to Pakistan; and violent attacks on children continued to increase at an alarming rate.

The pandemic also created new specific risks for children, as they were required to stay at home and out of school, families were unable to go to work, and access to health services was dramatically reduced.

In response, UNICEF UK committed £24.5 million to help the hundreds of millions of children affected. Our work supported humanitarian aid efforts in more than 150 countries.

**£24.5
million
for
children in
emergencies**

Media coverage of UNICEF's emergency work

Our media team secured more than 2,300 pieces of coverage for UNICEF's emergencies work in 2020, including the global coronavirus emergency. Over 2,000 pieces of coverage were achieved on the impact of the pandemic on children, particularly the impact on education, on those in already fragile conflict-affected states and on regions with weakened health systems. Highlights included BBC News at 6 and the front page of the Financial Times.

Beyond the global coronavirus emergency, we communicated on existing and new humanitarian emergencies and crises. We achieved 150 pieces of media coverage on Yemen, contributing in June to a fundraising uplift of £1 million for children in Yemen. We secured hundreds of pieces of coverage on other emergencies including the Beirut explosions in Lebanon, the triple threat of conflict, disease and COVID-19 affecting children in the DR Congo, the emerging Tigray crisis in east Africa, and how Boko Haram and coronavirus are affecting children in Nigeria. We also helped put the Sahel crisis firmly on the news agenda, securing a trip with The Telegraph that resulted in a three-part series on the crisis in Burkina Faso and UNICEF's response. We also worked on the media launch of the *Long Way Up* series on Apple TV with UNICEF UK Ambassadors Ewan McGregor and Charley Boorman to cover UNICEF's response for children in Bolivia on education, and in Peru and Honduras on emergencies, including media coverage on BBC's The One Show and in The Independent.



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CORONAVIRUS CRISIS

The coronavirus pandemic has given rise to the biggest global challenge for children since World War 2. It has affected all of UNICEF's work for children. By the end of January 2021, there had been more than 100 million cases of COVID-19 worldwide. The public health measures to prevent further spread of the virus and the deaths and illness from COVID-19 threaten to undermine prosperity and well-being globally.

As in all emergencies, children are among the most vulnerable: both to the disease – for example, where severe malnutrition has weakened immune systems – and to the impacts of restricted access to critical health, protection and education structures, as well as the adverse effects to families' livelihoods, and deepening poverty.

In 2020, the COVID-19 crisis saw hundreds of millions of children out of school for long periods. Borders closed and lives upended. Children were at risk from the virus and from the disruption to health and education services, impacts on caregivers, and separation from family members. In May, we highlighted analysis by the John Hopkins Bloomberg School of Public Health that showed more than one million more children could die before the end of the year as the pandemic weakened health systems and restricted access to services. These deaths would be in addition to the 2.7 million children who already die before their fifth birthday every six months.

In 2020 all of UNICEF's programmes for children, in the UK and overseas, had to adapt in order to reach the children who need us, and to ensure our assistance remains relevant and appropriate as the pandemic persists. Our emergency work for children continued across the globe and expanded rapidly in some areas to meet new needs. For instance, in the whole of 2019 UNICEF's Supply Division procured around 400,000 face masks. By May 2020, the requirement had skyrocketed to 7 million masks per week. Our teams responded with the dedication and focus that make UNICEF the world's largest humanitarian supply partner.

UK support for the global coronavirus crisis

In 2020 UK supporters donated more than £15 million to UNICEF's response to the global coronavirus crisis.

Gavi Matching Fund

With a donation of £3 million from the Gavi Matching Fund, UNICEF will purchase safe and effective coronavirus vaccines through COVAX (see page 23) and deliver them

£15 million
donated in
response
to the
coronavirus
crisis

to low-income and lower-middle-income countries around the world, ensuring the poorest countries don't miss out.

Scottish Government

A new grant of £2 million was awarded by the Scottish Government for UNICEF's coronavirus response in Malawi, Rwanda and Zambia. The grant will enable UNICEF to reach more children with vital services. We thank the Scottish Government for their generous support of UNICEF's work for children and families affected by coronavirus.

Standard Chartered

Standard Chartered supported our coronavirus global appeal with a generous contribution of \$5 million. This donation assisted UNICEF to respond to the emerging education and protection needs of children in 12 key countries across Africa and Asia. Six months after this contribution, UNICEF has reached an equivalent of 22 million people across these countries thanks to this support.

Unilever

Unilever donated millions of hygiene products across 23 countries, including over 30 million bars of soap, ensuring we reach people around the world with critical handwashing supplies to help prevent the spread of coronavirus.

Virgin Atlantic

Virgin Atlantic with support from Sir Richard Branson donated a cargo flight to help UNICEF transport over 400,000 items of PPE to support Mozambique and Eswatini in the fight against COVID-19.

Formula E

Formula E made a significant corporate donation to UNICEF's global coronavirus response and launched a number of fundraising initiatives, including the Race at Home Challenge, a new series of eSports events.

Rangers Charity Foundation

The Rangers Charity Foundation continued to support UNICEF's emergency work for children by donating to our coronavirus appeal.

GAMA Healthcare

In November, GAMA Healthcare hosted an internal fundraising activity, asking employees to design masks for UNICEF UK's Save Generation Covid appeal. Between masks designed and a donation from their Charity Fund, GAMA donated a total of £50,000 for children affected by the pandemic.

UNICEF's work in response to the coronavirus pandemic

UNICEF is helping to minimise the impact of coronavirus on children and families by supplying vital medical and hygiene equipment, tackling misinformation, consulting communities, supporting health, education and social services for children, and carrying out prevention campaigns.

UNICEF is playing a key international role in responding to the pandemic and ensuring equitable access to vaccines for the most vulnerable. In 2020, we reached 3 billion people (around a third of the global population) with information on infection prevention and access to support services. UNICEF helped 73.7 million people receive critical access to clean water, soap and hygiene supplies to help prevent the spread of the virus.

Together with partners, we provided 2.6 million health workers with personal protective equipment (PPE). UNICEF also supported more than 301 million children and young



people with distance or home-based learning, while nearly 78 million children and caregivers received community-based mental health and psychosocial support. While the 'what' and the 'how' of our work has had to adapt to the conditions necessitated by the pandemic, the 'why' is as clear as ever: we are here to protect, promote and uphold the rights and well-being of every child.



YEMEN: CONFLICT

Yemen is the world's biggest humanitarian crisis. Protracted armed conflict, widespread economic collapse and a breakdown in national systems and services has left 80% of the total population, including 12.4 million children, in need of humanitarian assistance.

More than five years after the conflict began, 3.6 million people, including 2 million children, have been displaced from their homes. At least 325,000 children are severely malnourished and 2 million are moderately malnourished. Continued cases

of acute watery diarrhoea and the coronavirus pandemic has further strained Yemen's extremely fragile health system, barely half of which is open and functioning.

Children are the primary victims of the war and grave violations of child rights continue. Nearly 3,200 children have been killed, more than 5,700 have been injured and nearly 3,500 have been recruited into armed forces and groups. The UN Task Force on Monitoring and Reporting continue to document grave violations of child rights, including death, injury, maiming and abduction of children.

By the end of 2020, Yemen had confirmed more than 2,100 cases of COVID-19, including 610 deaths. At least 2 million children in Yemen were out of school before the COVID-19 outbreak and, following COVID-19 school closures, an additional 5.8 million children had their education disrupted. School closures and the worsening economic situation due to coronavirus restrictions have increased the vulnerability of children and women to exploitation, violence and abuse, including child labour, domestic and gender-based violence and child marriage.

**£6 million
donated
for the
children
of Yemen**

UK support for Yemen's children

In 2020, UK supporters donated £6 million to UNICEF's work for the children of Yemen.

UNICEF UK was the leading charity for members of the public looking to support Yemen's children, in particular through successful TV, digital, mail and email appeals, both in August when media coverage spiked, and in our winter appeal. Television and digital appeals from UNICEF UK Ambassadors Martin Bell, Olivia Colman, Tom Hiddleston and James Nesbitt raised more than £1 million for Yemen's children.

The Big Give

The Big Give launched an incredibly successful global coronavirus appeal to support charities working to help protect refugees and displaced people in vulnerable and fragile contexts. We were so grateful to participate in this appeal and to receive support for UNICEF's ongoing humanitarian action in Yemen, a country facing a complex catastrophe of coronavirus, conflict and a collapsing economy.

UNICEF's work for Yemen's children

In 2020, more than 2 million children in Yemen received primary healthcare services at UNICEF-supported facilities, and almost 1.9 million were vaccinated against polio. More than half a million vulnerable people received life-saving humanitarian aid supplies via rapid response teams established by UNICEF and partner organisations.

UNICEF also helped screen more than 2.3 million children for malnutrition, of whom more than 160,000 were treated for severe acute malnutrition. We also helped more than 4.4 million people receive clean water for drinking, cooking and personal hygiene, and almost 1.7 million people benefited from hygiene supplies.

UNICEF also expanded communications efforts to raise awareness and share accurate information about coronavirus prevention and risk. By November, more than 3.7 million people had received information on infection prevention and control. In addition, more than 350,000 children and caregivers gained access to mental health, social and emotional support to help them through this crisis.

DEMOCRATIC REPUBLIC OF THE CONGO: CONFLICT AND DISEASE

The scale and complexity of the humanitarian crisis and protection concerns in the Democratic Republic of the Congo (DR Congo) are staggering. Chronic poverty, weak essential services like education and healthcare, recurrent armed conflict, acute malnutrition and major disease outbreaks compound vulnerability and pose intricate challenges to those working to help children survive and thrive.



In 2020, violence intensified in several provinces of DR Congo, compounded by a nationwide measles epidemic, an ongoing Ebola outbreak, and the arrival of COVID-19. Gender-based violence remains high, and 4 million children are at risk of extreme violence and in urgent need of protection services. Socio-economic vulnerability increases the risk of acute malnutrition and some 3 million children and young people lack access to quality education. By the end of 2020, there were 5.2 million people displaced within DR Congo, the second largest displaced population in the world.

By December, at least 22 of the country's 26 provinces were affected by COVID-19, with nearly 13,000 confirmed cases and 331 deaths. As the year ended, infection rates were rising exponentially and required special measures in infection prevention and control whilst also seeking to meet the diverse humanitarian needs.

UK support for the children of DR Congo

In 2020 UK supporters donated £1.5 million to UNICEF's work for the children of DR Congo.

**£1.5
million
donated
for the
children of
DR Congo**

The Band Aid Charitable Trust once again supported our emergency work in DR Congo, helping millions of at-risk children and their families to begin to recover from the effects of conflict and Ebola.

UNICEF's work for the children of DR Congo

UNICEF is among the first responders providing a timely and integrated life-saving response to address the acute needs of people affected by forced displacements, natural disasters and multiple public health emergencies.

In 2020 almost 500,000 people benefited from UNICEF's Rapid Response teams, providing life-saving emergency packages to people in acute crisis. Thanks to the dedication and hard work of communities, health workers, UNICEF and our partners and supporters, DR Congo was able to declare an end both to the Ebola outbreak and the measles epidemic. UNICEF helped treat more than 270,000 children for severe acute malnutrition and reach more than half a million people in vulnerable areas with water, sanitation and hygiene supplies and services. More than 100,000 children gained access to education and 8.6 million children received distance learning through radio and television. More than 1.3 million face masks were distributed to communities for infection prevention and control.



SYRIA: CONFLICT

After 10 years of devastating conflict, the scale, severity and complexity of humanitarian needs in Syria remain extensive. Over 11 million people (4.8 million children) require humanitarian assistance and 6.1 million people are internally displaced (2.5 million children). A further 5.6 million people are refugees in neighbouring countries, including 2.5 million children. Continued hostilities inside Syria have caused multiple displacements, and the socio-economic impacts of the coronavirus pandemic are hitting families and children extremely hard.

Grave violations of children's rights continue unabated. Children are killed and injured by the persistent use of explosive weapons in civilian areas. The destruction of health and education facilities and recruitment into the fighting persists.

Years of conflict have dramatically reduced access to basic services in Syria. Around 2.5 million children aged 5 to 17 are out of school, and an additional 1.6 million children are at risk of dropping out of learning. Some 10.7 million people require access to water, sanitation and hygiene services. In addition, COVID-19 containment measures are further eroding access to services, including routine vaccinations, education, protection, and mental health and psychosocial support. Half a million children in Syria are chronically malnourished.

**£0.8
million
donated for
the children
of Syria**

UK support for Syria's children

In 2020, UK supporters donated £0.8 million to UNICEF's work for the children of Syria.

UNICEF's work for the children of Syria

UNICEF is one of the few humanitarian agencies still working inside the challenging and often hostile environment of Syria, as well as supporting refugees in neighbouring countries.

In 2020, UNICEF helped to screen 1.8 million children and mothers for acute malnutrition, with more than 1 million people receiving micronutrient supplements and over 11,000 receiving treatment for severe acute malnutrition. Some 1.3 million children and women additionally benefited from free medical consultations. UNICEF also supported over 14.7 million people to access safe water in Syria, resulting in no major outbreaks of waterborne diseases.

UNICEF and partners also educated more than 650,000 people on the risks of land mines, helping to save lives and promote safe behaviours. In addition, UNICEF provided teacher training, including training on the implementation of COVID-19 health protocols in schools. More than 100,000 adolescents and youth were reached with activities promoting social cohesion and civic engagement, and almost 2 million children in Syria were able to access education in informal settings.

LEBANON: EXPLOSIONS IN BEIRUT

On 4 August, two explosions devastated large areas of the city of Beirut. Originating in the port, the second much larger explosion is believed to have been triggered by 2,750 tonnes of ammonium nitrate stored in one of the warehouses. The explosions sent shockwaves throughout the city, causing multiple casualties and widespread damage. The explosions happened against the backdrop of economic crisis, political instability and rising coronavirus infection rates in Lebanon, threatening the lives and livelihoods of some of the country's most vulnerable people.

Around 1.6 million people, including over 540,000 children, are facing multiple deprivations, including lack of education, protection, clean water and healthcare. The Beirut explosions put extra pressure on the public health and water infrastructure, disrupting water supply to much of the city.

Cases of COVID-19 rose particularly steeply after the explosions. Overcrowded housing conditions in locations where people are unable to pay rent or are displaced due to the explosions increase both the risk of disease spreading, and protection risks for women and children.

**£0.7
million
raised for
children in
Lebanon**

UK support for Lebanon's children

In 2020 we raised £0.7 million for the children of Lebanon.

Burberry

Burberry supported UNICEF's response to the Beirut explosions with an emergency grant to help affected children and families.



UNICEF's work for the children of Lebanon

Thanks to UNICEF and our partners and supporters, around 21,000 children and families received safe drinking water, and more than 17,000 reached with public health awareness and hygiene information. More than 7,000 children and caregivers were provided with mental health, social and emotional support services after the explosions and 1,500 girls and women supported with psychological first aid as well as information and help on the risks of gender-based violence. More than 2,000 children continued to receive their routine vaccinations every month.

CHILDREN'S EMERGENCY FUND

Our Children's Emergency Fund is vital for vulnerable children caught up in 'silent' emergencies: smaller scale, 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 2020 we raised £2.8 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 Pakistan, Venezuela and Burkina Faso. We supported disaster preparedness and risk reduction for children at risk, as well as emergency responses in chronic and complex crises such as Sudan and Mali.



UK support for emergencies

We were grateful to our partners DLA Piper, H&M, London Stock Exchange Group, Louis Vuitton, and Rangers FC for their support for the Children's Emergency Fund.

H&M

Since the 5p plastic bag charge was introduced in 2015, H&M UK/IE has donated the income from the charge to UNICEF UK's Children's Emergency Fund, which helps children caught up in life-threatening emergencies. While H&M UK/IE stopped using plastic bags and moved over to paper in 2018, they continued to charge customers for the bags with all funds raised donated to UK registered charities including UNICEF UK.

To date, H&M UK have raised over £2 million to support UNICEF's work, including more than £110,000 in 2020.

Vodafone Foundation

Vodafone, with grant funding of £200,000 from Vodafone Foundation and technical support from Vodafone Business, supported UNICEF's machine learning and data science efforts, using technological and scientific insights to protect the most vulnerable people.

Louis Vuitton for UNICEF

UNICEF and Louis Vuitton have been working together since 2016 to help millions of children affected by war and disaster. Since the start of the partnership, more than \$13 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, Jordan, Nigeria and Bangladesh.



One Love, One Heart: Marley family and Pandora

In July, UNICEF teamed up with the Marley family, Tuff Gong International and Amplified Music to reimagine the iconic Bob Marley song *One Love*, bringing people together to help children and their families recover from the impacts of the coronavirus pandemic and build a better world. In the UK, donations supported our Save Generation Covid appeal, with each pound donated match-funded by our partner and jewellery company Pandora.

CHILD HEALTH

© UNICEF/DeJongh

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 2020, UNICEF UK committed more than £4.2 million to prevent children dying from preventable diseases.

CHILD HEALTH

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.

In 2020, UNICEF UK committed more than £4.2 million to prevent children dying from preventable diseases.



WAR ON DISEASE

In the last quarter of 2019, we launched War on Disease, an integrated brand, marketing, advocacy and fundraising campaign focused on vaccines to help prevent childhood deaths and disease.

Partnerships and advocacy

UNICEF UK continued its partnership with the Bill and Melinda Gates Foundation to ensure that children under the age of five have access to the high-quality health and immunisation services they need to survive and thrive around the world – an even more pressing objective due to the additional strain that COVID-19 placed on these services.

In January, we launched a new report *Ending Preventable Child Deaths: How Britain Can Lead the Way* and mobilised nearly 3,000

campaigners to help share the report with local MPs. Around 25,000 people signed the petition, calling on the UK Government to help end preventable child deaths, and 37 MPs met with our campaigners at a Parliamentary Drop-In event at the Houses of Parliament.

This was the basis for positive engagement with the Department for International Development (later merged to form the Foreign, Commonwealth and Development Office), as the UK Government recommitted to the publication of an ambitious Ending Preventable Deaths Action Plan. UNICEF UK demonstrated our added value, as we were regularly consulted on the composition of an action plan which ensured that the majority of our key recommendations were reflected within the draft plan.

Our advocacy, linked to War on Disease, also influenced the UK Government's renewed funding for Gavi, the Vaccine Alliance, at a record-breaking summit that raised \$8.8 billion. This support will help protect up to 75 million children against deadly diseases like measles.

Brand and fundraising campaigns

In October 2019, we launched a London-focused brand campaign to drive awareness among our target audiences. It reached over 10.3 million adults. Our mass audience fundraising appeal reached over 40 million people. Integrated TV, online and street fundraising drove more than 25,000 new supporters to make regular monthly donations. Our winter mail, email and SMS appeals to existing supporters raised more than £605,000 for our work to protect children from deadly diseases.

UNICEF UK corporate partner Vitality and the Running World Cup donated £330,000 to support our War on Disease campaign and to support UNICEF South Africa's vaccination programmes. We helped Vitality to achieve more than 390,000 sign-ups for the Running World Cup, unfortunately though due to coronavirus the tournament was cancelled at the semi-final stage. We look forward to continuing the partnership when the tournament can return safely.

**25,000
people
signed
petition
to end
preventable
child
deaths**

COVAX

In 2020 we pivoted our campaign to end preventable deaths of under 5s to respond to the effects of the COVID-19 pandemic. Developing vaccines against COVID-19 was the most pressing challenge of 2020. With a fast-moving pandemic, no one is safe until everyone is safe everywhere.

We campaigned for the UK Government to commit to equitable access to COVID-19 vaccines through COVAX. COVAX is one of three pillars of the Access to COVID-19 Tools (ACT) Accelerator, launched in April by the World Health Organization (WHO), the European Commission and France in response to the COVID-19 pandemic. The COVAX pillar is led by Gavi (the Vaccine Alliance), the Coalition for Epidemic Preparedness Innovations (CEPI) and WHO. Its aim is to accelerate the development and manufacture of COVID-19 vaccines, and to guarantee fair and equitable access for every country in the world. UNICEF is procuring and delivering vaccines on behalf of COVAX.

Nearly 36,000 signed our petition for equitable access to COVID-19 vaccines. We were delighted when Boris Johnson announced his support for COVAX at the UN General Assembly in September. In early 2021, UNICEF UK launched an innovative fundraising campaign for COVAX, partnering with the NHS and multi-faith groups. The campaign will run throughout 2021.

Media coverage

Our Media team supported advocacy and fundraising objectives through sustained media activity on global child health issues, health system strengthening and vaccines throughout the year. The majority of media coverage was on the coronavirus pandemic, with over 2,000 pieces secured. We also secured 156 pieces on broader global health issues, including the decline in uptake of measles vaccines as part of our War on Disease campaign and support for the launch of our Ending Preventable Child Deaths report.

easyJet: helping to end polio

Our Change for Good partnership with easyJet supports UNICEF's vital work to end polio and has helped vaccinate over 30 million children since the partnership began in 2012. In 2020, easyJet raised £336,000 for the continuing struggle to end polio.

Soccer Aid for UNICEF 2018: Eswatini and Lesotho

In 2020, UNICEF UK continued to use the UK Government aid match funding to support women and children in Eswatini and Lesotho. Over the course of three years, the project will reach over 700,000 beneficiaries across both countries through strengthening community-level awareness and knowledge, building capacity of healthcare providers, and improving access to and provision of quality nutrition, health, HIV and early childhood development support and services.

Soccer Aid for UNICEF 2019: Zambia and Sierra Leone

In 2020, UNICEF UK used the UK Government aid match funding to reduce child mortality and stunting rates of children under-five in Sierra Leone and Zambia. By focusing on improving maternal, newborn and child health during the first 1,000 days of life, in two years the project will reach 82,500 children and 14,800 mothers and pregnant women across both countries.

AstraZeneca: Young Health Programme

In January, AstraZeneca announced, as part of their Young Health Programme, support for UNICEF with a \$12.5 million grant over six years to help prevent non-communicable diseases (NCDs) among young people. NCDs are diseases not transmissible directly from one person to another, such as most cancers and heart diseases. The partnership aims to reach more than five million young people, train 1,000 youth advocates, and positively shape public policy around the world over the six years.



**Nearly
36,000
signed our
petition for
equitable
access to
COVID-19
vaccines**

The WHO identifies NCDs as the number one cause of death worldwide and found that 70% of premature deaths from NCDs can be linked back to behaviours that first appear in adolescence.

In 2020, UNICEF and AstraZeneca launched programmes in six accelerator countries – Brazil, South Africa, Angola, Indonesia, Belize and Jamaica. So far, more than 10 million young people have been reached with NCD prevention messages and 531 young people have received training to help them promote healthy lifestyles and NCD prevention.

Children with HIV

We offer our deepest thanks to ViiV Healthcare Positive Action and the Elton John AIDS Foundation for supporting UNICEF's global effort to end HIV and AIDS. ViiV Healthcare Positive Action donated £190,000 to support programmes in Ghana and Nigeria that will help children living with HIV to access quality services. A further Breakthrough grant of £250,000 has supported UNICEF's work to end paediatric HIV in seven priority countries.

With a commitment of more than £290,000 from the Elton John AIDS Foundation, UNICEF also launched the U-Test programme for young people (aged 16–24) in Côte d'Ivoire. This ambitious programme aims to improve the lives of 41,500 young people by providing them with access to vital HIV testing, treatment and information.

Road safety for children and the FIA Foundation

Road traffic injuries are the leading cause of death for children and young people between the ages of 5 and 29. With the support of the FIA Foundation, UNICEF has continued its vital work to keep children safe from road traffic injury. UNICEF collaborated with the Foundation to develop global guidance for safe and healthy journeys to school during the COVID-19 pandemic and beyond. And with a generous grant of €300,000, the Foundation has helped UNICEF to address critical challenges in the transport and logistics sectors, supporting the response to the coronavirus pandemic.



CLIMATE CHANGE

Climate change represents an on-going emergency and crisis 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 the least responsible for climate change, yet they will bear the greatest burden of its impact. Climate change crisis is a child rights crisis and is a direct threat to a child's ability to survive, grow, and thrive.

Children are disproportionately affected by climate change. Children are the most vulnerable to diseases that will become more widespread as a result of climate change, such as malaria and dengue fever. Close to 90 per cent of the burden of disease attributable to climate change is borne by children under the age of 5. 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 by 2040, almost 600 million children are projected to live in areas where the demand for water will exceed the amount available. The drivers of air pollution are the same as those of climate change. Approximately two billion children live in areas where air pollution levels exceed standards set by the WHO – causing them to breathe toxic air and putting their health and brain development at risk.

Additionally, COVID-19 has wrought havoc globally. Similarities have been drawn between how COVID-19 and climate change require global action and affect the most

vulnerable and marginalised. UNICEF recognises that there are concrete solutions that can be taken now in order to better respond and recover from the coronavirus pandemic. The opportunity we have is to reimagine a world that makes children safer today, as well as tomorrow. The world has an unprecedented opportunity to put in place the solutions that respond effectively to COVID-19 now, but that also strengthen the systems to better respond to other crises such as climate change.

UNICEF recognises that the pandemic cannot be used as an excuse to slow down our collective efforts to combat climate change – rather it should be seen as an opportunity to accelerate our efforts. UNICEF is seizing the opportunity to reimagine a more equitable, inclusive and greener world that invests adequately in children and young people.

Accordingly, UNICEF has four key priorities on climate change and environmental degradation:

1. Protecting children from the impact of climate change and environmental degradation.

UNICEF supports initiatives to make schools, health centres, water and sanitation facilities – and other services critical to children’s well-being – resistant to climate and environmental shocks.

2. Reducing emissions and air pollution

UNICEF works with governments to take decisive action to cut greenhouse gas emissions to slow, and ultimately stop, the advance of climate change before it’s too late.

3. Making children the centre of climate change strategies and response plans

UNICEF works with governments and partners globally to ensure children are an essential part of climate change strategies and disaster response plans.

4. Recognising children as agents of change

UNICEF works with young people to elevate their voices on climate change through creative platforms, advocacy, and participation at major UN summits. Children and young people can also play a key role in addressing climate-related risks by promoting environmentally sustainable lifestyles and setting an example for their communities.

In 2019, UNICEF worked with governments of 56 countries to help implement child-inclusive programmes that foster climate resilience and low carbon development. UNICEF UK worked with UNICEF globally to develop the first climate accelerator proposition to help develop public and private sector partnerships on ensuring provision of sustainable energy to child-centric locations such as schools, health care facilities and water systems. UNICEF UK also helped develop partnerships with key partners to tackle climate change in countries such as Nepal and Madagascar. While in the UK, we worked with children and young people on the OutRight campaign (see page 11).

Jersey Overseas Aid: Nepal

We are immensely grateful to Jersey Overseas Aid (JOA) for their support of UNICEF’s conservation livelihoods programme in Nepal. The programme will enable communities to conserve forests, reduce indoor air pollution and enhance local livelihood opportunities for 12,000 rural households. JOA’s invaluable support will benefit 20,000 children through improved air quality, increased disaster resilience at schools and health facilities, and the conservation of the natural environment.

Extreme E: climate education in Greenland

In 2020, we announced a partnership with Extreme E, an off-road electric car racing series, to support UNICEF’s climate education work in Greenland. With Extreme E’s support, UNICEF will design, develop and implement educational resources to enable teachers and school children across Greenland to understand and start to address the climate issues that are putting their future and the future of generations to come at risk.



CHILD NUTRITION

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 of the damage to their physical and mental development.

UNICEF works to prevent malnutrition as well as provides about 80 per cent of the world's supply of life-saving food for malnourished children.

In 2020, UNICEF UK committed £5.7 million to keep children safe from hunger and malnutrition.

The Power of Nutrition: Liberia

UNICEF's partnership with The Power of Nutrition continued to work towards our joint commitment of co-investing \$100 million into global nutrition programmes. In 2020, the Power of Nutrition continued supporting our nutrition programmes in India and Benin, while for the first time renewing a programme with us in Liberia, for \$10 million over three years.

Children's Investment Fund Foundation (CIFF)

The Children's Investment Fund Foundation continues to be an invaluable partner, supporting efforts to tackle child malnutrition. CIFF has supported crucial initiatives to prevent and treat child wasting and severe acute malnutrition around the world. This includes a \$9.3 million investment to support UNICEF's work as part of the End Child Wasting collaborative – the first unified effort to eradicate child wasting.

We are also deeply grateful for CIFF's commitment of \$864,000 to YuWaah!, a UNICEF initiative to strengthen skills' development and the transition of young people from education to work in India.

Vitality: life-saving food

Our partnership with Vitality is helping child nutrition. In 2020 we agreed a new, two-year partnership. Vitality is donating packs of life-saving food for severely malnourished children when members make healthy living choices. Thanks to Vitality and their members, UNICEF has provided over 1.3 million sachets of life-saving food for children in Burundi, Zimbabwe, South Sudan and Ethiopia since 2016. In 2020, Vitality helped UNICEF provide ready-to-use therapeutic food sachets for severely malnourished children in Ethiopia.

Vitality was also an official partner of Soccer Aid for UNICEF, continuing their support for the campaign and featuring across match day, training week and social media activations.

WATER, SANITATION AND HYGIENE

Every day, more than 700 children under the age of 5 die from diarrhoeal diseases caused by poor water and a lack of sanitation and hygiene. In areas of conflict, children are nearly 20 times more likely to die from diarrhoeal disease than from conflict itself. Despite COVID-19 putting the spotlight on the importance of hand hygiene to prevent the spread of disease, 3 billion people worldwide, including hundreds of millions of schoolchildren, do not have access to handwashing facilities with soap.



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. In 2020, UNICEF distributed critical water, sanitation and hygiene services and supplies for 106 million people, including 58 million children.

Domestos: better sanitation

Since 2012, the global partnership between Domestos, Unilever and UNICEF has helped more than 29 million people have cleaner, safer toilets.

The partnership is currently 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.

Lifebuoy and Domestos: better hygiene and sanitation in schools

UNICEF, Lifebuoy and Domestos have formed a Partnership for a Clean India to improve the use and maintenance of water, sanitation and hygiene facilities in 150,000 schools across 14 states in India. The initiative will benefit around 30 million children. The partnership is part of the broader objective to help ensure the availability and sustainable management of water and sanitation for all.



DISPLACED CHILDREN



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.

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

DISPLACED CHILDREN

Millions of children are on the move. Some are driven from their homes by conflict, poverty or climate change; others leave in the hope of finding a better life. In all cases, vulnerable children and families urgently need governments and child protection systems to recognise their situation and ensure their long-term safety.

Too often migrant and displaced children encounter danger, detention, deprivation and discrimination on their journeys, at destination or upon return. They may be forced into child labour or early marriage, exposed to smuggling and human trafficking, or put at risk of violence and exploitation.

Basic rights such as education and health may not be fulfilled, combined with the impact on children's mental health and well-being. The COVID-19 pandemic exacerbates this situation: migrant children frequently live in cramped conditions, with limited access to clean water, sanitation and hygiene rendering them particularly vulnerable to the immediate and secondary impacts of infectious diseases. Such difficulties can have profound physical and psychological consequences that prevent migrant and displaced children from reaching their full potential.

Family Reunion petition

In October, we delivered our Family Reunion petition with over 136,000 signatures to the Home Secretary, calling on the Home Office to ensure refugee children can safely reunite with their families here in the UK.

The petition hand-in coincided with the final stages of the Immigration Bill, and our accompanying letter to the Home Secretary urged the Government to take action and extend the definition of family under the UK's current domestic immigration rules. Taking this action would mean that vulnerable unaccompanied refugee children would be more easily able to reunite with their family members already resident in the UK. Although the amendment to the Immigration Bill did not pass a vote in the House of Commons, the Home Office have committed to conducting a review of the safe and legal asylum routes.

World Refugee Day

We marked World Refugee Day with the launch of a new report Education Transitions for Refugee and Asylum-Seeking Children in the UK. This report and the letter from the Youth Advisory Board marked a critical moment where we came together to champion the rights of every child to a good quality education in the UK. Having presented the research to civil servants from the Home Office and the Department for Education, we received commitment from the UK Government to incorporate its findings into its future strategy and guidance.

Identifying victims of human trafficking

UNICEF UK is involved in the decision-making process and in evaluating a new, devolved National Referral Mechanism (NRM), a formal process to identify victims of human trafficking. The new NRM will be embedded within the existing child safeguarding system at the Local Authority level, ensuring that support and care of child victims of trafficking is the guiding principle.

CHILD PROTECTION

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Every five minutes it is estimated that a child dies as a result of violence. It's happening now, in countries all over the world. Many children escape wars only to fall into the hands of traffickers where they become victims of sexual exploitation and criminal activity.

In 2020, UNICEF UK committed **£1.2 million** for 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 by armed groups.

CHILD PROTECTION

Every seven minutes an adolescent somewhere in the world is killed by an act of violence. Violence against children happens in every country, and in the places where children should be most protected – their homes, schools, communities and online. Abuse can be physical, emotional or sexual. And in many cases, children experience violence by those they trust.

Sometimes systems and structures can also lead to violence: for instance, if children aren't registered at birth, if services aren't available, and if systems don't protect children. Girls and women are at particularly high risk of harmful practices such as child marriage or female genital mutilation, often carry out the 'double' burden of labour and unpaid care work and are at higher risk of gender-based violence, particularly those with disabilities.

The COVID-19 pandemic risks reversing huge progress made in child protection. For the first time in 30 years, estimates show children are more, not less, at risk of child marriage. As the pandemic has pushed children's daily lives online, reports of suspected online child sexual exploitation have increased. In addition, the economic crisis has seen an increase in child labour as household incomes decrease and there have been huge increases in children reporting worsening mental health including increased anxiety, isolation and fear.

In 2020, UNICEF UK committed £1.2 million for child protection.

**£1.2
million
for 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.

Dove: Self-Esteem Project

Together, Dove and UNICEF have adapted modules on self-esteem and body confidence from the Dove Self-Esteem Project and created new content to be included within UNICEF's existing life-skills programmes in Brazil, India and Indonesia. The partnership aims to equip 10 million young people with essential life skills, so that young people can further develop their self-esteem and body confidence to help them achieve their full potential.

Rugby League World Cup: child protection in Brazil

Rugby League World Cup donated £60,000 to support improvements to Brazil's child protection services – strengthening their capacity to prevent and respond to violence against children, and their ability to reach the most vulnerable children.

Oak Foundation: children's rights in sport

Thanks to a commitment of nearly £390,000 from Oak Foundation, UNICEF UK continues its work to ensure that the rights of all children connected to sport are safeguarded, respected and promoted. This work will include supporting major sporting organisations to implement policies and practices that safeguard and respect child rights, as well as promote the engagement of children. We have also developed new guidance and international standards on human and child rights, and we will ensure these are adopted as a benchmark for good practice.

In 2020, UNICEF UK in addition:

- Co-created the Commonwealth Games Federation's Human and Child Rights Strategy
- Provided technical expertise on child rights, safeguarding and mega-sporting events to the cities bidding to host matches at the United 2026 FIFA Men's World Cup in North America.

We expect our work to protect tens of thousands of children from harm and human rights abuse in and around sporting and other events, including the Commonwealth Games and the United 2026 FIFA Men's World Cup. Each Commonwealth Youth Games alone sees over 1,000 child athletes participate, and at least 200 under-18s take part in the Commonwealth Games. This number is multiplied many times when you also take account of youth fans, child volunteers and children in the host cities that stage the Commonwealth Games, matches at the FIFA Men's World Cup, and children affected by the supply chains for merchandise.

Twinings: supporting adolescent girls in India

Twinings and UNICEF have been working in partnership since 2010 to improve the lives of girls and young women living on tea estates in Assam, India. Girls and young women living on tea estates are vulnerable to a range of child protection issues, including abuse, child marriage, poor school attendance and high drop-out rates, and child trafficking.

With a contribution of £750,000 over five years from 2018, the current phase three of the programme aims to improve the lives of women and children living in 63 tea gardens in three districts of Assam. The programme focusing on child protection, maternal health, nutrition and water and sanitation promotes a protective environment in which adolescent girls and boys are encouraged to stay in school and women and children have access to quality health services and social protection schemes.

UNICEF had to adapt the programme in the face of COVID-19, however thanks to the long-term work in Assam, communities were more resilient and receptive to take the necessary action to reduce the spread of the virus in the tea estates.

Over 120,000 people have been helped by the programme since the start of phase three in 2018.



Safety for children in football

As the world's most popular sport, with tens of millions of children playing every day, getting safeguarding right in football has the potential to have a global impact.

In 2020, UNICEF UK continued to be part of FIFA's expert safeguarding advisory group, helping to make sure football is developed and delivered in a safer and more supportive environment for children. UNICEF UK continued to work with FIFA and the Open University (OU) to develop accredited safeguarding courses that will be available globally to support the implementation of the FIFA Guardians Safeguarding Toolkit. The first course was successfully developed in 2020 and launched in early 2021.

UNICEF UK's work to support FIFA and to develop a first-of its-kind course will help make football a place where children can have fun and develop in a safe and supportive environment, as well as contribute to preventing the abuse of children in football.

Ethical Tea Partnership and the children of Assam, India

Since 2014 the Ethical Tea Partnership (ETP) and UNICEF have been working to address some of the most challenging and systemic issues affecting women, children and families living in tea communities and the surrounding areas in Assam, India. In 2019, ETP and UNICEF won the Big Impact Award by Third Sector Awards for the first phase of the programme, which provided 35,000 adolescent girls with essential skills to reduce the risk of violence, abuse and exploitation.

Now in its second phase, with funding of \$3 million over three years from 2018, 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 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.

The partnership should reach up to 250,000 people in its second phase. Despite the disruption caused by COVID-19, the number of adolescent girls registered in adolescent girls' groups increase to almost 27,000. As coronavirus spread, UNICEF used innovative methods to adapt our work. In education, for example, where school closures affected the planned programme activities, UNICEF successfully advocated for alternative and innovative measures to ensure continued learning. This included take-home self-learning materials and the use of community radio.



CHILD EDUCATION

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Every child has the right to learn, yet at least one in five children are still not accessing education. Education transforms lives, helping to end generational cycles of poverty and disease. UNICEF works to ensure that education is inclusive so that every child has access to learning opportunities, regardless of their circumstances.

In 2020, UNICEF UK committed £4.7 million for UNICEF's programmes to help children get an education – many for the first time.

CHILD EDUCATION

Every child has the right to learn, however even before the pandemic, 258 million children and young people were out of school and an estimated 600 million were not achieving minimum proficiency in maths and reading. Yet education has the power to transform lives, helping to end generational cycles of poverty and disease.

At the height of nationwide lockdowns due to the coronavirus pandemic, up to 1.6 billion children were affected by school closures, causing the largest mass disruption of education in modern history. The closures affected 90 per cent of students worldwide and left more than a third of schoolchildren with no access to remote education.

UNICEF is concerned that prolonged school closures will exacerbate the existing global learning crisis, increase inequalities, and expose the most vulnerable children to heightened risk of exploitation. We know from other crises that the longer marginalized children are out of school, the less likely they are to return. The number of out-of-school children is set to increase by 24 million, to a level we have not seen in years and have fought so hard to overcome.

Access to the technology and materials needed to continue learning while schools are closed is desperately unequal. Likewise, children with limited learning support at home have almost no means to support their education. Providing a range of learning tools and accelerating access to the internet for every school and every child is critical.

We urgently need to reimagine education. A transformative approach to education must have learning at its centre and go beyond traditional understandings of what is to be taught in classrooms. It must also reach all learners – whether in school or out – so that no young person is left behind.

In 2020, UNICEF UK committed £4.7 million for UNICEF's programmes to help children gain access to education – many for the first time.

**£4.7
million
for child
education**

Digital Divide in the UK

Following our initial campaigning on children in lockdown (see page 7), we focused our domestic coronavirus advocacy work around the digital divide and ensuring children can realise their right to education despite school closures. We conducted our own research that revealed the scale of the problem for children – around 1.2 million children affected – and produced a detailed briefing note for Parliamentarians.

We presented our work to a target group of key parliamentarians, including the Chair of the Education Select Committee and Shadow Children's Minister, securing five oral questions to the Secretary of State and numerous written questions. The Government has since committed to providing 1.3 million devices for children to be able to continue their education remotely.

We worked closely with Carnegie Trust UK and co-hosted a roundtable for relevant parties including key civil society stakeholders, academics and private sector organisations. Utilising the discussion points and knowledge-exchange facilitated through the event, we are producing a report detailing our findings and practical recommendations for the Department for Education. These will focus on the need for a resilient and sustainable long-term digital inclusion strategy that will support the UK Government's levelling-up agenda.



Future at Risk

In 2020, we focused on the impact that COVID-19 would have on children's access to health and education around the world. We published *A Future at Risk: The UK's role in addressing the impact of COVID-19* briefing to coincide with the launch of the Foreign, Commonwealth and Development Office (FCDO). This provided the basis for our engagement with Parliamentarians and newly formed teams in government.

We also delivered online events related to the effects of COVID-19 on children's education. In *Opening Up Better: Back to School for Every Girl*, key UK Government and UNICEF speakers explored how the global community can ensure that no girl is left behind in the COVID-19 response. The event provided a platform for donor countries (including the UK) to reaffirm their commitment to girls' education and how to benefit the most marginalized through targeted investments.

Input from youth advocates and UNICEF high-profile supporter Claire Foy triggered calls to action to get every girl learning.

We're calling on the UK Government to make long-term strategic commitments and funding to strengthen health and education systems around the world in the face of the pandemic.

ShoeShare at Clarks

Since 2008, Clarks have raised more than £1.7 million for children. Clarks continue to make a donation to UNICEF for every tonne of old or unwanted shoes they collect. In 2020, despite lengthy store and school closures, the partnership raised over £70,000, supporting UNICEF global education programmes and UNICEF UK Rights Respecting Schools. In addition, Clarks donated £20,000 to support our coronavirus appeal.

Tetley: Malawi tea estates

Tetley and UNICEF kicked off a new, five-year partnership supporting early childhood education at tea estates in Malawi, with an integrated programme of child rights and business principles and training.

The partnership aims to:

- Establish two early childhood development centres
- Help 2,000 children age 0–5
- Support an additional 6,000 beneficiaries, including pregnant and lactating women, parents/caregivers and adolescent mothers
- Train at least 100 frontline workers to integrate early learning and parenting promotion services in their routine work

BT, innovation in digital education

We have been in partnership with BT since 2014. In 2019, BT committed to support UNICEF's programmes in Brazil and South Africa, helping to advance 21st century digital skills for children and young people.

BT committed £800,000 to support innovation in digital education, developed by young people and aiming to reach over 10,000 children. BT also committed £200,000 to support UNICEF's Techno Kids programme in South Africa that aims to improve the quality and relevance of children's education by bringing interactive digital learning into the classroom through robotics.

PwC: Generation Unlimited

In March, PwC and UNICEF, in support of Generation Unlimited (GenU), a multi sector partnership, announced a global collaboration that aims to help upskill millions of young people. The collaboration brings together public, private and civil society stakeholders to develop programmes and innovations that support young people in their path to productive futures and engaged citizenship, and to conduct research on the global skills challenge.

In addition, PwC and UNICEF, are collaborating in India and South Africa to develop, expand and fund education and skills programmes for young people. In November, PwC, UNICEF and GenU launched Stepping forward: Connecting today's youth to the digital future, the first report in a series of thought leadership articles.

People's Postcode Lottery: Uganda, DRC and UK

Since 2017, the partnership between UNICEF UK and People's Postcode Lottery has provided more than £10 million to support children around the world. In 2020, the players of People's Postcode Lottery contributed a generous £2.6 million to provide quality education for children in Uganda and the Democratic Republic of the Congo whose lives have been disrupted by conflict and the coronavirus pandemic, as well as helping to transform schools in the UK into places where children feel safe, nurtured and in control of their futures.



In the Democratic Republic of the Congo, their support ensured children continue to receive quality education in safe and protected environments, including developing radio programmes and adapting the curriculum in response to the pandemic. In Uganda, it is supporting learning for refugee children at the beginning of their educational journey and during adolescence, which in 2020 included providing resources for learning at home. While in the UK, People's Postcode Lottery is supporting our UNICEF UK Rights Respecting Schools programme, empowering children to learn about their rights and become responsible, active global citizens. Additionally, People's Postcode Lottery funding continued to support the role of UNICEF UK Diversity and Inclusion Lead.

Thank you to the players of People's Postcode Lottery for supporting a child's right to an education. In 2020, 32% of all lottery proceeds went to supporting UNICEF's work.

Adolescent education: Lebanon and Jordan

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 fifth year, a Scottish supporter is helping UNICEF provide education for young people in Lebanon, which expanded to Jordan in 2019. In 2020, the annual donation of £500,000 enabled UNICEF to reach over 1,670 young people with life skills, entrepreneurship and digital skills training in Lebanon and Jordan. The supporter also generously provided funds to support UNICEF's emergency work for children and families following the explosions in Beirut.

PARTNERSHIPS



African Drone and Data Academy

UNICEF in Scotland secured a donation of £125,000 per year for three years to support the African Drone and Data Academy programme in Malawi.

The African Drone and Data Academy is an innovative programme designed to respond to a skills deficit in Malawi to maximise the opportunity offered by 'Drones for Good'. Working closely with academic institutions the programme will design and implement a new curriculum allowing young people to learn how to construct and pilot drones as well as how to analyse the data they gather.

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, helping to create a nutrition road map to enable children to get the best start in life, by influencing policies, the government's National Nutrition Mission.

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 2020 it supported: a Benin nutrition initiative; partly match funded by the Power of Nutrition; our Children's Emergency Fund; a solar powered piped water programme in rural Zimbabwe; UNICEF's emergency response in Yemen; a water and sanitation programme in southern Madagascar; and newborn and maternal health in Tanzania.

The Foundation are also committing to expanding the number of programmes within the portfolio. We are very proud of this innovative and sector-leading collaboration and thankful for their support as International Council members.

Charlotte and Peter Bolland

We are very grateful to Charlotte and Peter for their generous commitments to UNICEF's programmes for children. Their philanthropy is supporting a nutrition programme in Sierra Leone and UNICEF's Techno Girls initiative in South Africa that aims to reach adolescent girls with structured coaching, job shadowing and career support. We are very thankful for their support as International Council members and founding board members of the 7 Fund Giving Club

The Data for Children Collaborative

The Data for Children Collaborative launched in September with £3 million funding from the Scottish Government and the University of Edinburgh for a three-year pilot. UNICEF Executive Director Henrietta Fore met with Scottish First Minister Nicola Sturgeon to thank her for the Scottish Government's support.

Based in Edinburgh, the Data for Children Collaborative is a partnership for UNICEF with the Scottish Government and University of Edinburgh. It will use data science expertise from the University and secure relevant data sets to gain insight into some of the most complex challenges affecting children including nutrition, HIV risk factors in Sub Saharan Africa and adolescent mental health.

Thank you to the Scottish Government and the University of Edinburgh for their generous commitment to the Data for Children Collaborative for UNICEF.



UK ADVOCACY FOR CHILD RIGHTS



Department for International Development merger and cuts to UK aid

We responded to the news of the merger of the Department for International Development and Foreign and Commonwealth Office, welcoming the opportunities offered by the new Foreign, Commonwealth and Development Office (FCDO). We also responded to the news in the Spending Review that the UK Government would not meet the 0.7% Gross National Income (GNI) commitment as a result of the coronavirus pandemic. We issued a statement that achieved widespread media pick up and led to spokespeople from UNICEF UK and UNICEF UK Ambassador Martin Bell appearing on ITV News, Channel 5 News, BBC, Sky News and LBC radio to highlight the importance of the 0.7% commitment. We continue to work collaboratively with the FCDO to protect and uphold the rights of every child.

Health and well-being of children in the UK

UNICEF Innocenti's Report Card 16, *Worlds of Influence: Understanding what shapes child well-being in rich countries*, looked at children's health, skills and happiness in 41 Organisation for Economic Co-operation and Development (OECD) and European Union (EU) countries. It included evidence that UK children's life satisfaction and well-being was below average. We presented the findings to civil servants in Wales, England and Scotland. This was an opportunity to introduce key recommendations to the UK Government and devolved Governments, and to encourage greater focus on children's well-being within the coronavirus pandemic response. Our Media team helped to secure more than 35 pieces of coverage on the Report Card and how coronavirus could worsen the situation for children, including the front page of the Financial Times, Sky News, The Times, BBC and Daily Mirror.

Children in Lockdown

In April, we published *Children in Lockdown*, a rapid response paper highlighting the key challenges that the first COVID-19 lockdown posed for children in the UK. This was supplemented by key influencing and advocacy work with the domestic children's sector to call on the Prime Minister to directly address the nation's children and to ensure children and their rights were placed at the heart of the response.

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.

Scotland

In 2020, UNICEF in Scotland and our UNICEF UK Advocacy team worked closely with the Scottish Government and partners to develop the Incorporation Bill and support the Government to deliver on its 2019 commitment to make Scotland 'the best place to grow up'.

In September 2020, the United Nations Convention on the Rights of the Child (Incorporation) (Scotland) Bill was introduced to the Scottish Parliament by Deputy First Minister John Swinney MSP. This bill will ensure that children's rights are fully protected and realised in Scots law, in what is considered one of the most progressive bills of its kind in the world. In March 2021, MSPs voted unanimously for the Bill to become law.

Jersey

UNICEF UK provided technical advice to the Jersey Government to draft a parliamentary bill to indirectly incorporate the Convention into domestic law. The bill, when passed, will introduce a duty on Ministers to apply the Convention to new policy and legislation.

Preventing corporate abuse and realising child rights

In December, we published and launched a new report *Preventing Corporate abuse and realising child rights*, advocating for the introduction of new legislation in the UK that would require companies to prevent child rights abuses and environmental harm. This work builds on our previous work around the UK Modern Slavery Act and supports the campaign that we launched last year, as part of the CORE Coalition, for mandatory human rights and environmental due diligence for businesses in UK.

Modern slavery, supply chains and public procurement

In 2020 the UK Government committed to strengthen the Transparency in Supply Chains clause in the Modern Slavery Act. UNICEF UK, together with other organisations, have been advocating for its strengthening. The Government announced commitments that mirrored our main recommendations.

Child safeguarding and business

In January, the Child Rights and Business Unit teamed up with the UNICEF UK Safeguarding team to launch the Safeguarding and Business Community of Practice, with 13 businesses joining as regular members. We facilitated three successful workshops where experiences and understanding of safeguarding have been shared to enable development of best practice.

Children's rights and digital technology

In 2020, building on our work from 2019, our UNICEF UK Rights Respecting Schools team and our Child Rights and Business Unit partnered with the Open University to deliver two workshops with five Rights Respecting Schools as part of the project *Science of Persuasion*.

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 2020, we helped nine out of 10 maternity units across the UK, supporting more than 600,000 new babies as they entered the world.

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

And we are working with local governments 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



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. Poor nutrition and mental health problems are rising. And every day, many thousands are at risk from violence, abuse and neglect.

Therefore, in addition to our long-term efforts to raise vital funds for UNICEF's work internationally, we have also been delivering programmes in the UK for more than 25 years, in line with our universal mandate to be there for every child, as set out in the UN Convention on the Rights of the Child (UNCRC) and Sustainable Development Goals (SDGs).

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.

We currently work in all four nations of the UK reaching more than 2.5 million children each year through our Baby Friendly Initiative, Rights Respecting Schools and Child Friendly Cities and Communities programmes. Within the UK, our domestic work is funded separately, either through fees for services, specific donations, or a very small part (less than 5%) of our income.



BABY FRIENDLY

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

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.



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The initiative was introduced to address a fall in breastfeeding around the world and the impact that was having on children's health. Across the decades, 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-to-skin contact, are now routine in almost every hospital across the UK.

800
infant
feeding
specialists
supported
by Baby
Friendly

The Baby Friendly team supports a vibrant and active network of around 800 infant feeding specialists and academics responsible for the support and education of 75,000 health professionals and 5,000 students across England and Northern Ireland, who in turn are responsible for caring for more than 600,000 babies, mothers and their families every year. In addition, Baby Friendly supports the leads for the Scottish and Welsh networks (SIFAN & WIFN), as well as the Qualifications Framework Board which consists of six volunteers.

Today, 93% of maternity units and 90% of health visiting services across the UK are working towards Baby Friendly accreditation. In 2020, we awarded 12 Certificates of Commitment, 12 Stage 1 accreditations, 9 Stage 2 accreditations, 12 full accreditations, 32 re-accreditations, 16 Gold Awards and 12 Gold Award revalidations.



Full accreditation

In the UK, full accreditation has been achieved by 60% of maternity services, 73% of health visiting services, 44% of university midwifery courses, 17% of university health visiting courses, 15 neonatal units and 21 children's centres.

NHS Long Term Plan

NHS England and NHS Improvement and the UNICEF UK Baby Friendly Initiative have agreed a joint support offer for the 38 maternity services that have not yet achieved full Baby Friendly accreditation to become fully accredited by 2024. This is a fantastic opportunity to support more health services to transform their care.

Achieving Sustainability standards

We have continued to support longer-term implementation of the Baby Friendly Initiative through our Achieving Sustainability (Gold) standards for health services and our Achieving Sustainability standards for universities.

Qualifications Framework

We successfully piloted the Qualifications Framework Programme in 2020, with 13 participants becoming UNICEF UK Baby Friendly Qualified Advocates, Practitioners and Leaders after graduating from the six-month programme. The Framework increases knowledge and capacity related to infant feeding and very early child development across public services.

Baby Friendly Conference goes virtual

On 18 November, for the first time, the Baby Friendly Annual Conference was a virtual event, attracting a record-breaking 2,600 delegates and representing a greater international reach than ever before. The vibrant programme featured 11 informative speakers discussing a range of topics, including why the UK needs Black Breastfeeding Week and the importance of maternal mental health. The event was a great opportunity to share new ideas and best practice.

Updating education

The core Baby Friendly education courses were adapted to take place virtually and received excellent evaluation from participants. The courses support better knowledge across the health sector, helping to ensure that families receive high quality and evidence-based care.

Supporting care for babies, mothers and families during the coronavirus pandemic

We published a suite of credible, evidence-based information to support health professionals during the pandemic, including statements, education documents, guidance sheets and FAQs, as well as new research conducted via the National Infant Feeding Network.





© UNICEF/Dawe

More than 1.5 million children in the UK now attend school that are rights respecting registered. The UNICEF Rights Respecting Schools Award (RRSA) improves the lives of children in the UK by taking a whole school approach to putting children's rights at the heart of school policy and practice.

By embedding children's rights in daily school life, RRSA aims to equip every child with an understanding of their rights and the ability to speak up for them. This gives them a voice to challenge injustice and abuse - whether in their own lives or in the lives of others – and enables them to build stronger mutually respectful relationships with adults and peers.

This gives children a better chance of leading safe and happy lives, and of being responsible and active citizens.

In 2020, 434 schools newly registered, bringing the total of Rights Respecting Schools to around 5,000 (nearly one in five of all schools in the UK). In Scotland, more than half of all primary and secondary schools are registered.

Programme adaptations in response to coronavirus

In 2020, following the outbreak of COVID-19 in the UK, our Rights Respecting Schools team suspended assessments, training and other in-school activity, moving to virtual delivery of all aspects of the programme. The team switched focus to delivering business as usual in the new climate and continuing to engage teachers in child rights education at a time of extreme turbulence for the sector. Alongside sector instability many staff in the team were furloughed for much of 2020.

We adapted the school accreditation visit, which forms the core of the programme, to an online format. The virtual accreditation visit was soft launched from June and rolled out in September.

Similarly, the training sessions that form part of our offer to schools were moved online. During the first lockdown when most children were not learning in school, we provided Starting RRSA eLearning free for all participating schools. We added a second course Strengthening RRSA to the eLearning offer. More than 1,100 users began Starting RRSA, while more than 1,880 users started the new Strengthening RRSA course.

In April, we launched Article of the Week, a weekly resources pack for remote learning. This pack provides easily accessible child rights education activities for participating schools. The format is responsive to current news and assists teachers in delivering remote learning. The pack has been extremely successful with schools and received an average of 660 downloads per week between April and December. Article of the Week will continue in 2021.

Going for gold

In 2020, despite schools being closed for most pupils for nearly four months, we awarded 41 Gold (Rights Respecting) accreditations, 114 Silver (Rights Aware) and 413 Bronze (Rights Committed). There are now 603 schools in the UK that have achieved our highest Gold accreditation and 1,325 schools that have achieved Silver.

Impact for UK children

In 2020 RRSA published a collation of their evidence findings from the years 2017 to 2019, highlighting the key impacts for children learning at participating schools. The evidence report shows that children at schools who have progressed through the Award:

- Know about rights
- Can exercise their rights
- Feel valued
- Can recognise the rights of others

Knowledge of rights is central to these impacts since they not only set standards that children can expect, but also empower children to challenge when these standards are not met.

Rugby League World Cup

UNICEF and the Rugby League World Cup 2021 announced a new ground-breaking partnership, launching UNICEF as the official charity of the tournament. The partnership will use the power of sport to raise awareness and funds for UNICEF's work for children around the world.

In 2020, Rugby League World Cup generously donated funds for UNICEF's Rights Respecting Schools programme, focusing on reaching children at 115 schools in Newcastle, Sheffield, Durham and the Tees Valley (Middlesbrough, Stockton-on-Tees, Redcar and Cleveland, Hartlepool, and Darlington).



CHILD FRIENDLY CITIES AND COMMUNITIES



More than 350,000 children in the UK live in a community that is working with UNICEF UK to put children's rights at the heart of local decisions, services and spaces. Child Friendly Cities and Communities (CFC) works with councils across the country to put children's rights into practice. The programme is part of Child Friendly Cities – a global UNICEF initiative that reaches more than 30 million children in over 40 countries.

In 2020, seven cities and communities across all four UK nations were taking part in the programme: Aberdeen, the London Borough of Barnet, Cardiff, Derry City & Strabane, Liverpool, Newcastle, and the London Borough of Redbridge.

CFC adapts to the coronavirus pandemic

In January, CFC provided advocacy training for 70 young people at the Nordic Children's Summit in Copenhagen, and supported more than 100 children in Derry City & Strabane as they met with council leaders to decide where to prioritise their child-friendly efforts.

As COVID-19 hit, we pivoted online to support candidate UNICEF Child Friendly Cities and Communities to maintain momentum by thinking innovatively about how to continue to deliver real impact for children. The entire suite of CFC children's rights training was adapted for online delivery. Engagement was high, with over 200 people trained – ranging from frontline and youth workers, to local politicians, children and young people, and UNICEF staff in the UK and USA.

A brand-new training course on how to carry out Child Rights Impact Assessments (CRIA) was developed and delivered online in 2020 – supporting policy and strategy officers to mainstream children's rights into local plans and policies.

Championing a child-rights based approach to COVID-19

Councils were at the forefront of the COVID-19 response in 2020, and we worked closely with candidate councils to ensure a child rights-based approach to this response.

Examples include child-friendly versions of coronavirus recovery plans (Cardiff), mapping local mental health support for children (Redbridge), running regular youth-led COVID-19 Q&A sessions with council leaders (Liverpool), and engaging children in budget-setting processes (Derry City & Strabane).

To support the shift towards digital engagement with children and young people and protect their right to express their views in all matters that affect them, we produced new guidance for frontline workers on how to engage with children online, as well as how to create safe digital environments. This guidance was translated into German by UNICEF in Austria and used to support engagement with children in Austria, Germany and Switzerland.

Children's rights at the heart of recovery planning

We worked with candidate councils as they began their recovery planning, encouraging them to use this opportunity to reimagine cities and communities from the perspective of children and young people.

Through in-depth analysis of the impact of the pandemic on children and collating best practices from the UK and abroad, we compiled guidance that will support all councils to place children at the heart of their post-pandemic planning.

FOOD POWER FOR GENERATION COVID

In addition to our three core programmes in the UK, we also launched a new timebound domestic initiative to respond to the coronavirus pandemic during 2020.

Following the introduction of the first national lockdown in March, we undertook a rapid response assessment to determine the impact of coronavirus on children in the UK. Our initial assessment highlighted that the risks of the pandemic to children's health, well-being and futures were likely to be profound.

We estimated that:

- **NUTRITION** – more children in the UK would face food insecurity as redundancies and job losses took a toll on family finances
- **EDUCATION** – 700 million days of education would be lost in the school year
- **HEALTH** – a stretched health system would mean children had less access to healthcare and other essential services
- **PROTECTION** – thousands of children would be at greater risk of abuse, both in their homes and online
- **PARTICIPATION** – the voices of children and young people were at risk of being absent from decisions made about their lives.

On the back of the rapid response assessment, we explored areas where, as a UK charity, UNICEF UK could lend our support. In summer 2020 we launched *Food Power for Generation Covid*, our domestic response to help ensure that children and families had access to food and support during the coronavirus pandemic. Building on more than 25 years' experience working directly in the UK, we formed a new partnership with Sustain: the alliance for better food and farming, to award small-scale grants (between £5,000 and £50,000) to local food banks, food pantries and other similar organisations.

Since the start of the response, we have successfully awarded grants to over 30 community organisations in England, Scotland and Wales, reaching up to 15,000 vulnerable children and their families. Some of the projects supported include Cardiff, Flintshire, Newcastle and Thanet, where cooked meals or meal kits using easy, economic and healthy recipes are provided to families. Aberdeen established its first mobile community pantry. In Blackburn with Darwen, new mothers received support packages and in Stockton on Tees, fresh fruit and vegetable packs were delivered, as well as baking bags and meal kits to support family cooking during the winter holidays. The work was also featured as part of Soccer Aid for UNICEF 2020 and in the *A Game of Two Halves* documentary by our UNICEF UK Ambassador James Nesbitt.

30
community
organisations
awarded
grants

As a timebound emergency initiative to the coronavirus pandemic, *Food Power for Generation Covid* completed in April 2021.

FUNDRAISING FOR CHILDREN

Our total income for 2020 was £109.4 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 2020 income, the contribution of UNICEF UK to UNICEF's core programmes amounts to £22.5 million.



7: The David Beckham UNICEF Fund

2020 marked the fifth year of 7: *The David Beckham UNICEF Fund* and the second full year of implementation of 7 Fund programmes that are helping to break down barriers and unlock the incredible potential of children in El Salvador, Indonesia, Nepal, and Uganda.

Additionally, in his Goodwill Ambassador capacity, David supported key global campaigns including Early Moments Matter, the first International Day to Protect Education from Attack, and the International Day of the Girl – where his posts highlighting the changes needed to help give every girl the chance to learn received 1.7 million likes on Instagram.

Philanthropists, private fundraising events, trusts and corporate support raised significant sums for the Fund in 2020 and introduced new supporters to UNICEF.

For more information and details about the Fund, please visit www.7.org

The 7 Fund Giving Club

In 2020, we celebrated the first anniversary of the launch of the 7 Fund Giving Club in partnership with David Beckham. The year has seen successful growth in membership numbers. The Club brings together a group of individuals committed to making a difference for children.

We want to give a sincere thank you to new and founding members, who are helping UNICEF to reach 200,000 children and their families over a three-year period, by supporting four programmes in El Salvador, Indonesia, Nepal, and Uganda.

These projects aim to break down the barriers that prevent children from reaching their potential, with a particular focus on girls. We are very grateful for the £1.3 million of pledges and support received to date towards the Club's ambitious £5 million goal from our members: Paul Edwards (Chair); Peter and Charlotte Bolland; Clive and Helene Gillmore; Nigel, Sarah, Annabel, Amelia and Olivia Hammond; Johan and Claire Levavasseur; Sam and Jo Norman; SJM Concerts; Colin and Sue Stone. We also extend our deepest thanks to our four anonymous donors.



Paddington™

Our brand partnership with Paddington Bear went from strength to strength in 2020, raising more than £1.8 million for children.

In 2019, we launched Paddington's Postcards, a new subscription product for parents with primary school aged children. Each month, a child receives personalised post, packed with stories, fact cards and stickers, encouraging learning of UNICEF's work for children in different countries around the world.

Paddington's Postcards was a great product for families in 2020, who more than ever needed exciting and educational content for children having to learn at home with schools closed due to the coronavirus pandemic. By the end of 2020, Paddington's Postcards had more than 25,000 active monthly subscribers and had expanded to Ireland, New Zealand and Australia.

For a third year, to mark end-of-year celebrations, Paddington's Parcels offered supporters the opportunity to send presents full of Inspired Gifts to vulnerable children. We sold over 1,500 parcels in 2020. We also sold 3,970 Paddington branded advent calendars during the Christmas period. Finally, children in primary schools up and down the country learned their rights with Paddington as part of the OutRight campaign (see page 11).

Arm

Since 2015, UNICEF has partnered with Arm to accelerate the development of new technologies and help the most vulnerable children across the world.

Arm's funding, expertise and network of partners, combined with UNICEF's convening power and global presence, has enabled us to deliver real social value for children on a large scale. To date, our partnership has benefited over 320,000 children and their families and has supported over 700 entrepreneurs and young innovators seeking to bring the life-changing benefits of technology to vulnerable people.

Kurt Geiger

Kurt Geiger and UNICEF UK launched a new partnership as part of their 2020 holiday campaign, focused on spreading kindness. Kurt Geiger's £150,000 grant was especially valuable as it allowed us to direct money where children's need was greatest during our ongoing coronavirus appeal.

PJ Masks: Bedtime Heroes

In October, working in partnership with PJ Masks (created by eOne, Hasbro's global entertainment studio), we successfully launched a second subscription product, PJ Masks Bedtime Heroes. Bedtime Heroes is designed for pre-schoolers, with families receiving a special bedtime pack through the post every month. Packs are filled with PJ Masks bedtime stories, activities, stickers and more, helping make bedtime special and relaxing for children and parents in the UK.

DLA Piper: child protection

DLA Piper and UNICEF have been working together to protect children's rights since 2013. During the past seven years, DLA Piper have supported UNICEF's child protection work globally, ensuring children are protected from violence and exploitation. In 2020 DLA Piper focused their support on our work in emergencies by generously donating to UNICEF's response to the Beirut explosion and through funds raised by employees for the Children's Emergency Fund.

In addition, DLA Piper lawyers globally have generously shared their technical expertise, providing over 27,000 hours of pro bono expertise to support UNICEF's work with children around the world.

M&S: Sparks Rewards

Marks & Spencer (M&S) and UNICEF have been in partnership since 2011, focusing on delivering programmes and interventions with life-changing results for children and their families.

M&S currently raises valuable funds for UNICEF through the Sparks Rewards Scheme. As part of this scheme, M&S supports causes that their customers care about by donating 1p to the customer's nominated charity every time they shop with Sparks. In 2020, the partnership raised over £61,000, providing flexible funding for UNICEF to help children in the greatest need. In total, M&S has now donated an incredible £500,000 to UNICEF through the Sparks Rewards Scheme.

ShareGift

The share donation charity ShareGift continued to support UNICEF UK by making another unrestricted gift for UNICEF's work worldwide. Through their generosity, they are helping UNICEF reach children and families where the need is greatest.

Individual supporters

Our regular givers and other members of the public donated over £50 million to our work for children via our direct marketing campaigns.

We inspired more than 93,000 new regular givers to start supporting UNICEF. Regular giving now generates over £37 million per year (including Gift Aid) for our work for children.

Corporate supporters

In 2020, UNICEF UK corporate partners donated more than £23.3 million with valued support from Arm, AstraZeneca, BT, Clarks, Clipper Race, DLA Piper, easyJet, Ethical Tea Partnership, Extreme E, H&M, Kurt Geiger, L'Occitane, LSEG Foundation, Louis Vuitton, M&S, Paddington TM, Pandora, People's Postcode Lottery, PJ Masks (created by eOne), PwC, Rangers FC, Rugby League World Cup, Tetley, Twinings, Unilever, Vitality and the Running World Cup, and Vodafone Foundation.

Community fundraising

Despite facing a really challenging and unusual year because of coronavirus, individuals, schools, faith groups and organisations such as the Rotary and Lions clubs continued to volunteer their energy, enthusiasm, time and passion to raise money for children in danger. Our community fundraising groups continued to humble us with their dedication, raising nearly £200,000 for children in 2020.

Clipper Race

UNICEF has been the Charity Partner for the Clipper Round-the-World Yacht Race since the 2015–16 edition, raised more than £1 million to date, including over £200,000 in 2019. Unfortunately, in March 2020, the race was postponed because of the coronavirus pandemic but we look forward to the race hopefully resuming safely in August 2021.

Challenge events

2020 was an incredibly challenging year for challenge events, with significant disruption and cancellation of most events because of measures to prevent the spread of coronavirus. Despite this, members of the public continued to find innovative and ingenious ways to support our work, donating over £270,000.

Gifts in Wills

Legacies continued to provide a large proportion of the unrestricted funds for UNICEF UK in 2020. In response to the coronavirus restrictions, we ran our first virtual event for supporters who have included a gift to UNICEF in their wills. We also launched a new TV campaign and a free wills-writing service to help our supporters write their wills.

We are so grateful to the 92 people who left a gift in their will to the world's children in 2020. Together, these generous gifts totalled nearly £5 million, which will go towards our programmes empowering children across the world to reach their potential. 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 2020, 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: Naza Alakija; Eric and Kirsty Bendahan; Charlotte and Peter Bolland; The Fraxinus Trust; Clive and Helene Gillmore; Joe Jarvis; Johan and Claire Levavasseur; The Moondance Foundation; Sam and Jo Norman; Michael Rosenberg; Colin and Sue Stone; The Talent Fund; and The Bradley and Katherine Wickens Foundation.

Thank you to our Scotland Advisory Board for their support: David Duke MBE, Fiona McFarlane and Malcolm Robertson. Thank you also to our very generous supporters who wish to remain anonymous.

Trusts and foundations

In 2020, UNICEF UK received invaluable support from charitable trusts and foundations, including The Band Aid Charitable Trust, The Birrane Foundation, The Children's Investment Fund Foundation (CIFF), FIA Foundation, Oak Foundation, The Power of Nutrition, The John and Sally Reeve Charitable Trust, ShareGift, and The Constance Travis Charitable Trust.

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.

Statutory partners

UNICEF UK is extremely grateful for the continued support of our valuable partners the UK Government, the Scottish Government and Jersey Overseas Aid. These partnerships are crucial in helping UNICEF deliver life-changing programmes for children around the world.

Stewardship

The coronavirus pandemic led us to refine our stewardship events programme, turning this key channel virtual and innovating the scheme as a whole. The team delivered several key touchpoints for 7: The David Beckham UNICEF Fund, Global Guardians, vice-presidents and advisers, as well as virtual in-county briefings.

The Stewardship team also provide valuable support across UNICEF UK, as we positioned ourselves as the virtual events experts. These moments delivered various objectives from fundraising to thought leadership, as the team managed events from the Eleva Foundation pitch, the Youth Justice Report for Scotland, and Build Back Better – a major international advocacy virtual event.



Global Guardians

UNICEF UK is enormously grateful to our Global Guardians, a small group of special supporters who make regular gifts to our core programmes for children around the world. Global Guardian donations give us the flexibility to respond wherever the need is most urgent, whether this is essential funding for a long-term programme or responding to a humanitarian emergency. In 2020, Global Guardians donated almost £500,000 in core funding through the Global Guardian programme and Soccer Aid for UNICEF as well as a further £30,000 for UNICEF emergency appeals.

UNICEF NextGen London

NextGen London 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 2020 sales from NextGen's cookbook Bake for Syria, accompanied by fundraising activity undertaken by members across the NextGen network, raised vital funds for children affected by the conflict in Syria.

Words By, NextGen's poetry anthology that focuses on freedom of expression and identity, raised funds for the Children's Emergency Fund through book sales and in-person events and activities in the first quarter of 2020.

In response to the urgent funding needs caused by the coronavirus pandemic, NextGen launched a working group to formulate a fundraising project inspired by the concept of virtual cook-alongs. Homemade, a global initiative that sees international chefs teaching online cooking classes, is set to launch in January 2021, co-led by NextGen London and NextGen USA, with proceeds benefitting UNICEF's global coronavirus appeal.

Cards and gifts

Thanks to our generous supporters, £283,000 was raised through sales of UNICEF cards and gifts, as well as donations added to orders.



Inspired Gifts

In 2020 our supporters gave £1.1 million in Inspired Gifts for children in danger. Inspired Gifts are real, life-saving and life-changing supplies that UNICEF supplies for children and communities around the world.

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

- Polio vaccines to protect 123,000 children
- Enough warm blankets to keep 6,775 Syrian children warm
- 128,000 bars of soap to help prevent the spread of disease



LOOKING AHEAD: STRATEGIC PLAN 2019–22



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 UN 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

The coronavirus pandemic has transformed life as we know it, with a myriad of evolving dynamics impacting both our immediate and surrounding environments. Economic and political changes such as the recession, Brexit, unemployment and financial security, as well as the changing social dynamics resulting in increased polarisation on certain topics are among the factors that we need to consider in order to thrive in this new world.

While UNICEF UK responded exceptionally well to the coronavirus crisis, both internally (employee engagement scored highly on our coronavirus response) and externally (income targets surpassed budget expectations), the UK fundraising market remains mature with fierce competition. There is an increasing competitive intensity from both 'traditional' charities and new forms of competitors in the shape of socially conscious businesses, which is expected to continue going forward.

We are also facing more stringent regulation impacting traditional fundraising –giving rise to new era of 'data-less donor'. This coupled with our commitment to compliance is resulting in a shift in approach to connect and engage with supporters.

Strategic plan

Within this challenging context, our 2019–22 Strategic Plan continues to provide the framework to deliver increasing income, influence and impact. It enables us to deliver against our vision and mission while responding to the environment we operate within.

STRATEGY:

Our primary aim is to deliver efficient income generation, while also focusing on the activities that will deliver the highest impact and influence to drive change for children.

OBJECTIVE 1	OBJECTIVE 2	OBJECTIVE 3	OBJECTIVE 4	DELIVERING DIRECT IMPACT
Achieve exceptional public engagement	Build on great partnerships	Develop tomorrow's supporters	Build an organisation for the digital age	Protect child rights through UK advocacy and programmes
Strengthen and differentiate the UNICEF brand in the UK to maximise awareness and consideration through to donations.	Tailor supporter experience for high-value and target audiences, driving long-term support to maximise income potential.	Develop pipeline of supporters/partners innovating new products and new models of engagement – with target audiences, insight and digitisation at the core.	Invest in data, technology and people to deliver integrated platforms that transform the supporter experience, enable insight and drive efficiency through process automation.	Promote, protect and uphold children's rights through our advocacy and programmes delivery.

Our focus for 2021 is efficient income generation. We will continue to diversify our products and channels and further tailor our approach to audiences to deliver a stronger supporter experience, while developing new supporter pipelines and delivering growth through the conversion of existing relationships built in 2020 to ensure we have a sustainable platform for future growth.







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ENABLERS

Capabilities that enable us to deliver our strategic objectives. We will create a culture that embraces change, empowers employees and delivers the right results fast.

 Agile & Lean	 Talent & Culture	 Evidence & Insight	 Trusted brand	 Digital Innovation
Efficiency and optimisation are at the heart of everything we do. Stop what isn't working and optimise donor opportunities as well as our internal systems.	Retain, develop and invest in our talent. Deliver our diversity pledges while living the UNICEF Way and exhibiting our values in our everyday activity.	Get the right insight and data to the right people at the right time. Use knowledge to inform accountable decisions and performance.	Communicate the UNICEF story in a compelling and innovative way across all key channels.	Discover, experiment and scale digital innovations that improve or reinvent our activities.

Our enablers create the foundation and springboard for us to deliver on our strategic objectives and direct impact.

Our aim going forward continues to be centred on creating a culture and capability set that embraces change, empowers employees, and delivers the right results fast.

We'll continue our shift towards embedding and embracing an agile project management methodology, whilst stepping up our focus on diversity and inclusion and our organisational culture. Alongside this, we will enhance our decision making with the clarity and backing of insight and performance intelligence, continue to find innovative ways to tell UNICEF's story and explore new technologies that enable better engagement with our supporters.

FINANCIAL REVIEW

Income

In describing our activities and achievements above, we have reported that UNICEF UK delivered a record total income of £109.4 million in 2020. This was 7.9% up compared to the £101.4 million raised in 2019. This is testament to the outstanding work of our staff during the year and the incredible support of the public and our new and existing partners. Key drivers of this were significant year-on year-increases across Direct Marketing (up £5 million or 12%) and Corporate Partnerships (up £7 million or 47%).

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 30 pence to raise the next pound. This covers the costs of raising funds through mail campaigns, supporting our existing donors and recruiting new donors.

It also covers the cost of ensuring UNICEF UK is an organisation built for the future, able to evolve and respond to changes, for example in technology and regulation. Spending money today to secure the future ensures we can continue to maximise the impact we have for children around the world.

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 or investments that yield income or impact over a longer period than a single financial year.

Charitable expenditure

Of the total income raised in 2020, £75.3 million was available for programmes to benefit children. This was up £10.3 million (16%) compared to 2019. Of this, £44.5 million was for specific overseas programmes or countries chosen by our donors, £22.5 million for UNICEF core programmes and £8.3 million for UNICEF UK's advocacy and programmes in the UK, such as our Baby Friendly Initiative and Rights Respecting Schools Initiative.

Excluding fundraising development costs provided by UNICEF, on average, over the last five years, 69 per cent of UNICEF UK's gross income was available for programmes, after fundraising, sales and administration costs. By comparison, and as a result of the strong performance across 2020, the percentage of UNICEF UK's in-year gross income that was available for programmes was 72%.

Governance costs

On average over the last five years, governance costs have amounted to 1% 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 £251,000 (2019: £280,000) was raised from event registration fees, corporate cause-related marketing arrangements, commissions and royalties. After allowing for associated expenditure and management charges, £168,000 (2019: £182,000) 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 £3.6 million. UNICEF UK's policy on reserves is to:

Maintain a general fund at a level that ensures UNICEF UK is able to meet its financial commitments and obligations as they fall due, fund unexpected expenditure when unplanned events occur, and safeguard the charity from uncertainty over future income. In determining the value of reserves to be held, income has been categorised and assessed on the basis of its proportion of total income, the expected growth or decline in each income stream, the number of donors in each income stream as a measure of the degree of reliance, and the level of certainty of each income stream. Expenditure is categorised and assessed based on its proportion of total expenditure, its operational significance, the number of people affected if the expenditure was cut and the source of funding for that expenditure. The appropriate level of reserves are set at an amount sufficient to cover unfunded expenditure from unrestricted funds for a period of four months in the event of a significant fall in income. General funds at the balance sheet date amounted to £2.7 million, which is consistent with the reserves policy.

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. 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 cash at bank held by the group at the year-end amounted to £17.3 million, compared to £11.3 million at the end of 2019. 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 2020.

PRINCIPAL RISKS AND UNCERTAINTIES

Risk oversight and management

UNICEF UK has a strong record of achievement in unlocking resources for UNICEF's programmes and achieving real progress in advancing the rights of all children, in particular the most vulnerable. Given the significant threats and challenges faced by children all over the world, continual review of risk awareness and management together with robust safeguarding procedures are crucial elements of our approach to good governance and the effective delivery of our aims for children. This is of more particular relevance given the fast-moving and sometimes dangerous settings in which UNICEF itself operates, coupled with evolving regulation, legislation and complexity within the UK charity sector context.

The Board of Trustees is responsible for overseeing the management and control of risks for UNICEF UK. This includes leading and setting the mandate and culture for risk management. The Board has a standing item on risk at each of its meetings, and updates UNICEF UK's risk appetite statement every two years. The Board is supported in these duties by the Audit and Risk Committee, who scrutinise and advise on risk and control policies and procedures.

Day-to-day risk management is led by the Executive, who are supported by a Risk Management Group that comprises key senior staff from across UNICEF UK. The Group meets quarterly to oversee the identification and assessment of the major risks to the charity, and their mitigation. The Group reports quarterly to the Audit and Risk Committee and is regularly attended by the Treasurer and another Trustee.

Additionally, risk management is an integral part of planning processes at a strategic, departmental and project level.

Following the resignations of the UNICEF UK Executive Director and Chair of the Board of Trustees in September 2020, UNICEF UK commissioned an independent, externally led review. The review findings, published in January 2021, established that the Board's responses were appropriate in difficult circumstances but did make recommendations to strengthen policies and culture. Input for these policy improvements was received from external legal advisers, the wider UNICEF organisation and from UNICEF UK colleagues, and implementation began in 2021. We also initiated important work on strengthening our values and culture that will be implemented during the course of 2021.

Risk mitigation in 2020

The principal risks and uncertainties impacting UNICEF UK in 2020 were as follows:

1. The coronavirus pandemic that spread across the world in 2020 affected the global economy and resulted in challenges for all organisations, including those in the charity sector.

Like most organisations, the onset of the coronavirus pandemic presented a number of challenges at UNICEF UK, including the continuity of our business operations that is essential to protect the important work that we do for children. There has been an increased focus on the risks to income generation and overall financial position, as well as the risks to operational continuity, including data security and staff well-being. To manage these risks, increased scrutiny and controls were applied where required.

Key income streams affected in 2020 included face-to-face fundraising, income from events, and income directly associated with programme delivery (UK and international) that was disrupted due to the coronavirus emergency.

We took several measures to mitigate the impact of this and to ensure we continued to maximise our support for children around the world at this uncertain time. By making use of our established digital workplace tools, we successfully transitioned to full remote working in March, enabling our colleagues to continue to work efficiently and flexibly throughout the pandemic.

From an income-generation perspective, we reallocated budgeted expenditure from activities such as face-to-face fundraising that were unable to continue, to alternative effective activities (predominantly online direct marketing that delivered strong returns). We launched an emergency coronavirus appeal using broadcast and digital routes to the public, engaged with key partners, instigated a temporary cessation of non-essential activities, as well as increasing financial and cashflow reporting to provide insight to support key decisions whilst also moving to virtual UK programme delivery where possible.

2. The management and optimisation of data in an evolving regulatory environment has been a key risk area in recent years and significant resources have been devoted to mitigating these risks, which we will continue to monitor closely going forward.
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 2020 monitoring, oversight and whistleblowing methods were evolved following external and internal review to continually reinforce our zero-tolerance approach in relation to safeguarding.

The risks affecting UNICEF UK were satisfactorily managed and whilst the charity faced significant operational challenges during the year, these were adequately managed given the prevailing conditions.

STRUCTURE, GOVERNANCE AND MANAGEMENT

STRUCTURE AND ADMINISTRATIVE DETAILS

UNICEF and UNICEF UK

UNICEF (the United Nations Children's Fund) is an international inter-governmental organisation established in 1946 by the General Assembly of the United Nations as a subsidiary organ of the United Nations. Today, UNICEF works in more than 190 countries and territories and in the world's toughest places to reach the children and young people in greatest need.

UNICEF's work is funded entirely through the voluntary support of millions of people around the world and our partners in government, civil society and the private sector. A significant proportion of UNICEF's fundraising and impact is supported by its 33 National Committees – one of which is the United Kingdom Committee for UNICEF (known as UNICEF UK).

A Co-operation Agreement sets out how UNICEF and its National Committees work together.

UNICEF UK is a charitable company limited by guarantee, incorporated under the name The United Kingdom Committee for UNICEF. In line with UNICEF UK's Articles of Association (available on the website), the business of the charity is governed by a Board of Trustees, which is elected by UNICEF UK's members. The Trustees are also Directors for the purposes of company law.

The Board is responsible for overseeing the management of all the affairs of UNICEF UK. It delegates day-to-day management to the Executive Director and the Executive Team.

Trustees

The Trustees who served during 2020 and up to the date of this report were as follows:

	Committees*
Shatish Dasani (Treasurer, 1–23 September; Interim Chair, 24 September 2020–5 April 2021; Chair from 6 April 2021)	F, N, R (Chair)
The Right Honourable Douglas Alexander (Chair, resigned 24 September 2020)	
Sarah Davis (Vice Chair)	F, ARC, R
Caroline Underwood, OBE (Vice Chair, resigned 24 September 2020)	
Sean Carney (Treasurer, from 24 September 2020)	F (Chair), ARC, R
Sir Anthony Redmond (Treasurer, resigned 31 August 2020)	
Dr Alex Connock	F, N
Cosette Reczek	F, ARC (Chair), R
Kirsty Gill (resigned 10 March 2021)	N (Chair), R
Steven Day (resigned 31 August 2020)	
Usama Al-Qassab (appointed 1 September 2020)	N, ARC
Richard Hawkes (appointed 10 March 2021)	
Maggie Atkinson (appointed 10 March 2021)	
Matt Ferguson (appointed 10 March 2021)	

* committee membership as at 31 December 2020

(F = Finance Committee, ARC = Audit and Risk Committee, N = Nominations Committee, R = Remuneration Committee)

Executive team

Steven Waugh	Interim Executive Director (from September 2020) Chief Financial Officer (April to September 2020)
Sasha Deshmukh	Executive Director (April to October 2020)
Nick Roseveare	Interim Executive Director (until April 2020)
Claire Fox	Chief Operating Officer
David Bletso	Interim Chief Financial Officer (from October 2020) Commercial Lead (until June 2020)
Mike Flynn	Deputy Executive Director, Individual Giving
Sophie Gallois	Deputy Executive Director, Communications, Advocacy and Programmes (until December 2020)
Sarah Ward	Deputy Executive Director, Partnerships and Philanthropy (until July 2020)
Anna Kettley	Interim Deputy Executive Director, Programmes and Advocacy (from December 2020)

Professional advisers

UNICEF UK's principal professional advisers include:

- **Independent auditor:** Haysmacintyre LLP, 10 Queen St Place, London EC4R 1AG
- **Internal auditor:** RSM Risk Assurance Services LLP, 25 Farringdon Street, London EC4A 4AB
- **Principal bankers:** HSBC Bank plc, 133 Regent Street, London W1A 4HX
- **Principal legal advisers:** DLA Piper International LLP, 160 Aldersgate Street, London EC1A 4HT; Russell-Cooke LLP, 2 Putney Hill, London SW15 6AB; Bates Wells, 10 Queen Street, London EC4R 1BE; Dentons UK and Middle East LLP, 1 Fleet Place, London EC4M 7WS

Company secretary

Rachel Devitt (until June 2020)
Steven Waugh (from June 2020)

GOVERNANCE

The Board of Trustees and its Committees

The Board is responsible for ensuring that UNICEF UK has a clear vision, mission and strategic direction and is focused on achieving these. 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. It is responsible for ensuring that all UNICEF UK's charitable objectives and activities are within UK law.

The Board acts on the advice and information from its regular meetings with the Executive Director and Executive Team. In 2020, the Board held five formal meetings with the Executive to review performance against the agreed strategic plans of the charity, to assess the charity's financial health, and to consider policies and procedures in areas such as risk management and legal and regulatory compliance. During 2020 the Board and Executive also conducted a number of additional meetings to address issues relating to the coronavirus pandemic and to handle the resignations of the Chair and the Executive Director.

The Board has delegated specific responsibilities to four committees whose membership is appointed by the Board.

- **The Finance Committee** is led by the Treasurer and oversees all activities relevant to income generation and financial management whilst providing assurance to the Board of planning rigour and financial propriety. It oversees assets and significant investments, reviews financial policy and procedure, and assesses major proposals.

- **The Audit and Risk Committee** reviews the 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, monitoring management actions to implement their recommendations. The Committee determines the process of tendering for both external and internal audit services and considers their appointment, fees and independence and objectivity. The work of the Committee is supported by an Independent Member, Saf Rahbour.
- **The Nominations Committee** oversees the appointment and engagement of all high-level volunteers for UNICEF UK, such as the President, Vice-Presidents, Advisers, and celebrity supporters. It also reviews the structure, size and composition of the Board and makes recommendations to the Board regarding succession and recruitment.
- **The Remuneration Committee** assists the Board in determining pay awards to staff and Executive remuneration.

Impact of the charity's operations on the environment

Our London Stratford office has attained an Excellent Rating in New Construction under BREEAM, the world's leading sustainability assessment. We are committed to recycling all of the waste created by our activities. We have adopted the building waste management system that promotes a zero-to-landfill waste solution. We will be developing a more holistic environmental policy in 2021 to clarify our commitments. In accordance with the Streamlined Energy and Carbon reporting (SECR) requirements, UNICEF UK's energy usage and emissions for the year 2020 were as follows:

- UK energy use (kWh): 196,532 (heating, cooling, and electricity)
- Associated greenhouse gas emissions (tonnes CO₂): 50
- Intensity ratio (tonnes of CO₂ per staff member): 0.14

Associated greenhouse gas emission has been calculated in accordance with UK Government GHG Conversion Factors for Company Reporting methodology.

Impact of the charity's operations on the community

Our extensive programmes in the UK (see pages 42–49) help to make sure that every child has the same chance to thrive. We work with the hospitals where children are born, the schools where they learn and grow, and the communities that shape their lives.

We are active in our community, not just within the jobs market, but also through engaging with schools and other partners. Our Rights Respecting Schools work supports approximately 5,000 children in 16 schools in Newham, and we work with the Barts Health NHS Trust through our Baby Friendly Initiative. We are also working with the neighbouring borough of Redbridge and local partners to put the voices and rights of children at the heart of decisions through our Child Friendly Cities and Communities programme.

Maintaining a reputation for high standards of business conduct

In addition to a strong set of values and behaviours, The UNICEF Way (which we will refresh in 2021) that we use to recruit and manage performance, we have a comprehensive suite of policies. This includes a Code of Conduct that includes how we protect children's rights, respect the rights of others, promote and protect UNICEF UK, stay safe and ensure that others are safe and speak up to raise concerns. We also provide training on a wide range of topics, including safeguarding.

In 2020, we began rolling out our Supplier Code of Conduct to ensure best practice in our supply chain, embedding this in supplier contracts while we continued to evolve our guidance on screening for partners, Ambassadors, high-profile supporters and talent purposes.

Trustee engagement with charity matters

The Trustees regularly engage with a variety of organisations and individuals associated with the charity. Unfortunately, the circumstances of the coronavirus pandemic during 2020 necessarily limited opportunities.

Trustees' succession and development

In 2020, the Board of Trustees recruited two new Trustees using external search firms. Shatish Dasani was recruited to the role of Treasurer and elected by UNICEF UK members at the Annual General Meeting in June. In September, Shatish Dasani was elected Interim Chair. Usama Al-Qassab was elected trustee at the June AGM. UNICEF UK is grateful for the service of Trustees who stood down from the Board in 2020.

Following an extensive external search process, the Board co-opted three new Trustees with effect from 10 March 2021: Maggie Atkinson, Matt Ferguson and Richard Hawkes. These Trustees will stand for election by members at the 2021 AGM.

The Trustees may appoint two Vice-Chairs from among their ranks. 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. UNICEF UK allocates an annual budget for training and support to Trustees, and they receive regular briefings on their legal responsibilities and duties.

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 aspires to best practice in governance, particularly as set out in the Charity Governance Code. In 2019, the Board carried out two reviews of effectiveness and governance, both closely aligned to the Code. The Board agreed an action plan based on the recommendations emanating from the reviews and continued work on this throughout 2020. A Board Effectiveness Review, scheduled for October 2020, was postponed by the Board until early 2021. This was to allow the Board to incorporate any additional learnings from a review commissioned in late 2020 following changes in senior leadership.

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.

MANAGEMENT

The Executive Team has delegated responsibility from the Board of Trustees for the day-to-day management of UNICEF UK. It comprises the Executive Director supported by a Chief Operating Officer, a Chief Financial Officer and Deputy Executive Directors with responsibilities across fundraising, advocacy, communications and programme work.

Nick Roseveare held the role of Interim Executive Director until April 2020, when he was succeeded by Sasha Deshmukh. Following Mr Deshmukh's resignation in October

2020, interim arrangements were put in place. At the end of 2020, CFO Steven Waugh was appointed Interim Executive Director and will hold the post until recruitment of a permanent Executive Director.

MANAGING OUR FUNDRAISING

This was an unprecedented year for UNICEF UK, with our work shifting and adapting as the world changed around us, and this was particularly true of our fundraising activities. Yet it was a year that saw UNICEF UK raise a record £109.4 million to support our programmes worldwide – a testament to the responsiveness and innovation of our fundraising.

As in previous years, a wide range of fundraising activities took place including direct mail, television appeals, telephone fundraising, digital fundraising as well as opportunities with our corporate and individual philanthropists and their families.

But there was significant change too. Due to the coronavirus pandemic, our face-to-face fundraising teams paused activity during times of national lockdown, and at others navigated regional tier restrictions. Challenge and community events were switched to other formats, delayed or cancelled. Soccer Aid for UNICEF 2020 was played behind closed doors for the first time, and yet raised a record-breaking £9.3 million for children, with millions of people watching from their homes.

We also grew our subscription products, looking to provide timely relevant content in the midst of the pandemic for parents of pre- and primary-school-age children. The development of our brand partnership with Paddington Bear saw us expand Paddington's Postcards, with over 25,000 monthly subscribers including in Ireland, New Zealand and Australia. In partnership with PJ Masks, we successfully launched Bedtime Heroes designed to make bedtime special and relaxing for children and parents in the UK.

We remain committed to ensuring the highest standards in all our fundraising and are registered with the Fundraising Regulator, adhering to the Code of Fundraising Practice and following best practice guidance from other bodies such as the Chartered Institute of Fundraising and the Data & Marketing Association.

WORKING WITH THIRD PARTIES

Our third-party fundraising partners continue to play an important role in supporting our fundraising and helping ensure we can deliver these activities with the best financial return for our work with children. We require all our fundraising partners to be registered with the Fundraising Regulator and ensure all our contractual agreements outline our expectations for compliance with all regulatory requirements.

UNICEF UK staff are always directly involved in training anyone representing UNICEF UK and work closely with our partners to deliver this. During the periods that our face-to-face teams were able to operate as a result of the pandemic, we increased our mystery shopping (through an independent professional mystery shopping service) – introducing assessment of social distancing measures alongside the usual monitoring of the quality of the fundraiser's work and their adherence to agreed codes of conduct.

Due to the impact of the coronavirus pandemic, we supported our telephone fundraising partners to enable fundraisers to make calls to supporters from their own homes. As part of this work, we reviewed our data protection arrangements, quality monitoring activities and engagement programme to ensure they were tailored to the new ways of working. As a result, we increased the frequency of engagement through provision of updates, training sessions and talks to ensure fundraisers were supported whilst working remotely. Both weekly and monthly quality reporting increased oversight of our activities during this time.

Where appropriate, we continue to undertake welcome calling which ask our newly signed-up supporters how they felt during the conversation with our fundraiser, and to gather their feelings about the experience. This direct feedback is used to continually improve our fundraising.

COMPLAINTS AND FEEDBACK

At UNICEF UK, we are committed to effectively handle all complaints to meet our supporter expectations. We evaluate each complaint using real time data, and reports are monitored by our Executive Team and senior stakeholders on a monthly basis. We submit an annual detailed report and breakdown of our complaints to the Fundraising Regulator to be fully transparent on our commitment to fundraising best practice.

All feedback from our supporters, both positive and negative is acted upon, to continuously review and improve our services. In 2020 we have used this direct insight, to adapt our fundraising and communications to remain relevant during the COVID19 pandemic and continue to offer the highest standards during unprecedented times.

In 2020, UNICEF UK handled nearly 4 million donations and responded to over 52,180 individual enquiries. This included 837 complaints, of which 609 related to fundraising activities and our subscription-based products. This represents an increase in fundraising complaints of 8% compared to 2019 (563). In 2020 our target was to resolve complaints within 10 days, and this was achieved in 70% of cases, the remaining 30% were either more complex cases that took longer to resolve or received during peak periods of contact into our Supporter Care team.

Within this period, UNICEF UK processed 38 requests to change or halt communications via the Fundraising Preference Service.

We follow the Fundraising Regulator's guidance of what we define as a complaint, and our approach to complaints handling is informed by guidance published by the Fundraising Regulator and the Charity Commission. Our internal Complaints Policy has been reviewed externally for compliance purposes, and we have a clear Complaints Process published on our website, along with our Supporter Promise, both easy to find in a Google search. These outline for our supporters and the general public, the standards that they can expect from UNICEF UK.

SAFEGUARDING OUR SUPPORTERS

At every opportunity, we strive to ensure that our fundraising activities enable people to freely donate and do not apply undue pressure. At times, our fundraising communications can display a persuasive proposition on how a donor's support can directly save the lives of children. However, we set clear guidance and provide training to both UNICEF UK and fundraising agency staff on the standards we expect them to uphold when approaching potential donors. UNICEF UK would not accept a donation if we believed that the donor had not freely made an informed decision about their gift.

From time to time, UNICEF UK will have a concern that a donor may not be able to afford a donation they have pledged or may not have been fully informed in the decision they have made. This could be alerted to us by a family member, other third party or maybe through our own quality controls. During 2020, we reviewed and updated our Vulnerable Circumstances Policy to incorporate learnings gained since the previous revision, and the guidance published by the Chartered Institute of Fundraising. Our policy outlines the process we follow when we are alerted to a potential vulnerable circumstance, the steps we take to clarify this and the situations in which we may cancel or return a gift.

As we work with fundraisers in a variety of settings, our training includes characteristics to look out for to identify a donor in a potential vulnerable circumstance. If these

characteristics are noted, our fundraisers are trained to end the conversation without taking a donation. In cases where a donation has already been made, these are alerted internally, and we peer review the donor interactions for quality assurance. All telephone calls are recorded to help facilitate this process and stored for a period of 90 days.

Where there are suggestions that a donor may be in a potential vulnerable circumstance, these are escalated to our Supporter Care Team for an assessment.

SUPPORTER CARE

UNICEF UK hopes that our fundraising activities continue to meet the highest standards and are not considered to be unduly intrusive or persistent; and we welcome feedback from any of our supporters.

Our supporters, and the general public can contact us directly by telephone, email, online live chat, SMS message, and social media via Facebook, Twitter or Instagram. We also offer web forms for specific enquiries and complaints. Through these channels we welcome conversations about any aspect of UNICEF's work and our fundraising. All our contact details are published on our website and easily found in a Google search.

Our Supporter Services Team are available 8am to 5pm Monday to Friday to engage with our supporters on any aspect of their giving. We run an 'out of hours' service with an external contact centre partner to ensure that representatives of UNICEF UK are available 24 hours a day, seven days a week to talk to our supporters and receive donations.

In 2020 our Supporter Services Team handled just under 4 million donations, and responded to over 52,180 individual enquiries, with 66% resolved within 24 hours. All our interactions are logged on our database and we use real-time dashboards to monitor our quality and performance. We invite supporters to provide feedback on our responses and to rate the service they receive via a one-click survey or SMS message. In this way, an average of 90% of responding supporters rated our service as Good or Excellent during 2020.

The UNICEF Way

We pull together to achieve the best possible results for children in danger around the world. We believe in a happy workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children. This belief is key to our continued success and the achievement of great outcomes. The UNICEF Way is a shared set of interlocking principles and behaviours guiding our work and setting out how we work together and the culture we aspire to create. We recognise the importance of continually striving to strengthen our values and culture, and as such we will do further work in this space during 2021. We will further embed our values into our leadership development, management practice, day-to-day working and our internal communications.

Safeguarding children

In 2020 we continued our work to embed best safeguarding practice throughout all of UNICEF UK activities. This included:

- Maintaining our effective relationship between UNICEF UK and the NSPCC to ensure all safeguarding concerns regarding members of the public are swiftly dealt with.
- Working across all areas of our business to ensure safeguarding is considered appropriately in every interaction between UNICEF UK and children, including leading the Team Safeguarding Focal Point group to ensure best practice is fully embedded at all levels of the organisation.
- Working with UNICEF Private Fundraising and Partnerships (PFP) in Geneva to support the other 32 UNICEF National Committees to strengthen safeguarding practice.
- Working with a number of key corporate partners to strengthen their safeguarding practice as part of ongoing partnerships with UNICEF UK in order to maximise impact for children and generate income for UNICEF UK's work.
- Expansion of safeguarding training offer to include tailored team-specific training and mandatory general refresher training with UNICEF headquarters to further embed safeguarding best practice across UNICEF UK.

Remuneration statement

Remuneration arrangements and processes for all employees at UNICEF UK are made 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 reinforce our organisational outcomes, support the recruitment and retention of talent and reflect and promote equality, diversity and inclusion, while balancing the responsibility to deliver the best possible results for children.

We use the Top Charities Salary Survey to benchmark salaries against similar roles in comparable organisations in the voluntary sector.

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, two other Trustees and the Executive Director. 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. No general staff pay increases were awarded in 2020 as a result of the financial uncertainty caused by the coronavirus pandemic.

Equal opportunities and diversity

UNICEF UK is committed to creating a working environment and culture that supports and promotes equity, diversity and inclusion. Our goal is to ensure that this commitment is lived out through The UNICEF Way and our working practices. We provide equality of opportunity and will challenge discrimination on any grounds. We have made significant and exciting progress during 2020, including the launch of our first Diversity and Inclusion Strategy that sets a bold vision with ambitious goals. We are driving the Implementation of this important work through our Diversity and Inclusion working group, an Equality, Diversity and Inclusion survey, and working closely with our staff groups and networks.

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 colleagues is key to our success.

Due to the coronavirus pandemic, we worked remotely from March through until the end of 2020. During this time, we worked hard to continue to engage our staff and find new ways of connecting. We continued to collect quantitative and qualitative data on engagement levels eight times a year, and to act on the findings. A Staff Association, consisting of staff volunteers, 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 colleagues. In addition to attending regular team meetings, all colleagues are invited to regular briefings designed to inform them of matters that concern them, achieve a common awareness of the factors affecting UNICEF UK's performance and provide them opportunity to ask questions and have their voice heard.

During 2020 we rigorously reviewed and strengthen a number of policy areas including our Speak Up policy (formerly Whistleblowing), Equality, Diversity and Inclusion, Dignity at Work, and Conflict Resolution. Input for these policy improvements was received from external legal advisers, the wider UNICEF organisation and from colleagues internally at UNICEF UK. We also initiated important work on strengthening our values and culture, which will be implemented in 2021, and have put processes in place to work more closely with our Staff Association both at Executive and Board level.

Early Moments Matter

In 2019 we launched a new area of policy work on family friendly workplace practices, focusing on supporting children in the earliest moments of their life. In January 2020, in a sector-leading move, we equalised our parental leave for all UNICEF UK employees. This policy acknowledged the equal role of each caregiver in raising a child. Our announcement was covered widely across traditional and social media. Highlights include coverage on BBC News Online and BBC News Afternoon Live.

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 for UNICEF campaigns. UNICEF UK's shares attracts 100% of the income and expenditure of this joint venture company that is incorporated into the group accounts of UNICEF UK (refer to Accounting policies on page 79).

Trustees' responsibilities

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
- 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.

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 2020 was 40 (2019 – 61). The Trustees have no beneficial interest in the charity or the group.

EXTERNAL AUDIT

Haysmacintyre LLP 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 14 May 2021 and signed on their behalf by Shatish Dasani.



Shatish Dasani
Chair

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 2020, 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 2020 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.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

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 includes the strategic report and the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the 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) requires 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.

Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on page 70, 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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the group and the environment in which it operates, we identified that the principal risks of non-compliance with laws and regulations related to those standard to large UK charitable companies, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006, Charities Act 2011, Charity Accounts (Scotland) Regulations (as amended), Charities and Trustee Investment (Scotland) Act 2005, corporation tax, payroll tax and sales tax.

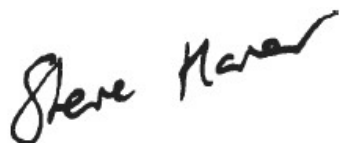
We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to posting inappropriate journal entries to revenue and management bias in accounting estimates. Audit procedures performed by the engagement team included:

- Inspecting correspondence with regulators and tax authorities;
- Discussions with management including consideration of known or suspected instances of non-compliance with laws and regulation and fraud;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journals, in particular journal entries posted with unusual account combinations, postings by unusual users or with unusual descriptions
- Challenging assumptions and judgements made by management in their critical accounting estimates; and
- Agreeing the validity of recognised receivables on a sample basis and challenging the recoverability assumptions, further assessing for any fraud or bias.

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.

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 Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



Steven Harper (Senior Statutory Auditor)
For and on behalf of Haysmacintyre LLP, Statutory Auditors
10 Queen Street Place
London
EC4R 1AG

14 May 2020

The United Kingdom Committee for UNICEF

Consolidated statement of financial activities

(incorporating an income and expenditure account)

For the year ended 31 December 2020

				2020			2019
	Notes	Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
Income from:							
Donations and legacies	2	50,247	51,831	102,078	52,039	38,773	90,812
Charitable activities:							
UK Programmes	3	1,374	27	1,401	2,253	22	2,275
Other trading activities	4	131	167	298	112	173	285
Investments	5	20	-	20	47	-	47
Other income	6	1,379	4,192	5,571	271	7,701	7,972
Total income		53,151	56,217	109,368	54,722	46,669	101,391
Expenditure							
Expenditure on:							
Raising funds	7	23,382	6,449	29,831	25,976	2,353	28,329
Charitable activities							
Core UNICEF programmes	8	22,469	-	22,469	21,638	-	21,638
Specific UNICEF programmes	8	-	44,571	44,571	-	34,749	34,749
UK programmes & advocacy	8	7,299	1,007	8,306	7,010	1,122	8,132
		29,768	45,578	75,346	28,648	35,871	64,519
Other expenditure	9	-	4,103	4,103	98	7,568	7,666
Total expenditure		53,150	56,130	109,280	54,722	45,792	100,514
Net income for the year		1	87	88	-	877	877
Transfers between funds		-	-	-	-	-	-
Net movement in funds		1	87	88	-	877	877
Total funds brought forward		2,663	877	3,540	2,663	-	2,663
Total funds carried forward		2,664	964	3,628	2,663	877	3,540

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 2020

	Notes	Group		Charity	
		2020 £'000	2019 £'000	2020 £'000	2019 £'000
Fixed assets					
Tangible assets	14	2,249	2,620	2,249	2,620
Investments	15	-	-	20	20
		2,249	2,620	2,269	2,640
Current assets					
Debtors	17	14,372	21,905	14,550	22,023
Cash at bank and in hand		17,289	11,329	17,089	11,191
		31,661	33,234	31,639	33,214
Current Liabilities					
Creditors: amounts falling due within one year	18	8,148	7,838	8,148	7,838
Amounts due to UNICEF		22,026	24,431	22,024	24,431
		30,174	32,269	30,172	32,269
Net current assets		1,487	965	1,467	945
Total assets less current liabilities		3,736	3,585	3,736	3,585
Creditors: amounts falling due after one year	19	108	45	108	45
Total net assets	21	3,628	3,540	3,628	3,540
Funds	22				
Unrestricted funds					
General funds		2,651	2,650	2,651	2,650
Designated funds		13	13	13	13
Restricted funds		964	877	964	877
Total funds		3,628	3,540	3,628	3,540

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 income of the charitable company for the year was £89,000 (2019: net income £877,000).

The notes on pages 79 to 95 form part of these financial statements.

These financial statements were approved and authorised for issue by the Trustees on 14 May 2021 and were signed on their behalf by:



Shatish Dasani
Chair



Sean Carney
Treasurer

The United Kingdom Committee for UNICEF

Consolidated statement of cash flows

For the year ended 31 December 2020

	2020	2019
	£'000	£'000
Net income for the reporting period (as per the Statement of Financial Activities)	88	877
Interest from investments	(20)	(47)
Depreciation charges	490	510
Decrease/(increase) in debtors	7,537	(3,952)
(Decrease)/increase in creditors	(2,032)	3,690
Net cash provided by operating activities	6,063	1,078
Cash flows from investing activities		
Interest from investments	20	47
Purchase of fixed assets	(123)	(196)
Net cash provided used in investing activities	(103)	(149)
Increase in cash and cash equivalents	5,960	929
Cash and cash equivalents at the beginning of the year	11,329	10,400
Cash and cash equivalents at the end of the year	17,289	11,329

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2020

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 2019), 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 and included in UNICEF UK's consolidated accounts using the equity method of accounting.

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

b) Public benefit entity

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

c) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. Future forecasts and business plans have been considered in coming to this conclusion, including the impact of the Coronavirus pandemic.

Key income streams that remain at risk as a result of Coronavirus include face-to-face fundraising and income directly associated with programme delivery (UK and international) which may be disrupted due to the Coronavirus emergency.

Despite reduced forecast income in some areas, we have experienced increases in others, which combined with stringent cost control measures, is offsetting the impact of any significant downturn.

d) Significant estimation uncertainty and key judgments

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 and recoverability of accrued income and legacy debtors.

e) 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.

f) 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.

g) Interest receivable

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

h) 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.

i) 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.

j) 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 | 69% (2019: 72%) |
| • UK programmes and advocacy | 21% (2019: 18%) |
| • Governance costs | 10% (2019: 10%) |

k) Operating leases

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

l) 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:

- | | |
|----------------------------|----------|
| • Short leasehold property | 12 years |
| • Fixtures and fittings | 5 years |
| • Computer equipment | 3 years |

m) 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.

n) 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.

o) 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.

Amounts due to UNICEF 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 UNICEF for international programmes and the amount due to settle the obligation can be measured reliably.

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.

p) Pensions

Charitable company operated one defined contribution pension scheme during the year. The assets of the scheme is 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.

q) 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.

r) Volunteers

UNICEF UK 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.

s) 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 - subsidiary

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 - joint venture

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 in this joint venture.

t) 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

	2020			2019		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£'000	£'000	£'000	£'000	£'000	£'000
Gifts (by source):						
Direct marketing	36,231	10,717	46,948	35,919	5,989	41,908
Corporate partnerships	2,668	19,184	21,852	1,532	13,344	14,876
Major supporters, charitable trusts and foundations	1,752	16,526	18,278	2,058	16,071	18,129
Fundraising initiatives and regional fundraising	464	333	797	999	306	1,305
Special events	4,002	61	4,063	4,634	110	4,744
Inspired Gifts	(1)	1,137	1,136	191	981	1,172
Other	4	8	12	-	134	134
Legacies	4,723	3	4,726	6,706	3	6,709
Government grants:						
Coronavirus Job Retention Scheme	404	-	404	-	-	-
Foreign, Commonwealth & Development Office (FCDO)	-	1,152	1,152	-	1,414	1,414
Jersey Overseas Aid (JOA)	-	460	460	-	237	237
The Scottish Government	-	2,000	2,000	-	-	-
Donated services	-	250	250	-	184	184
Total income from donations and legacies	50,247	51,831	102,078	52,039	38,773	90,812

3 Income from charitable activities

	2020			2019		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£'000	£'000	£'000	£'000	£'000	£'000
UK Programmes:						
Fees for Baby Friendly Initiative materials and services	797	-	797	1,286	-	1,286
Fees for Rights Respecting Schools materials and services	427	-	427	742	-	742
Safeguarding consultancy fees	-	27	27	-	22	22
Child Rights Partners fee	150	-	150	225	-	225
Total income from charitable activities	1,374	27	1,401	2,253	22	2,275

4 Income from other trading activities

	2020			2019		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£'000	£'000	£'000	£'000	£'000	£'000
UNICEF cards and gifts						
Sales of cards and gifts	131	36	167	96	41	137
Donations alongside orders	-	131	131	16	132	148
Total income from other trading activities	131	167	298	112	173	285

5 Income from investments

	2020			2019		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£'000	£'000	£'000	£'000	£'000	£'000
Interest on bank deposits	20	-	20	47	-	47
Total income from investments	20	-	20	47	-	47

6 Other income

	2020			2019		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£'000	£'000	£'000	£'000	£'000	£'000
Foreign exchange gains	141	-	141	-	-	-
UNICEF fundraising development	2	4,192	4,194	-	7,701	7,701
Share of profit in joint venture	862	-	862	-	-	-
Rental Income	374	-	374	271	-	271
Total other income	1,379	4,192	5,571	271	7,701	7,972

7 Expenditure on raising funds

2020 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2020 Total
	£'000	£'000	£'000	£'000	£'000
Direct marketing	1,932	8,998	3,998	563	15,491
Corporate partnerships	1,474	816	1,819	155	4,264
Major supporters, charitable trusts and foundations	1,076	128	1,524	103	2,831
Fundraising initiatives and regional fundraising	-	261	-	10	271
Special events	1,515	1,214	1,703	167	4,599
Inspired Gifts	-	690	-	26	716
Legacies	249	633	584	55	1,521
UNICEF cards and gifts	-	133	-	5	138
Total expenditure on raising funds	6,246	12,873	9,628	1,084	29,831

2019 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2019 Total
	£'000	£'000	£'000	£'000	£'000
Direct marketing	1,594	7,512	2,321	402	11,829
Corporate partnerships	1,311	556	1,838	130	3,835
Major supporters, charitable trusts and foundations	1,119	136	1,301	90	2,646
Fundraising initiatives and regional fundraising	306	459	872	58	1,695
Special events	1,842	2,167	1,666	199	5,874
Inspired Gifts	-	806	-	28	834
Legacies	285	369	512	41	1,207
UNICEF cards and gifts	55	174	166	14	409
Total expenditure on raising funds	6,512	12,179	8,676	962	28,329

8 Expenditure on charitable activities

2020 Expenditure	Staff costs £'000	Direct costs £'000	Support costs £'000	Governance costs £'000	2020 Total £'000
Core UNICEF programmes	-	22,469	-	-	22,469
Specific UNICEF programmes:					
Humanitarian emergencies	-	24,756	-	-	24,756
Health	-	4,211	-	-	4,211
HIV & AIDS	-	636	-	-	636
Water, sanitation and hygiene	-	1,534	-	-	1,534
Nutrition	-	5,730	-	-	5,730
Education	-	4,723	-	-	4,723
Child protection	-	1,249	-	-	1,249
Gender equality	-	499	-	-	499
Disaster Risk Reduction	-	1,233	-	-	1,233
	-	44,571	-	-	44,571
UK programmes & advocacy:					
Development education and youth work	1,296	139	868	87	2,390
Baby Friendly Initiative	595	294	558	55	1,502
Campaign and parliamentary work	1,054	378	932	89	2,453
Covid-related programmes	-	750	-	28	778
UNICEF programme engagement	633	21	486	43	1,183
	3,578	1,582	2,844	302	8,306
Total expenditure on charitable activities	3,578	68,622	2,844	302	75,346

2019 Expenditure	Staff costs £'000	Direct costs £'000	Support costs £'000	Governance costs £'000	2019 Total £'000
Core UNICEF programmes	-	21,638	-	-	21,638
Specific UNICEF programmes:					
Humanitarian emergencies	-	8,158	-	-	8,158
Health	-	6,729	-	-	6,729
Water, sanitation and hygiene	-	3,845	-	-	3,845
Nutrition	-	7,750	-	-	7,750
Education	-	6,481	-	-	6,481
Child protection	-	576	-	-	576
Social inclusion	-	108	-	-	108
Gender equality	-	1,102	-	-	1,102
	-	34,749	-	-	34,749
UK programmes & advocacy:					
Development education and youth work	1,323	294	664	80	2,361
Baby Friendly Initiative	600	517	539	58	1,714
Campaign and parliamentary work	1,352	465	782	91	2,690
UNICEF Programme Engagement	798	43	480	46	1,367
	4,073	1,319	2,465	275	8,132
Total expenditure on charitable activities	4,073	57,706	2,465	275	64,519

9 Other expenditure

2020 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2020 Total
	£'000	£'000	£'000	£'000	£'000
UNICEF fundraising development	304	3,799	-	-	4,103
Total other expenditure	304	3,799	-	-	4,103

2019 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2019 Total
	£'000	£'000	£'000	£'000	£'000
UNICEF fundraising development	206	7,362	-	-	7,568
Share of loss in joint venture	-	98	-	-	98
Total other expenditure	206	7,460	-	-	7,666

10 Analysis of support and governance costs

2020 Expenditure	Basis of allocation	Core team costs	Governance costs	2020 Total
		£'000	£'000	£'000
Finance	Income and expenditure	3,906	434	4,340
Information technology	Headcount	2,576	286	2,862
People and development	Headcount	1,315	146	1,461
Facilities management	Headcount	1,933	215	2,148
Supporter care	Staff time	654	73	727
Directorate	Staff time	2,089	232	2,321
Total support and governance costs		12,473	1,386	13,859

2019 Expenditure	Basis of allocation	Core team costs	Governance costs	2019 Total
		£'000	£'000	£'000
Finance	Income and expenditure	1,731	192	1,923
Information technology	Headcount	2,434	270	2,704
People and development	Headcount	1,371	152	1,523
Facilities management	Headcount	2,198	244	2,442
Supporter care	Staff time	659	73	732
Directorate	Staff time	2,748	305	3,053
Total support and governance costs		11,141	1,236	12,377

11 Net income for the year

This is stated after charging:

		2020 £'000	2019 £'000
Depreciation		490	510
Loss on disposal of fixed assets		4	2
Operating lease rentals:	Property	1,389	1,280
Auditors' remuneration:	Audit	32	35
	Other services	15	5
Foreign exchange (gains)/ losses		(141)	399

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.

	2020	2019
	£'000	£'000
Fundraising development programme		
Legacy development	752	2,256
Major donor development	236	50
Other donor recruitment	3,203	5,395
Total funding in year	4,191	7,701

Movements on UNICEF fundraising development programme funds:

	Total	Total
	2020	2019
	£'000	£'000
At the start of the year	134	1
Funding received	4,191	7,701
Funding available	4,325	7,702
Funding utilised	(4,103)	(7,568)
Funding to return to UNICEF	-	-
At the end of the year	222	134

13 Staff costs

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

	2020	2019
	Number	Number
Fundraising	149	132
UK Programmes and advocacy	148	157
Support teams	54	69
Total	351	358

Staff costs were as follows:

	2020	2019
	£'000	£'000
Salaries and wages	12,598	12,698
Redundancy and termination costs	-	86
Social security costs	1,376	1,390
Pension contributions	824	841
Total salary costs	14,798	15,015
Other staff costs	949	1,420
Total staff costs	15,747	16,435

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

Total costs (salary, benefits, social security costs and employers pension contributions) paid to key management personnel was £721,418 (2019: £707,590). The key managerial personnel of the charity are the trustees and the executive team.

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

	2020	2019
	Number	Number
£160,001 - £170,000 *	1	0
£100,001 - £110,000	1	3
£90,001 - £100,000	2	3
£80,001 - £90,000	4	2
£70,001 - £80,000	2	5
£60,001 - £70,000	10	8

There were 20 employees in the year (2019: 21 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 £99,069 (2019: £112,592).

* For further explanation, please refer to the Executive Remuneration on page 90.

13 Staff costs (continued)

Executive Remuneration

The executive team's actual remuneration (gross pay and employers pension contributions) in 2020 was as follows:

Name	Position	Gross Pay	Employer's Pension Contribution	2020 £ Total
Claire Fox	Chief Operating Officer	98,175	8,247	106,422
¹ Sophie Gallois *	Deputy Executive Director CAP	161,661	-	161,661
Michael Flynn	Deputy Executive Director Individual Giving	102,000	8,568	110,568
² Sarah Ward	Deputy Executive Director Partnerships	56,228	4,723	60,951
³ Roseveare Nick	Interim Executive Director	43,091	3,620	46,711
⁴ Steven Waugh	Chief Financial Officer / Interim Executive Director	80,389	4,786	85,175
⁵ Sacha Deshmukh	Executive Director	69,545	2,702	72,247

¹ Left UNICEF UK on 1st December 2020

² Left UNICEF UK on 31st July 2020

³ Left UNICEF UK on 14th April 2020

⁴ Chief Financial Officer from 14th April 2020 to 24th September 2020. Appointed on 25th September 2020 as Interim Executive Director

⁵ Appointed on 14th April 2020, left UNICEF UK on 19th October 2020

* The above disclosure for Sophie Gallois includes payment of notice and accrued holiday pay following her resignation. Her annual salary for the year was £107,100.

The executive team's actual remuneration (gross pay and employers pension contributions) in 2019 was as follows:

Name	Position	Gross Pay	Employer's Pension Contribution	2019 £ Total
Claire Fox	Chief People Officer	106,575	8,952	115,527
Sophie Gallois	Deputy Executive Director	106,575	3,728	110,303
Michael Flynn	Communications & Programmes Deputy Executive Director Individual Giving	101,500	8,526	110,026
¹ Michael Penrose	Executive Director	94,203	7,913	102,116
Sarah Ward	Deputy Executive Director Partnerships	95,918	5,283	101,201
² Roseveare Nick	Executive Director	25,043	2,104	27,147

¹ Left UNICEF UK on 1st October 2019

² Appointed on 30th October 2019

Remuneration Ratio

The remuneration of the highest-paid employee in UNICEF UK was 2.9:1 (2019: 3.8:1) times the median remuneration of the workforce.

Pension and retirement benefits

The charity operated one defined contribution pension scheme during the year with Aviva. The pension cost charge for the year represents contributions payable to the scheme and amounted to £823,941 (2019: £841,099).

There were £nil outstanding contributions at the end of the financial year (2019: £nil).

Trustees

The charity Trustees were not paid and did not receive any other benefits from employment with the charity in the year (2019: £nil). No charity Trustee received payment for professional or other services supplied to the charity (2019: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £631 (2019: £3,392) incurred by 4 (2019: 4) 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	2,149	764	853	3,766
Additions in year	64	-	59	123
Disposals in year	-	(165)	(431)	(596)
At the end of the year	2,213	599	481	3,293
Depreciation				
At the start of the year	239	338	569	1,146
Charge for the year	182	143	165	490
Eliminated on disposal	-	(165)	(427)	(592)
At the end of the year	422	316	306	1,044
Net book value				
At the end of the year	1,792	283	175	2,249
At the start of the year	1,910	426	284	2,620

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).

	2020 £'000	2019 £'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:

	2020 £'000	2019 £'000
Turnover	251	280
Cost of sales	-	-
Gross profit	251	280
Administrative expenses	(83)	(98)
Other operating income	-	-
Operating profit	168	182
Profit on ordinary activities	168	182
Gift Aid payment to parent undertaking under deed of covenant	(168)	(182)
Net result for the financial year	-	-
The aggregate of the assets, liabilities and funds was:		
Assets	293	226
Liabilities	(273)	(206)
Funds	20	20

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 Ltd is £1. The accounts of Soccer Aid Productions for the period ending 30 June 2020 have been filed with Companies House and included in UNICEF UK's consolidated accounts using the equity method of accounting. Soccer Aid Productions Limited results for 2020 is a net profit of £862k which has been recognised as UNICEF UK's share of the profit for the year ended 31 December 2020 (2019: loss of £98k).

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 of the parent charity alone are as follows:

	2020	2019
	£'000	£'000
Gross income	109,117	101,111
Net income for the year	88	877

17 Debtors

	Group		Charity	
	2020	2019	2020	2019
	£'000	£'000	£'000	£'000
Trade debtors	1,107	3,084	1,090	3,050
Other debtors	2,088	1,996	2,087	1,996
Prepayments	470	367	442	345
Accrued income	10,707	16,458	10,658	16,426
Amounts due from subsidiary undertaking	-	-	273	206
Total debtors	14,372	21,905	14,550	22,023

18 Creditors: amounts falling due within one year

	Group		Charity	
	2020	2019	2020	2019
	£'000	£'000	£'000	£'000
Trade creditors	1,202	4,260	1,202	4,260
Taxation and social security	614	508	614	508
Other creditors	140	7	140	7
Accruals	5,348	2,383	5,348	2,383
Deferred income	844	680	844	680
Total creditors	8,148	7,838	8,148	7,838

19 Creditors: amounts falling due after one year

	Group		Charity	
	2020	2019	2020	2019
	£'000	£'000	£'000	£'000
Provision for dilapidations	108	45	108	45
	108	45	108	45

20 Deferred income

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

	Group		Charity	
	2020	2019	2020	2019
	£'000	£'000	£'000	£'000
Balance at the beginning of the year	680	747	680	747
Amount released to income in the year	(460)	(488)	(460)	(488)
Amount deferred in the year	624	421	623	421
Balance at the end of the year	844	680	843	680

21 Analysis of group net assets between funds

	General unrestricted £'000	Designated funds £'000	Restricted funds £'000	Total funds £'000
Tangible fixed assets	2,620	-	-	2,620
Current assets	32,344	13	877	33,234
Current liabilities	(32,269)	-	-	(32,269)
Non- current liabilities	(45)	-	-	(45)
Net assets at the end of the year 2019	2,650	13	877	3,540
Tangible fixed assets	2,249	-	-	2,249
Current assets	30,684	13	964	31,661
Current liabilities	(30,174)	-	-	(30,174)
Non- current liabilities	(108)	-	-	(108)
Net assets at the end of the year 2020	2,651	13	964	3,628

22 Movements in funds

2020 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	53,151	(53,150)	-	2,651
Designated funds:					
UK programmes action research	13	-	-	-	13
Total designated funds	13	-	-	-	13
Total unrestricted funds	2,663	53,151	(53,150)	-	2,664
Restricted funds:					
Specific UNICEF programmes	-	47,683	(47,808)	-	(125)
Youth Justice Pilot (Children's Rights In Scotland)	50	50	(75)	-	25
Rights Respecting School uptake and programme in UK	15	19	(8)	-	26
Rights Respecting School update and programme in North East Region UK	60	55	(61)	-	54
Advocacy & Policy Programmes (Child Health Advocacy)	203	372	(150)	-	425
Child Rights & Sports Programme	140	69	(157)	-	52
¹ Foreign, Commonwealth & Development Office (FCDO)	-	1,152	(1,152)	-	-
UNICEF fundraising development	132	4,192	(4,103)	-	221
People's Postcode Lottery	277	2,625	(2,616)	-	286
Total restricted funds	877	56,217	(56,130)	-	964
Total funds	3,540	109,368	(109,280)	-	3,628

¹ FCDO expenditure relates to 2016 UK Aid Match funded projects to help reduce maternal health and child mortality in Myanmar and 2018 UK Aid Match funded projects to help reduce maternal health and child mortality in Eswatini and Lesotho.

Purpose of funds

The general unrestricted fund of £2,651,000 covers fixed assets and working capital needs.

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

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.

2019 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	54,722	(54,722)	-	2,650
Designated funds:					
UK programmes action research	13	-	-	-	13
Total designated funds	13	-	-	-	13
Total unrestricted funds	2,663	54,722	(54,722)	-	2,663
Restricted funds:					
Specific UNICEF programmes	-	34,054	(34,054)	-	-
Youth Justice Pilot (Children's Rights In Scotland)	-	50	-	-	50
Rights Respecting School uptake and programme in UK	-	28	(13)	-	15
Rights Respecting School update and programme in North East Region UK	-	60	-	-	60
Advocacy & Policy Programmes (Child Health Advocacy)	-	254	(51)	-	203
Child Rights & Sports Programme	-	187	(47)	-	140
¹ Foreign, Commonwealth & Development Office (FCDO)	-	1,414	(1,414)	-	-
UNICEF fundraising development	-	7,701	(7,569)	-	132
People's Postcode Lottery	-	2,921	(2,644)	-	277
Total restricted funds	-	46,669	(45,792)	-	877
Total funds	2,663	101,391	(100,514)	-	3,540

¹ FCDO (formerly DFID) expenditure relates to 2016 and 2018 UK Aid Match funded projects to help reduce maternal health and child mortality in Ethiopia, Myanmar & Zimbabwe and Lesotho & Eswatini.

23 Related party transactions

The Trustees, President, Vice Presidents and key managerial staff made donations totalling £6,054 to UNICEF UK during 2020 (2019: £998). 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 £32,892 are recovered from UNICEF UK Enterprises Limited by the parent charity, UNICEF UK (2019: £46,576)

UNICEF UK agreed a revolving credit facility of up to £3.0 million to Soccer Aid Productions Limited. Following a Board resolution dated 17 of December 2020, UNICEF UK approved the write off of the total loan balance as a result of the exceptional impact of Covid-19 on Soccer Aid Productions Limited's trading income in 2020. Whilst the write off was £1,983,389 as at 31 of December 2020, the Soccer Aid for UNICEF event continues to deliver a net surplus for UNICEF UK and is forecast to do so for the foreseeable future. The write off of the loan allows Soccer Aid Productions Limited, an integral part of the success of the Soccer Aid campaign, to continue to trade solvently to deliver these benefits to UNICEF UK. As at the balance sheet date £497,264 has been drawn down on that facility (2019: £1,471,539).

There are no other related party transactions to disclose for 2020 (2019: 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 2020 (2019: 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:

	2020	2019
	£'000	£'000
Less than one year	1,343	-
One to five years	7,162	6,714
Over five years	7,609	9,400
	16,114	16,114

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:

	2020	2019
	£'000	£'000
Total paid ticket in draw	8,203	9,129
Actual prizes total	(3,251)	(3,638)
Management fee received	(2,327)	(2,570)
	2,625	2,921

The United Kingdom
Committee for UNICEF
(UNICEF UK)

Registered Office:
1 Westfield Avenue
London E20 1HZ

Registered Company
Number 3663181

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

Front cover image: Two friends play together in Korhogo, northern Côte d'Ivoire. In 2020, UNICEF provided respirators, masks and basic hygiene materials to help people and health workers protect themselves against COVID-19 in Côte d'Ivoire. UNICEF also has delivered millions of vaccine doses so that children could continue to receive their routine vaccinations against polio, measles and other life-threatening diseases. For every child, health.

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Please support our work to help end the preventable deaths of young children and to help children survive and thrive around the world.