THE UNITED KINGDOM COMMITTEE FOR UNICEF

England & Wales · Charity number 1072612

Details

Other names	UNICEF UK
Status	Registered
Legal form	Charitable company
Company number	03663181
Registered	1998-11-26
Register	View on the Charity Commission register

Contact

Address	Unicef UK 1 Westfield Avenue London E20 1HZ
Phone	03003305580
Email	supportercare@unicef.org.uk
Website	www.unicef.org.uk

Activities

Objects: 1) TO PROMOTE HUMAN RIGHTS FOR CHILDREN (AS SET OUT IN THE UNIVERSAL DECLARATION OF HUMAN RIGHTS, THE UNITED NATIONS CONVENTION ON THE RIGHTS OF THE CHILD AND OTHER RELEVANT UNITED NATIONS CONVENTIONS AND DECLARATIONS, AND OTHER RELEVANT INTERNATIONAL AND REGIONAL HUMAN RIGHTS INSTRUMENTS) THROUGHOUT THE WORLD;2) TO FURTHER CHARITABLE WORK FOR CHILDREN THROUGHOUT THE WORLD INCLUDING WORK THROUGH FAMILIES AND THEIR COMMUNITIES FOR:I) THE RELIEF OF POVERTY AND NEED;II) THE PROVISION OF EDUCATION AND TRAINING;III) THE PROMOTION AND PROTECTION OF, AND PROVISION FOR, HEALTH; ANDIV) THE PROTECTION OF CHILDREN WHO ARE VULNERABLE TO EXPLOITATION AND ABUSE.

Activities: UNICEF is the world's leading organisation working for children. UNICEF works in partnership with families, local communities, partners and governments in over 190 countries and territories to help every child realise their full potential.UNICEF UK raises funds for UNICEF's emergency and development work around the world and advocates for lasting change for children worldwide.

Downloaded from opencharities.uk/ew/1072612

Classification

- **How:** Makes Grants To Organisations, Provides Human Resources, Provides Buildings/facilities/open Space, Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives, Disability, The Prevention Or Relief Of Poverty, Overseas Aid/famine Relief, Economic/community Development/employment, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Children/young People

Downloaded from opencharities.uk/ew/1072612

Geography

- **Area of benefit:** WORLDWIDE
- Angola
- Bangladesh
- Belize
- Benin
- Bolivia
- Brazil
- Burkina Faso
- Burma
- Burundi
- Cambodia
- Central African Republic
- Chad
- China
- Colombia
- Congo (Democratic Republic)
- Djibouti
- Ecuador
- Egypt
- Eritrea
- Eswatini
- Ethiopia
- Guinea
- Haiti
- Honduras
- India
- Indonesia
- Iraq
- Jamaica
- Jordan
- Kenya
- Lebanon
- Lesotho
- Liberia

Downloaded from opencharities.uk/ew/1072612

- Macedonia
- Madagascar
- Malawi
- Mauritania
- Mexico
- Mongolia
- Morocco
- Nepal
- Niger
- Nigeria
- Occupied Palestinian Territories
- Pakistan
- Papua New Guinea
- Philippines
- Rwanda
- Serbia
- Sierra Leone
- Somalia
- South Africa
- Sri Lanka
- Sudan
- Syria
- Tanzania
- Tunisia
- Vietnam
- Yemen
- Zambia
- Zimbabwe
- Throughout England And Wales

Downloaded from opencharities.uk/ew/1072612

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£135,263,000	£136,560,000	£7,918,000	400
2023-12-31	£160,850,000	£160,393,000	£9,215,000	358
2022-12-31	£179,503,000	£176,530,000	£8,758,000	340
2021-12-31	£141,824,000	£139,667,000	£5,785,000	328
2020-12-31	£109,368,000	£109,280,000	£3,628,000	351

Trustees

Name	Role	Appointed
Shatish Damodar Dasani	Chair	2020-09-01
Christopher James Merry		2025-09-01
Dr Margaret Elizabeth Atkinson		2021-03-10
Heather Francis		2025-03-31
Meryl Candice Bagguley		2025-10-01
Sarah Davis		2017-06-26
Sheena Amin		2025-10-09
Sophie Pender		2025-10-09
Usama Anmar Al-Qassab		2020-09-01
Zamila Skingsley		2022-10-01

Downloaded from opencharities.uk/ew/1072612

THE UNITED KINGDOM COMMITTEE FOR UNICEF

England & Wales - Charity number 1072612

Accounts

UNITED KINGDOM
unicef
for every child

Nour, centre, reunited with her daughters Suad (12) and Sewar (10) after believing they had been killed in a bomb attack on their home in northern Gaza. The girls' father and uncles were killed in the attack, and they both sustained injuries. Sewar bravely helped the rescue team locate her older sister trapped under the rubble.

With the support of UNICEF, Suad and Sewar were eventually reunited with their mum in southern Gaza.

"Whenever I hear about another mother losing a child, my heart breaks. I understand that shock and pain." Nour

THE UNITED KINGDOM COMMITTEE FOR UNICEF

2024 ANNUAL REPORT

© UNICEF/Eilean

THE UNITED KINGDOM COMMITTEE FOR UNICEF 2024 ANNUAL REPORT

2024 Trustees Report and Consolidated Financial Statements

The UNICEF UK Board of Trustees (herein referred to as the 'Trustees') are pleased to present their annual report, strategic report and audited consolidated financial statements of UNICEF UK and its trading subsidiary, UNICEF Enterprises Limited.

CONTENTS

Thank you 4
2024 strategic goals 6
2024 key achievements 7
Message from the Youth Advisory Board 8
Introduction from Shatish Dasani, Chair 10
Introduction from Philip Goodwin, Chief Executive 11
About UNICEF and UNICEF UK 12
UNICEF: The C Stands For Children 14
Strategic context 15

INCOME **16**
Humanitarian action for children 18
State of Palestine: Gaza 20
Sudan 22
Ukraine 24
Lebanon 26
Children's Emergency Fund 27
Education in emergencies 28
Partnerships and philanthropy 30
Fundraising highlights 31
Bridging the digital divide 32
Eleva Foundation 35
Soccer Aid for UNICEF 38
7: The David Beckham UNICEF Fund 40
Building self-esteem 42
Child protection on tea estates 43
Eco-zones 44
Unrestricted funds 45

UK IMPACT **46**
Rights Respecting Schools Award 48
Baby Friendly Initiative 50
Child Friendly Cities and Communities 52

INFLUENCE **54**
UK General Election 56
Youth voice and influence 57
Early Moments Matter campaign 58
Futures At Risk campaign 59
Foundational advocacy 60
Sports and children's rights 61

OUR ORGANISATION **62**
Financial review 64
Risk management 67
Structural and administrative details 68
Governance 70
Management 73
Supporter experience 74
Our people and the community 76

Auditor's Report 80
Financial statements 84

THANK YOU

UNICEF UK President
Olivia Colman CBE

UNICEF UK Vice-Presidents
Marc Bolland
Lord Hastings of Scarisbrick CBE
Dame Carolyn McCall
Lord Jack McConnell
Mark Makepeace

UNICEF Global Goodwill Ambassadors
Muzoon Almellehan
David Beckham OBE
Orlando Bloom
Vanessa Redgrave CBE

UNICEF UK Ambassadors
Ramla Ali
Martin Bell OBE
Sanjeev Bhaskar OBE
Charley Boorman
Emma Bunton
Gemma Chan
David Harewood OBE
Tom Hiddleston
Sir Chris Hoy CBE
Suzy Eddie Izzard
Jemima Khan
Ewan McGregor OBE
Sir Andy Murray OBE
James Nesbitt OBE
Dermot O'Leary
Rita Ora
Arlo Parks
Lord David Puttnam CBE
Claudia Schiffer
Michael Sheen
Jessie Ware
Robbie Williams
Levison Wood

Youth Advisory Board
Shafa, Tiana, Macey, Finn, Jonathan, Ruby, Kaius

UNICEF UK High Profile Supporters
Alex Brooker
Martin Compston
Baroness Tanni Grey-Thompson DBE
Lee Juggurnauth
Alex Scott MBE
Cel Spellman
Dr Chris van Tulleken

Board of Trustees (at December 2024)
Shatish Dasani (Chair)
Sarah Davies (Vice Chair)
Alex Connock (Vice Chair)
Sean Carney (Treasurer)
Usama Al-Qassab
Maggie Atkinson
Matt Ferguson
Richard Hawkes
Zamila Skingsley

Major partners
Accenture
Arm
AstraZeneca
The Band Aid Charitable Trust
Eric and Kirsty Bendahan
Brighton and Hove Albion FC
BT
The Children's Investment Fund Foundation (CIFF)
Clipper
Clyde & Co
The Constance Travis Charitable Trust
EA Sports
easyJet
Eleanor Crook Foundation
Eleva Foundation
ETP
Foreign, Commonwealth and Development Office
Formula 1
Formula E
The Gates Foundation
B & P Glasser Charitable Trust
Guernsey Overseas Aid and Development Commission

IHS Towers
Isle of Man International Development Committee
Jersey Overseas Aid
Jo Malone
Keller Group
M&S
The Mayor's Office for Policing and Crime
Aditya and Megha Mittal
Nord Anglia Education
Oak Foundation
Outright Games
Rangers FC
Paddington
Pandora
The Power of Nutrition
PwC
Revolut
Royal National Lifeboat Institution
Squarepoint Foundation
Stelios Philanthropic Foundation
Unilever
ViiV Healthcare Positive Action
Vitality
The Wellcome Trust

And all those who wish to remain anonymous.
Thank you.

Scotland Advisory Board
Malcolm Robertson (Chair)
Catherine Currie Browne
David Duke MBE
Fiona McFarlane
Liz Reilly
Selvarani Selvaraja

In December 2024, we were saddened by the passing of Dr Selvarani Selvaraja. We would like to note our appreciation of the contribution of Dr Selvaraja as a valued member of our Scotland Advisory Board.

Thank you also to our very generous supporters from Scotland who wish to remain anonymous and who support transformative education both in Scotland and globally.

Every Child Fund and Every Child Circle
Thank you to the supporters of UNICEF's Every Child Fund. By placing your trust in us, you are creating a brighter future for an entire generation of children.

UNICEF Next Gen
UNICEF Next Generation is a committed group of young leaders who pledge their financial resources, time, networks, and skills to UNICEF's life-saving work.
Thank you.

UNICEF UK Once Upon Our Time Event Committee

7 Fund Giving Club
Paul Edwards (Chair)
Peter and Charlotte Bolland
Ray Browne and Beverley Russell Browne
The Carlile Foundation
Clive and Helene Gillmore
Richard Grethe and Michelle Sochor
Nigel, Sarah, Annabel, Amelia & Olivia Hammond
Johan and Claire Levavasseur
Minekte Foundation
Sam and Jo Norman
David and Aimi Palmer
SJM Concerts
Colin and Sue Stone

We also extend our deepest thanks to our six anonymous donors.

Gifts in Wills
Legacies continued to provide a large proportion of vital core funding for UNICEF in 2024. We are so grateful to all our supporters for helping to build a better world for children. In 2024, 377 supporters left a gift in their Will to our work for children, totalling £8.7 million. More than 800 gifts were made in memory of a loved one. A further 507 supporters pledged to include a gift in their Will to UNICEF.

Each of these affirming, generous acts will go toward our programmes empowering children across the world to reach their potential.

To thank our supporters for including UNICEF's work in their Wills, we held our 11th Annual Summer Garden Party in July. More than 150 supporters attended.

2024 STRATEGIC GOALS

INCOME

Continue our efforts towards our goal of raising **£650 MILLION** over four years (2023–26), with a focus on insight-led innovation and donor experience.

UK IMPACT

Transform systems and services for children across **HEALTH, EDUCATION, SPORT AND LOCAL COMMUNITIES** that directly improve the outcomes and life chances of millions of children in the UK.

INFLUENCE

Influence the priorities of major political parties across the devolved nations to **CENTRE UPON CHILD RIGHTS** in the run up to the General Election, establish influential relationships with the new Government, and continue to deliver our international and domestic campaigns and our foundational advocacy work.

OUR ORGANISATION

Meet or exceed our targets for an effective, engaged, inclusive, and high-performing workforce who **LIVE OUR VALUES** and feel safe and supported to do their best work for children.

2024 KEY ACHIEVEMENTS

INCOME
Income of **£135 MILLION** to build a better world for every child.

UK IMPACT
3.25 MILLION children reached through our UK-wide programmes.

INFLUENCE
CHILDREN'S RIGHTS became part of Scottish law, as the United Nations Convention on the Rights of the Child (Incorporation) (Scotland) Act 2024 came into force.

OUR ORGANISATION
We progressed our plans to become a **MORE EQUITABLE AND INCLUSIVE** organisation, with colleagues from the global majority now making up 30% of our workforce.

MESSAGE FROM THE YOUTH ADVISORY BOARD

Our Youth Advisory Board and its influence are at the heart of UNICEF UK's work. We amplify their voices in our work and on children's rights. Our Youth Advisers help us by:

- **Being a voice on children's rights**
- **Providing insight about what matters to children and young people**
- **Raising awareness to help other young people understand our work**

In a world where children's rights are increasingly under threat, a commitment to protecting their wellbeing is more crucial than ever. Every child deserves a chance to explore, create, express, enjoy, and become the best version of themselves.

Top: 2024 Youth Advisory Board members Shafa, Tiana, Macey, Finn, Jonathan, Ruby, Kaius and Youth Voice Specialist Misha.

UNICEF UK is leading initiatives to embed these fundamental rights into every aspect of the local community, and we are passionate about doing our part to turn this into reality. Having joined UNICEF as a new cohort of the Youth Advisory Board in November 2023, it has been an impactful and productive year.

Early in 2024, we participated in the recruitment process for the Chief Strategic Development Officer and Chief Executive positions at UNICEF UK, ensuring youth perspective would be integral to leadership appointments and their future decisions. We have enjoyed working with the new Chief Executive, Dr Philip Goodwin.

In April, we met with Children's Minister David Johnston to advocate for domestic issues affecting young people today, such as mental health and the cost-of-living crisis. Our involvement in Soccer Aid for UNICEF brought us lots of excitement, and we had the honour to select the winner of the Mascot Design Competition.

Later in the summer, we attended the Summer Garden Party, engaging with legacy supporters. Throughout the year, we had the pleasure of meeting with new faces, including former MPs Munira Wilson and Helen Hayes, to discuss their role in advocating for the rights of young people. Through continued positive actions, we hope we can inspire more young people to participate in civic exchange and bring children's rights into fruition!

In 2025, we are eager to continue advocating for children's rights and championing UNICEF UK's work in a variety of ways. We hope to work with the government and other UK elected officials to ensure that children's rights are central to their decision making. We are also delighted to be part of Soccer Aid for UNICEF again, as well as continuing to play a key role in influencing UNICEF UK's decisions and engage even deeper with supporters. We hope that youth voice will continue to be at the heart of UNICEF UK.

INTRODUCTIONS

SHATISH DASANI, CHAIR

The world was an incredibly challenging place to be a child in 2024, with protracted conflicts, political instability, the ongoing cost-of-living crisis and climate change impacting the lives of children. In the UK, we saw a highly polarised political landscape and a change in government following the General Election in July, while inflation continued to lower the real value of our donations.

In this context, UNICEF UK delivered critical funding and programmes to reach children living in some of the toughest places across the world. This was only possible due to the generosity of our supporters and partners.

Our teams worked together to secure new multi-year, multi-million partnerships, raising £15 million from Soccer Aid for UNICEF campaign and expanding our Baby Friendly programme across the UK. We also launched our new equity, diversity, and inclusion (EDI) strategy, began embedding inclusive storytelling across all our communications, and continued to strengthen our digital and financial infrastructures, introducing a new finance system in January 2025.

This report covers the second year of our 2023–2026 strategy and our ambitious shared goals across Income, Influence and Impact, underpinned by Our Organisation. We are proud to share some of the actions taken and how they impact children globally and in the UK. We also describe the risks identified and the measures we took in mitigation, often unlocking innovation and opportunities in the process.

I am pleased to report that the Board of Trustees continued to operate effectively, with an emphasis on strategic oversight whilst also carrying out our governance role. One of the main tasks in the year was the recruitment of a new Chief Executive, and we were delighted to welcome Philip Goodwin in September 2024. Philip has extensive leadership and international development experience, coming from VSO where he was Chief Executive since 2015. We strengthened our senior team with a new role of Chief Strategic Development Officer, responsible for innovation, strategy and organisation.

Following six years on the Board, most of which he served as Treasurer, Sean Carney has decided to step down at the AGM this year. I would like to recognise the significant contribution made by Sean, including in setting an ambitious strategy and supporting its delivery. Other changes on the Board saw the resignation of Aneil Jhumat due to ill health and I would like to convey our best wishes to him. As part of our Board succession planning, we are proposing the election of new Trustees at the AGM, including a Treasurer and an emerging young leader who can offer fresh perspectives and ensure our work remains relevant and responsive to younger generations. Across all our recruitment, we are committed to an equitable and inclusive approach and delivery.

At UNICEF UK, we recognise that current global challenges can seem daunting and that we can only address these challenges through the vision and expertise of our partners, the dedication and skills of our colleagues, the generosity and hope of our supporters, and the determination of the communities, children and young people we work alongside. I would like to convey my sincere thanks to everyone for coming together to make a better world for every child.

PHILIP GOODWIN, CHIEF EXECUTIVE

I became Chief Executive of UNICEF UK in September 2024, joining a remarkable worldwide network working for a better world for every child. I am determined to use my 25 years of international experience on issues of equity and social justice to amplify the astounding work by local communities and partners, governments, and the dedication of our UK partners, supporters and colleagues.

Last year was one of the most dangerous years to be a child. One child in five lives in conflict and the number of children displaced by violence has reached record levels. The brutal ongoing conflicts in Gaza, Ukraine, and Sudan had a truly devastating impact on children's lives. Escalating conflicts have intensified the dangers facing humanitarian workers, 2024 was tragically the deadliest year on record. For these emergencies and dozens more, our worldwide network pulled together to deliver urgent child-centred humanitarian support.

UNICEF UK support for humanitarian work faced unprecedented pressures. The fundraising context remains extremely challenging, yet as you'll read, our supporters stepped up and got involved in so many ways including: Soccer Aid for UNICEF, our new online shop, our Paddington Postcards, arduous challenge events, writing UNICEF into their wills, responding to emergency appeals, and so much more.

Our private sector partnerships continued to drive change with communities so that children can gain skills and opportunities to shape their lives through initiatives such as Learning Passport that reached over 9.8 million learners in 45 countries. Even in crisis situations, we're using technology to tackle the injustices that hold millions of children back.

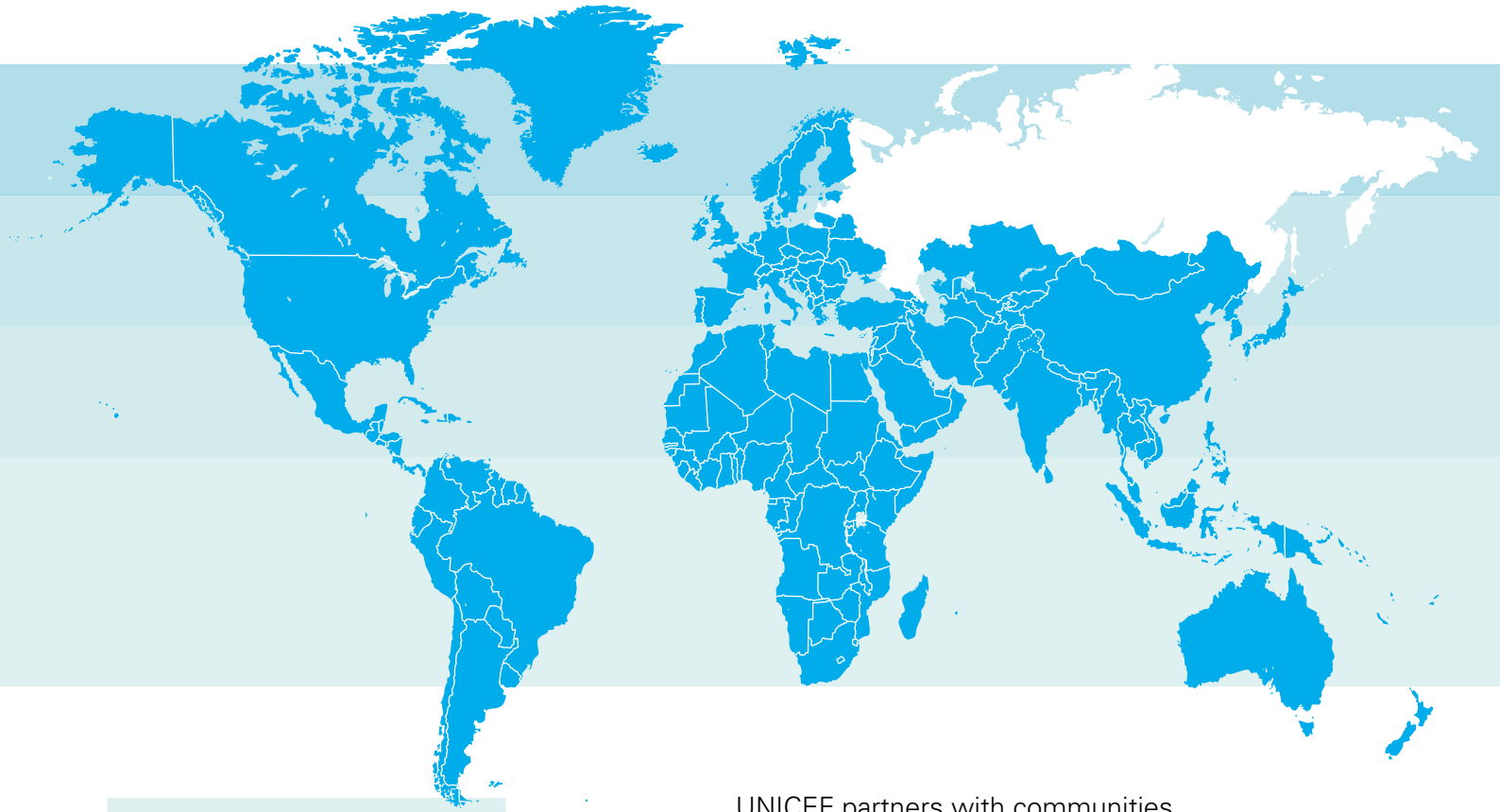
In the UK one child in five is living in poverty and we called on the UK Government to commit to a National Baby and Toddler Guarantee of basic services for every young child to counter the impact of poverty on babies and young children.

The UK General Election outcome is pivotal for children in the UK and around the world. We intensified our advocacy work for early childhood everywhere. Across the four nations, our UK programmes now reach 3.25 million children in the places where children are born, learn or live. Children and young people joined OutRight, our programme for future changemakers, and we saw Scotland now putting the UN Convention on the Rights of the Child into its laws.

We also strengthened our internal systems, culture, and values to enable our talent to thrive and to ensure we are equipped to deliver our best work for children. We continued to deliver on our commitment to create a working environment and culture that supports and promotes equity, diversity and inclusion, with colleagues from the global majority now making up 30% of our workforce.

Leading UNICEF UK and our mandate to uphold and defend child rights is an incredible honour and responsibility. Thank you for all the dedication, commitment and generosity of colleagues, supporters and partners everywhere. Together, we keep working for a better world for every child.

ABOUT UNICEF



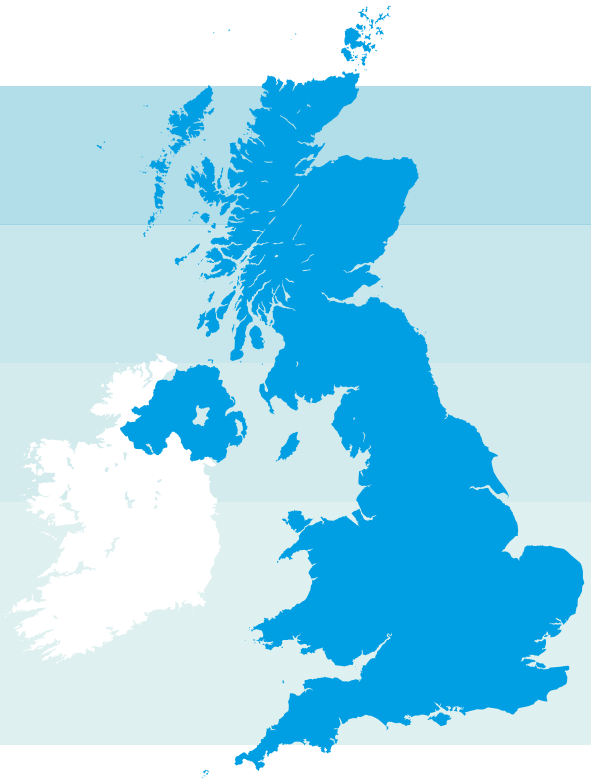
UNICEF works to build **a better world for every child.** A world that upholds the rights of every child to achieve their potential and grow up healthy and safe.

UNICEF partners with communities, organisations, local and national governments to improve children's lives in more than 190 countries. Together, we respond to emergencies and build long-term resilience. We work to protect children's lives with vaccines, clean water, and therapeutic food. We seek to tackle the violence, exploitation, and abuse of children and young people. We bring partners and communities together to improve the quality of education. And we strive to create a safe and sustainable world where children can live, learn and grow – empowered to shape their own lives.

Our humanitarian network operates round the clock to reach the most vulnerable children when and where they most need support. Our global network of supporters assists families and communities to withstand crises, recover, and prepare for future events. We advise governments, influence businesses, and lobby leaders to create lasting change for children. United with our partners, UNICEF is determined to build a better world for every child.

ABOUT UNICEF UK

The United Kingdom Committee for UNICEF (UNICEF UK) is one of 32 UNICEF National Committees.



Our vision
A better world for every child

Our charitable objectives
We put children first.
We inspire and engage supporters to raise funds, promote children's voices, and create lasting change for children

UNICEF UK is a UK registered charity that raises funds for UNICEF's work for children around the world and advocates for lasting change for children worldwide.

Our diverse, passionate, and determined team upholds the UN Convention on the Rights of the Child for children all over the world, including the UK.

UNICEF UK has been delivering programmes for children in the UK for more than 25 years. We reach around 3.25 million children each year through our Baby Friendly Initiative, Rights Respecting Schools Award, and Child Friendly Cities and Communities programmes. We work with the hospitals where children are born, the schools where they learn and grow, and the services that shape their lives.

UNICEF: THE C STANDS FOR CHILDREN

Since the launch of the *C stands for Children* campaign in 2022, UNICEF UK has seen a significant improvement in audience knowledge of UNICEF's work for children around the world. The understanding that UNICEF UK is a children's charity has had the most significant boost.

In 2024 the campaign shared stories of childhood all over the world, including Abasse, an eight-year-old boy who fled his village in Burkina Faso.

Our campaign won its second award – Best Not for Profit campaign at the Independent Agency Awards. The film ranked in the top 15% of charity adverts in the UK in 2024. By bringing our brand message to live TV for the first time, we reached a diverse primetime audience.

Partnership support
Long-standing collaborations played a key role in encouraging audiences' understanding and knowledge of UNICEF's work. The partnerships highlighted how working together can help amplify children's voices and reach new audiences.

- Outernet London showcased children's stories, immersing 6 million people in UNICEF's work
- easyJet's in-flight fundraising campaigns since 2012 have inspired millions of passengers to contribute directly to UNICEF's work
- On World Children's Day (20 November), BT Tower amplified the campaign, reaching millions more people
- Revolut and AXS's innovative apps enabled direct donations and support
- Academy Music Group amplified the campaign through their channels, venues and events.

© UNICEF/Hounkpatin

ABASSE ISN'T AFRAID ANYMORE

"We left home because we were chased away." Abasse, age 8, had to flee his home in south-eastern Burkina Faso. He was five when his school was shut down by an armed group.

With no money for transport, Abasse and his family walked over 150 miles to Tanguieta, a major hub for Burkinabe refugees in north-east Benin. The community gave them food and drink and a place to sleep.

Abasse's father found farm work, but after the rains and harvest ended, the family went hungry. Abasse's mother Yonli says, **"We can go two to three days without eating. That makes the children cry and we can't do anything. Food is our greatest need."**

UNICEF supports Burkinabe refugee families through the Social Promotion Centre in Tanguieta. This includes clothing, basics for cooking and washing, health care and support for school enrolment.

After three years of lost learning, Abasse is back at school. He loves his new teacher Sophie and says he enjoys learning French most. He has made new friends in Benin.

"I'm not afraid anymore," Abasse says.

Above: Abasse sits with his family outside of their home in northern Benin.

STRATEGIC CONTEXT

The world has undergone profound changes over the past few months and years, with escalating political and social conflict and instability across the world. This volatility, combined with a global decline in government funding for aid, is creating a major threat to child rights and wellbeing.

Domestically, behind the headline result of the UK General Election, the vote share distribution revealed a highly polarised political landscape. Appealing to all voters has become a priority of this government as well as reacting to the heightened increase in the potential for global instability. Consequently, we have seen a reduction in the commitment to Official Development Assistance (ODA) in 2025–26 of £500 million and in 2026–27 of £4.8 billion.

The 2024 UK Giving Report revealed that donors are giving more per person, yet the number of regular givers is declining. Since 2017 the real value of the average UK regular monthly gift has decreased from £20 to £15. Although UK inflation has reduced over the past year, prices of goods and services have not returned to pre-pandemic levels. There may also be further pressure on the prices of goods and profits of UK companies following the increase in global tariffs. This requires UNICEF UK to work harder to encourage donors to increase their regular donations, to seek out new sources of income, and to innovate. It has placed pressure on our cost base at a time when investment has been required to replace legacy systems.

Our work remains as vital as ever and we hope our existing and future supporters join us to create a better world for children. Charities, like ours, remain among the most trusted organisations by the British public.

STRATEGIC PLAN AND ACTION

In 2023 we launched our four-year strategic plan, focusing on four strategic pillars:

1. INCOME, 2. INFLUENCE, 3. UK IMPACT, 4. OUR ORGANISATION

In 2024 we progressed significantly towards our goals in these areas. Pages 16–79 detail examples of the work and outcomes achieved against these strategic pillars.
Highlights included:

- securing several new multi-year partnerships
- raising £15 million from Soccer Aid for UNICEF
- the implementation of an effective UK election campaign strategy
- a successful Early Moments Matter campaign
- expansion of the Baby Friendly Initiative programme across the UK.

We also launched our new Equality, Diversity, and Inclusion (EDI) strategy, began embedding our inclusive storytelling across all our communications, and continued to strengthen our digital and financial infrastructures.

The end of 2024 marked the halfway point in our four-year strategic plan. We have reviewed our targets for the remaining strategic period (to 2026), addressing the significant shifts in the external landscape. The revised goals will sharpen our focus on how to deliver effectively. We will work to be more adaptive, sustainable and efficient, to keep progressing towards a better world for every child.

Our key aims for 2025 are:

INCOME
Raise £145 million of income to support a better world for every child.

UK IMPACT
Continue to work towards reaching 5 million children through UNICEF UK programmes.

INFLUENCE
Influence the UK Government to ensure children's rights are realised and protected, in the UK and around the world, through our international and UK campaigns.

OUR ORGANISATION
Meet or exceed our targets for an effective, engaged, inclusive and high-performing workforce.

INCOME

We have ambitious income generation targets, maximising the funds available for children in a challenging fundraising climate.

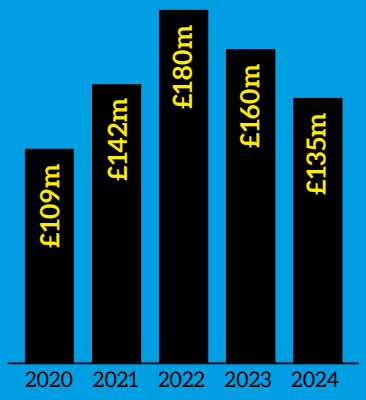
In 2024, we continued working towards our four-year income goal of £650 million, focusing on insight-led innovation and donor experience.

The income raised has funded global programmes and emergencies response for children. Programme examples are provided in this section and income performance is on **pages 64–66**.

2024 KEY ACHIEVEMENTS

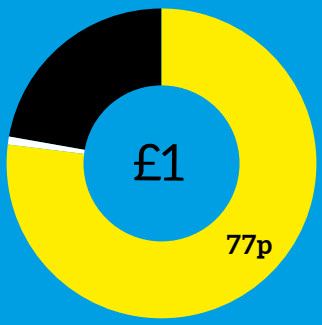
£135m

TOTAL INCOME
In 2024 we raised **£135 million** for our work for children.



How every **£1 of your gift** to UNICEF UK helps children.

- **77p** for programmes
- **1p** governance
- **22p** to raise next £



Shelling forced brothers Mykyta (10) and Serhiy (6) to flee their home in Donetsk, eastern Ukraine. Wearing new warm winter clothes from UNICEF, they travelled with their mum Tanya west by bus to Dnipro.

"I've never been to a big city. I'm curious about it. But I hope it's peaceful. I miss my toys, they had to stay behind." Serhiy

©UNICEF/Filippov

HUMANITARIAN ACTION FOR CHILDREN

UNICEF works for children in more than 190 countries and has robust and successful systems that enable us to respond rapidly and effectively wherever and whenever an emergency happens.

During an emergency, UNICEF's role is to deliver life-saving support for children and communities through water, sanitation and hygiene, health and nutrition, education, and child protection. Our humanitarian assistance always supports our long-term programmes that build local capacity and provide sustainable solutions, all in the continuous pursuit of a better world for every child.

In 2024, UNICEF UK committed **£16.6 million** for children in emergencies. This supported humanitarian efforts in more than **75 countries and territories**.

2024: UNICEF ACTION

Working with communities and partners:

> **Helped more than 26 million children and women** to access primary healthcare in emergencies.

> Screened more than **12 million children** for severe acute malnutrition.

> Reached **over 17 million people** in crisis with safe drinking water.

> Supported services to prevent, reduce and respond to gender-based violence for **6.3 million women and children**.

STATE OF PALESTINE: CONFLICT IN GAZA

The war in Gaza has taken an unconscionable toll on children. More than 15,600 children have been reported killed, with thousands more injured. Families have been torn apart. Schools, homes and hospitals destroyed.

Nearly every child in Gaza knows what it is to be displaced. Around 90% of children (1 million) require urgent humanitarian assistance. In 2024, displacement of children and families and the destruction and disruption of services led the Famine Review Committee to confirm famine-like conditions in northern Gaza.

Children remain out of school. For hundreds of thousands of people, threats to their safety and lack of access to healthcare, safe water and nutritious food have been a daily reality. Against this backdrop, children and families have shown extraordinary courage and resilience. And humanitarian organisations like UNICEF, thanks to the generosity of supporters, have continued to work with local communities and partners in this most challenging environment.

UNICEF continues to call for a lasting ceasefire, and we are massively expanding efforts to reach children and families in all accessible areas.

UNICEF's response for children and families
UNICEF has been working in Palestine since 1948 and has been delivering a full-scale, multi-sector response since conflict in Gaza escalated in October 2023.

The operating environment in Gaza is highly volatile, and UNICEF is delivering a full package of humanitarian assistance where it can. Restricted access and movement, coupled with increasing pressure on sparse resources, exacerbates the complexity and challenges.

In 2024, UNICEF UK raised **£9.5 million** for children and families affected by the crisis in the State of Palestine.

As always, we are working with local organisations and partner agencies to ensure humanitarian action for children is effective and efficient. While UNICEF emphasises the importance of sustaining and rebuilding quality services in our emergency work, currently the emergency response in Gaza is necessarily focused on supplies. And at the end of 2024, the availability of food, water and medical supplies was still critically low.

UNICEF estimates that almost all of Gaza's 1.2 million children need mental health and psychosocial support. Of special concern are children who have been exposed to repeated traumatic events, have been maimed, have lost parents and close family members, or are disabled.

2024: UNICEF ACTION

Working with communities and partners:

> **2.6 million people** accessed clean water for drinking, cooking and washing.
> **Almost 1 million people** reached with humanitarian cash assistance.
> **More than 820,000 children** and their caregivers reached with mental health and psychosocial support messages.
> Around **560,000 children** under the age of 10 vaccinated through a major polio vaccination campaign in Gaza.
> Restored learning and play for **52,000 children** through 99 learning spaces.
> Screened **63,000 children** for acute malnutrition, resulting in over 4,000 children being identified and treated with lifesaving nutrition.

STATE OF: PALESTINE

AREA
6,020 KM²

CHILD POPULATION
2,415,888

In 2025, UNICEF continues to underscore the urgency of putting children first. No child will emerge from the horrors of bombardment without the imprint of trauma, and there is no meaningful scenario in Gaza that does not include trauma-informed, child-centred services and development.

Media landscape
Since the conflict escalated, UNICEF UK has worked to ensure the devastating impact on children and their families has been at the forefront of the news agenda, securing daily coverage about how children are being affected across mainstream UK news outlets. With over 1.4 million pieces of news that place children's experiences at the centre of this crisis, UNICEF UK also worked with BBC's *Panorama* programme on a one-hour documentary *October 7th: One Year On* that interviewed children and families and bore witness to the experience of UNICEF's emergency response teams. UNICEF staff working in Gaza have been interviewed on BBC Radio 4's agenda-setting *Today* programme on a bi-weekly basis, shaping the UK news agenda and influencing parliamentary discussions on the UK response in Gaza.

The Stelios Philanthropic Foundation
The Stelios Philanthropic Foundation generously donated £640,000 to support UNICEF's State of Palestine appeal. This grant is ensuring UNICEF can reach children with a range of vital services and life-saving supplies, including ready-to-use therapeutic food for acutely malnourished children in Gaza.

©UNICEF

RAHAF WANTS TO RETURN TO HOME AND SCHOOL

Rahaf is 11 years old. Five days into the war, her family left Gaza City. When they spoke to UNICEF staff in September 2024, they were staying in a tent in Deir al-Balah, central Gaza.

"We cannot stay in the tent due to the intense heat. We face difficult conditions. A queue for water, a queue for bread, and a queue for food. It's very exhausting." Rahaf

Rahaf spoke about returning to lessons, held in a tent. With schools destroyed or being used as shelters, UNICEF supports temporary learning spaces in Gaza.

"I am very happy at school because I remember information I had forgotten," Rahaf said, glad to remember colours in English.

After helping her parents to tidy their tent, she said, **"I miss our home, my bed, and my books. I hope the war stops, and we can return to our homes and schools."**

Above left: Rahaf helps her mum look after the tent where the family now live.

SUDAN: CONFLICT

The conflict in Sudan is a children's crisis – 13.6 million children urgently need humanitarian assistance. 4.4 million children have fled their homes. It is the world's largest displacement crisis.

Persistent fighting by armed groups, displacement, disease, hunger and limited humanitarian access are a lethal combination. Across Sudan, there are 730,000 children with severe acute malnutrition, with especially high numbers in North Darfur and the Nuba Mountains of South Kordofan. Extreme conditions have led to famine in Zamzam displaced persons camp in North Darfur. The disruption to basic health services means 1.7 million children are at risk of missing life-saving vaccinations.

With schools shut, a generation of children are missing out on education, and millions have experienced, or are at risk of, gender-based violence, abuse and exploitation.

In 2024, UNICEF UK raised **£2 million** for children and families affected by conflict in Sudan.

UNICEF UK continues to raise public awareness about the humanitarian needs in Sudan and how UNICEF is working with others to support affected children and families.

UNICEF's response for children and families
Since war broke out in 2023, many UNICEF staff have been displaced from their homes and workplaces, while seeking to coordinate an expanded response to meet emergency needs.

Despite these and other challenges, UNICEF continues to respond for children in three broad areas in Sudan: delivering critical supplies and services in conflict and hard-to-reach areas; working with community members and partner organisations to provide urgent assistance for displaced people and their host communities; and working with authorities to maintain and protect systems that deliver basic services across Sudan.

Eleva Foundation support to protect children from violence
With financial support from UNICEF UK partner Eleva Foundation, UNICEF has expanded work in Sudan to help protect children from violence, abuse and other violations.

- **256 children** accessed vital services and support, including family tracing and reunification, and psychological first aid.
- **53 social workers** trained to support children in the current humanitarian context.
- **99 survivors of maiming** from shelling have been referred to medical facilities and provided with essential support.

Media coverage
The crisis in Sudan remains particularly difficult for journalists to access. UNICEF UK has been working with newsdesks to ensure the horrendous impact of this conflict on children and their families is on the news agenda.

2024: UNICEF ACTION

Working with communities and partners:

> **9.8 million people** accessed water for drinking, cooking and washing.
> **2.8 million women and children** received primary healthcare at UNICEF-supported facilities .
> **2.8 million children** and caregivers accessed mental health and psychosocial support services.
> **2.3 million children** were able to access formal and non-formal education, including early learning.
> More than **960,000 children** were vaccinated against measles.
> More than **430,000 children** under 5 were screened for severe acute malnutrition.

SUDAN
AREA
1,886,068 KM²
CHILD POPULATION
23.67M

©UNICEF/Nakibuuka

LEARNING AND FRIENDSHIP IN WAR

Two years ago, 13-year-old Aya and her family fled Khartoum, Sudan's capital city. They left their lives behind. **"I was afraid, but my sister went into shock and couldn't even speak for days. I always thought that I would share my childhood photos with my children one day. I wish I had taken those albums with me,"** says Aya.

The family settled in Kassala, eastern Sudan. With schools closed, Aya and her siblings missed a year-and-a-half of education, as did 17 million children in Sudan – one of the world's largest education crises.

Eventually, with support from UNICEF and partners, a local school set up a Safe Learning Space in Kassala, providing classes and learning materials for local and displaced children. Aya is delighted to be learning again and making friends. Her closest is also called Aya. **"She is kind, always smiling, and I hope we remain friends even after the war."**

Above: Aya (left) walks with her friend Aya at school breaktime in Kassala, eastern Sudan.

UKRAINE: CONFLICT

©UNICEF/ Yevtushenko

The prolonged conflict in Ukraine continues to have devastating consequences for children and families. Children face increased risks of disease, family separation, trafficking, and exposure to unexploded ordinance and violence – including gender-based violence.

Since the conflict escalated in February 2022, more than 2,500 children have been killed or injured. A third of Ukraine is contaminated by explosive remnants of war. More than 5.9 million women and child refugees are hosted across Europe and beyond. Over 3.5 million people are internally displaced.

The conflict is having a lasting effect on children's mental health and physical wellbeing. Access to learning, and services including healthcare, water, electricity, and heating are continually disrupted.

In 2024, UNICEF UK raised **£1 million** for children and families affected by the conflict in Ukraine.

UNICEF's response for children and families
The needs in different regions of Ukraine are diverse. UNICEF is working with Government and local partners to sustain critical humanitarian assistance where war continues in the south and east, while supporting locally led recovery and resilience in the east, centre, and western regions.

UNICEF is also complementing national efforts to provide humanitarian assistance for Ukrainian refugees and vulnerable groups in several countries, primarily those bordering Ukraine. These include Belarus, Bulgaria, Czechia, Hungary, Moldova, Poland, Romania, and Slovakia.

Above: Olha holds her nine-month-old son Demian in Lviv, western Ukraine. Mother and son are being visited by Nadiia, a nurse in a home visit programme initiated by UNICEF to support parents and newborns.

2024: UNICEF ACTION

Working with communities and partners:

> **4.3 million people** received vital information on staying safe and how and where to access services and assistance.

> Mental health and psychosocial support was provided for **757,807 children, caregivers and frontline workers**.

> **123,014 children** benefitted from catch-up education programmes organised by UNICEF and local partners. Student learning support centres expanded to 410, including 125 digital learning centres and 285 catch-up centres.

> Emergency cash support for more than **69,000 households**, including many close to the frontline.

UKRAINE

AREA
603,628 KM²

CHILD POPULATION
6.61M

©UNICEF/ Filippov

GOING UNDERGROUND

Eight-year-old Alona's school in Zaporizka, south-east Ukraine, is going underground. Not just a symbolic resistance to the war in Ukraine, it is being built below ground to protect children from shelling and from fear and isolation. UNICEF is helping to build five of these 'underground schools' in Zaporizka, enabling 3,000 students to learn and socialise despite the war.

Much of Alona's learning has been online until now.

"When I was in kindergarten, the coronavirus started. And when I was in first grade, the war broke out.

"My friend lives in another village and we can only see each other at school. We both like maths. But it's hard to learn maths online because of the frequent power cuts. Sometimes you can't hear or see the teacher. At school, the teacher will come to help me. Here, I can strengthen my knowledge." Alona

Top: Alona, 8, plays in class at her school In Zaporizka, Ukraine. The school is being rebuilt underground by UNICEF and partners to protect children and teachers from the war.

LEBANON: CONFLICT

Clashes on the Lebanon–Israel border escalated sharply in September 2024, leading to the deadliest period of conflict that Lebanon has experienced in decades, with more than 3,961 people killed, including 248 children.

The conflict led to mass displacement across Lebanon, the closure of schools, disruption to public services, and widespread damage to homes and critical infrastructure.

In 2024, UNICEF UK raised **£1 million** for children and families affected by the war in Lebanon.

CHRISTINE AND ZEINAB FIND SAFETY IN FRIENDSHIP

The war in Lebanon changed forever the lives of Christine and Zeinab. An airstrike destroyed Zeinab's village in South Lebanon. And Christine and her family also had to flee their home.

After long and exhausting separate journeys, both girls (age 11) found sanctuary at a school shelter in Beirut. Here they found comfort and joy in their new friendship. They make bracelets together and talk about having a small shop to sell their products. The girls dream of returning home.

"I just want the war to stop." Christine

"I believe I'll see my village again someday. It will always be my home." Zeinab

© UNICEF/Choufany

Above: Christine (left) and Zeinab have become firm friends.

LEBANON

AREA
10,452 KM²

CHILD POPULATION
1.2M

2024: UNICEF ACTION

Working with communities and partners:

> **557,000 people** accessed safe water.
> Mobile medical teams supported **236,000 people**.
> **117,000 displaced children** received education and play materials.
> **24,500 children, adolescents and caregivers** accessed community-based mental health and psychosocial support.

CHILDREN'S EMERGENCY FUND

In 2024 the Children's Emergency Fund supported emergency preparedness and response in more than 75 countries, including the Democratic Republic of Congo, Sudan, Afghanistan, Bangladesh, South Sudan, Lebanon, Ethiopia, Myanmar, Nigeria and Haiti.

Donations to UNICEF UK's Children's Emergency Fund provide flexible, reliable funding to make the greatest difference for children. It enables UNICEF to respond as soon as disaster strikes, providing vital funds, supplies and services in the first few critical hours and days. And it helps UNICEF continue to support communities long after the crisis has ended, supporting families to build resilience and be better prepared for any future shocks.

Globally, one in five children are living in or fleeing conflict zones, with their lives and safety in immediate danger. Natural disasters, disease outbreaks, and the impact of climate change are further disrupting life for entire communities. In 2024, an estimated 200 million children – more than one in ten children worldwide – needed urgent humanitarian assistance.

£3.8 million donated to the Children's Emergency Fund in 2024.

Donations to the Children's Emergency Fund allow UNICEF and our partners to respond in any crisis – even in emergencies that don't make the headlines. Every supporter helps to make a vital difference.

These donations contribute to a pooled global fund that allocated $58.4 million for critical emergencies work around the world (as of October 2024), meaning even more support for children. UNICEF UK was the highest National Committee donor to this fund in 2024.

© UNICEF/Mukut

Above: Rahul and Ruksana receive UNICEF water and hygiene kits after their village flooded in Sylhet, north-eastern Bangladesh.

RAHUL'S VILLAGE SUBMERGED BY RAIN

In June 2024, for the third successive summer, monsoon rains – intensified by climate change – submerged 12-year-old Rahul's village in north-eastern Bangladesh. It was Eid al-Adha night. Families abandoned their celebrations and homes to get everyone to safer ground.

"I miss school. I miss homework. I miss running on the hill and playing football. I lost my shoes and my football during the flood." Rahul

UNICEF and the Bangladesh Government had been preparing for the rains, but the sudden intensity of the deluge left nearly 2 million people stranded with limited food or clean water. UNICEF helped distribute hygiene kits and water purification tablets, reaching 230,000 people by the end of the first week. Rahul went with his friend Ruksana to collect their families' kits. **"The water tastes good,"** they declared.

EDUCATION IN EMERGENCIES

More children than ever are affected by emergencies, are not learning, and are out of school. In 2024 UNICEF provided access to education for almost 10 million children in emergencies. This included children in underreported crises, such as the Democratic Republic of the Congo and Sudan.

- **224 million crisis-affected children** need support to access learning. This includes 72 million children out of school.
- More than **90% of children** living in countries affected by fragility, violence and conflict are unable to read by age 10.
- **40 million children** have their education disrupted every year because of climate-intensified disasters.

Provided almost **10 million children** with access to education in emergencies.

"This year has been marked by unprecedented interruptions to learning for children affected by emergencies.

"However, these challenges have also presented new opportunities for innovation and collaboration. We have witnessed the power of technology to bridge divides and deliver education to remote and marginalised communities. We have seen the resilience of

educators who continue to inspire and empower their students in the face of adversity. And we have been inspired by the determination of young people who are demanding change and advocating for their right to learn."

Pia Rebello Britto,
UNICEF Global Director,
Education and Adolescent Development

© UNICEF/Bizuwerk

Above: Nawi (right) and her friend are catching up on missed classes and studying hard.

NAWI RETURNS TO SCHOOL AFTER THE FLOODS

In South Omo, southern Ethiopia, the changing climate brings drought and intensifies seasonal floods, displacing whole communities.

Nawi and her family now live in a displacement camp in Dasenech. **"I don't know much about climate change, but I understand its impact very well. We left everything behind and came here because of the flood."** Nawi

Although 10 years old, Nawi is in grade two following years of disrupted schooling. She attends an alternative learning centre every day. The centres provide learning, protection, and life-skills opportunities. Psychosocial support helps children cope with trauma.

Accelerated learning means next year Nawi could enrol in school. **"I love learning and want to continue until I graduate with a degree and become a teacher,"** she says. And her mother is fully behind her. **"I want her to continue her education and achieve great things."**

Education is often one of the first services to be disrupted by emergencies and is one of the last to restart. Yet, children in crises specify education as their priority. Surveys have revealed that children and their parents or caregivers value education as much as food, water or money.

Access to education is a vital first step, but the challenges in crisis-affected countries go beyond the staggering 72 million children who are out of school. A further 127 million children currently in school face significant barriers to quality learning and are not achieving minimum proficiency levels in reading and maths. It is essential to prioritise the quality of education, ensuring that every child can learn, grow, and succeed, even in the most difficult circumstances.

East and Southern Africa
Education in emergencies has been at the core of UNICEF UK's partnership with the People's Postcode Lottery since we began working together in 2017, supporting children to keep learning during crises. And since 2021, the Postcode Education Trust has supported our education in emergencies work in all 15 countries in East and Southern Africa that are responding to emergencies.

Postcode Education Trust funds have supported UNICEF East and Southern Africa to expand access to and improve the quality of education and strengthen the resilience of systems, schools and learners in the 21 countries in the region.

In six conflict-affected regions of **Ethiopia**, it supported the creation of safe spaces where 31,432 children received accelerated learning, skills development and child protection resources. In **Kenya**, funding helped 10,215 children in drought-affected regions to access education, while also improving school water, sanitation and hygiene facilities.

The partnership has also enabled the development of vital guidance on continuing education safely during cholera outbreaks, a toolbox to improve data and measurement of education in emergencies, and climate-resilient school construction prototypes.

Afghanistan
In Afghanistan, decades of conflict, economic collapse and human rights violations have left over half the population in need of humanitarian support. For millions of girls, it is also now more than three years since they were barred from attending secondary school.

In 2024, with backing from our partnership with the Eleva Foundation, UNICEF supported almost 3.5 million children to continue their learning through access to textbooks, learning materials, and teaching through Accelerated Learning Centres. This is life changing for many.

MARYAM FINDS HOPE IN EDUCATION

Before the Accelerated Learning Centre was established in her village, in north-west Afghanistan, Maryam* had not been to school. **"I have never been to school because there has never been one near my home. Time passes so quickly here because we love being in class. We learn, we laugh, and we keep our dreams of a bright future alive. This class is a beacon of hope for me."**

*name changed to protect identity

©UNICEF/ Khan

Right: Maryam has been able to learn for the first time at a centre in western Afghanistan.

PARTNERSHIPS AND PHILANTHROPY

UNICEF UK proudly collaborates with leading businesses, foundations, and philanthropists across the UK. In 2024, our united efforts raised over £62 million. These ambitious and innovative partnerships work to deliver the greatest impact for the largest number of children.

In 2024 partnerships and philanthropy raised over **£62 million.**

CORPORATE PARTNERSHIPS

Working with more than 30 leading UK businesses, we raised more than **£22 million** in 2024 to deliver enduring and transformative results for children.

- A new phase began of Accenture's support for UNICEF's Generation Unlimited #GenU, connecting 580,000 young people to skilling and earning opportunities.
- We celebrated the renewal of our partnership with Nord Anglia Education, for a further three years.
- In 2024 we welcomed two new sports partnerships, Brighton and Hove Albion FC and EA Sports.

FOUNDATION PARTNERSHIPS

Through our strategic partnerships with trusts, foundations, statutory bodies, and development agencies, we successfully raised over **£29 million**, driving significant impact and change.

- As part of their support for Soccer Aid 2024, the Gates Foundation donated $4.5 million for childhood vaccinations and the Children's Investment Fund Foundation provided matched funding up to £4 million to UNICEF's Child Nutrition Fund. **See pages 38–39**
- A new £1.4 million partnership was launched with the Mayor of London's Violence Reduction Unit to offer the Rights Respecting Schools Award to state-funded education settings in all London boroughs. **See page 48–49**
- The Eco-Zone project, funded by Jersey Overseas Aid, continued to improve family health, boost livelihoods and help prevent deforestation in six regions across Nepal. **See page 44**

PHILANTHROPY

By building bespoke relationships with philanthropists and their families, we worked with over 100 philanthropists to raise more than **£10.5 million**, helping to support long-term development programme initiatives, as well as emergency responses.

- We celebrated 10 years of family philanthropy with the Eleva Foundation, reaching a landmark £25 million. **See pages 35–36**
- 7: The David Beckham UNICEF Fund supported 406,400 children. **See pages 40–41**
- Our circle of like-minded, committed supporters of the Every Child Fund, provided vital unrestricted funding. **See page 45**

FUNDRAISING HIGHLIGHTS

Once Upon Our Time
On World Children's Day (20 November), we held an exclusive *Once Upon Our Time* fundraising event at Frameless, London. Around 200 UNICEF supporters and ambassadors, including High-Profile Supporters and Ambassadors, entered an immersive world of children's stories. As the space turned from sunrise to sunset, daily rituals were shared by children around the world. Their stories showed how every day, everywhere, UNICEF is striving to support every child with the care and opportunities they need to fulfil their potential and enjoy happy, healthy childhoods.

Paddington's Postcards
Our popular Paddington's Postcards subscription product continued to delight children across the UK and raise vital funds for children around the world. In 2024, we sent postcards to over 2,000 customers and offered a limited-edition Paddington in Peru pack to celebrate the release of the film *Paddington 3*.

Ecommerce
In 2024 we launched our new UNICEF online shop, giving UNICEF UK more control over the products we're able to offer our supporters.

Opening on 10 October, just in time for the holiday season, the shop fulfilled 5,500 orders by year end for a variety of products including greeting cards, Advent calendars, Paddington gifts, and Inspired Gifts. The relaunch of the site has offered more ways for our supporters to give to UNICEF while also bringing in vital unrestricted income.

©UNICEF/Chikondi

Mike, age 13, shows us the unsafe water that his village used to rely on.

MIKE'S STORY OF WATER

The *Once Upon Our Time* event shared stories told by children from around the world. One of these stories was from Mike in Blantyre, southern Malawi. Perched on the edge of a well, Mike shared his village's experience of having unsafe water to drink.

"We used to draw water from this well. It is not safe. In our village, cholera was rampant. When animals came to drink water, they would leave it contaminated. After two to three days, we would get sick and develop diarrhoea.

"Now with safe water, we're no longer absent from school, and children no longer get sick."

BRIDGING THE DIGITAL DIVIDE

LEARNING PASSPORT

The digital divide is widening. Most school-aged children around the world lack internet access at home. Only one in five platforms include accessibility features for learners with disabilities.

In 2024 the Learning Passport programme reached **over 9.8 million learners in 45 countries.**

Launched in 2018, the Learning Passport is UNICEF's flagship digital learning programme. It seeks to democratise access to quality education resources through a highly flexible and portable digital platform that enables children and young people to continue learning anywhere, at any time. The platform provides a full range of educational content – from foundational learning to skills development – in different contexts, including formal and non-formal educational settings, and with or without internet connectivity.

Thanks to the dedication and passion of UNICEF UK supporters, including Formula 1 and donors in Scotland, UNICEF has been able to innovate and increase access to quality digital learning through the Learning Passport.

In 2024, the programme expanded to 7 new countries, adding 3.8 million new learners, and empowering 2.7 million educators with digital tools and resources.

2024's remarkable milestones include:

- Expansion to new countries, including Libya, Myanmar, Cabo Verde, Equatorial Guinea and more.
- Addition of over 3.5 million learners, 6,000 courses, and recorded an additional 2.3 million new course completions, amplifying its impact.
- Development and launch of the Learning Passport Blended Learning Handbook, equipping educators with practical tools for integrating digital learning into classrooms.
- Establishment of the Learning Passport Leadership Council, ensuring strategic guidance and sustainability for the platform. As Founding Chair of the Council, UNICEF UK Vice President Marc Bolland is supporting strong governance and growth of the initiative.

Formula 1 support in Brazil and Mexico
Formula 1 is contributing to the development of the Learning Passport in Brazil and Mexico as well as globally.

Children in Brazil face an acute learning crisis, with huge educational inequalities depending on location, race, gender, or socio-economic background. Through our partnership, UNICEF is aiming to reach 19,000 learners, with a focus on remote rural communities lacking internet access. Although the programme is at an early stage, the platform is already being integrated into teacher-training activities, enabling teachers to begin using the platform with students.

In Mexico, millions of young people are currently out of school, due to socio-economic background, long distances to travel, and missed learning due to extended school closures. Since the programme's launch in June 2023, we have established the Offline Learning Passport in 105 schools across 10 states, engaging over 45,000 new learners throughout Mexico.

©UNICEF/puntophi

Trixie outside her school in Mexico.

TRIXIE TEACHES

Trixie Nayeli Segura Padilla has dedicated her life to supporting young people in her home state of Michoacán, central Mexico. She is a teacher at CBTIS18 school in remote Angangueo, one of 105 schools piloting the Learning Passport across Mexico. **"Each student can use [the platform] at home, advancing at their own pace and to the level they are comfortable with."** Trixie

HARNESSING THE POWER OF AI

Since 2015 UNICEF and Arm's partnership has been democratising technology, so children and young people can lead richer lives. With a shared vision of a digital future that every child can access, our partnership is committed to closing the digital divide and tackling global inequalities.

So far, over **605,000 children and their families** have directly benefited from the partnership, and indirectly, over 11 million people worldwide.

Our collaboration is currently focused on using artificial intelligence (AI) to address some of the toughest challenges faced by children in this and future generations. The partnership has two aims: to build impactful and scalable AI solutions, and to accelerate the development and sharing of resources to influence responsible global AI efforts.

The partnership supports three projects:

- **Unlocking U-Report in Burkina Faso**
  U-Report is UNICEF's mobile messaging platform for young people to express their views. But young people with limited literacy or who speak only local languages face barriers on this text-based platform. Speech-to-text and text-to-speech technology will be piloted in Burkina Faso for Mooré and French speakers.

- **Uplifting literacy in Indonesia**
  In Indonesia, Arm and UNICEF are expanding Bookbot, a gamified app, to strengthen pronunciation, comprehension, and reading skills in primary school children, using real-time, on device, speech recognition technologies.

- **Tracking air quality in Laos**
  Our partnership is also tackling the impact of climate change on children's health and education. In Laos, air quality monitoring systems are using an open-source model to track and predict air quality. The data will inform policy decisions and help protect children's health.

Top: Girls at school in Chomphet, Luang Prabang, north-central Laos, discuss air quality in their area.

GIGA CONNECTS SCHOOLS

One in three people don't have access to the internet around the world. Around half of the world's schools are offline. Without access to the internet, children miss the chance to learn and flourish in an increasingly digital world.

Giga is a partnership between UNICEF and the International Telecommunication Union (ITU), working to connect every school in the world to the internet by 2030 and every young person to information, opportunity and choice.

Mapping and increasing connections

Telecommunications company IHS Towers' three-year partnership with UNICEF is strengthening Giga's work to map schools and their connectivity levels on an open-source map, using machine learning and satellite imagery.

With the support of IHS Towers and other partners, Giga has **mapped 2.1 million schools** across 142 countries and **increased access to connectivity for more than 14,500 schools**, benefiting around 7.79 million students. Giga's global footprint covers more than 50 countries, including 34 countries where it provides advanced connectivity support.

IHS also supports Giga by providing relevant tower data, accelerating Giga's work to identify which schools are connected to the internet. IHS' data also supports Giga's analysis of the most appropriate technology to connect offline schools, as well as the potential cost of connectivity.

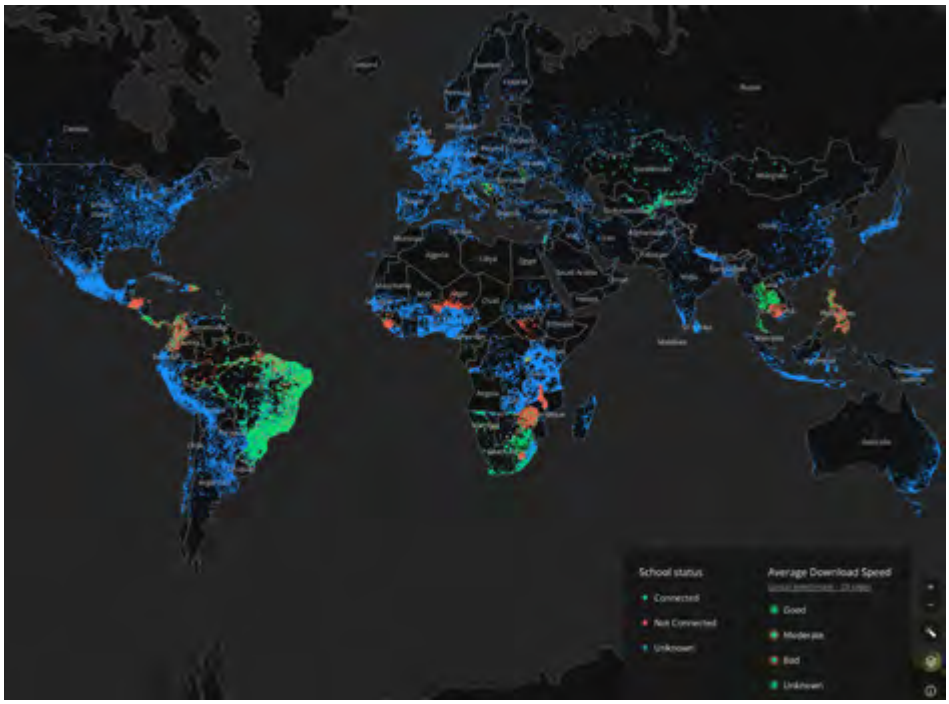
Connecting schools in Rwanda

In Rwanda, a collaboration between Giga, IHS Towers, the Government of Rwanda, and other partners has enhanced school connectivity and digital inclusion.

Using IHS Towers' data, Giga determined that in Rwanda the average distance from a school to the closest visible tower is 1.5 miles, with 98% of schools visible from at least one tower and 95% from two towers. Rwanda can now identify relevant technologies and connectivity solutions.

Giga combined the demand for connectivity from schools in Eastern Province and supported a common bid to connect 63 schools – 13 hosting refugee students – to the internet. On the outskirts of the capital Kigali, G.S. Nyagihunika is one of the connected schools. **"The internet gives us access to videos and songs, which not only makes it easier for the children to learn but also to focus on the content,"** Jeanine Mutesi, teacher at G.S. Nyagihunika.

© Giga Maps



Left: Global schools connectivity map. Below: Schools connectivity map for Rwanda.

© UNICEF Papua New Guinea

ELEVA FOUNDATION

In 2024, we celebrated 10 years of incredible achievements through our Eleva Foundation partnership.

Eleva's support has surpassed **£25 million**.

PAPUA NEW GUINEA: COMMUNITY-BASED NUTRITION

Papua New Guinea has one of the highest rates of child malnutrition in the Pacific region. Almost half of children under five are stunted – a severe form of malnutrition that has long-term consequences for a child's survival and development. To address the high rates of malnutrition in the country, UNICEF supported by the Eleva Foundation is providing increased access to preventative support and life-saving treatment.

KEY HIGHLIGHTS

- More than **2.3 million children** gained access to nutrition services and support, exceeding our target number of children reached by 1 million.
- **331 health workers and 456 village health assistants** trained to deliver essential nutrition services in rural communities.
- Almost **one million children were reached** with vitamin A supplements and more than 133,000 adolescents with iron folate supplements.

The success has led the Papua New Guinea government to seek UNICEF technical support in planning the National Nutrition Survey and in the development of strategies to expand access to treatment for severe acute malnutrition and micronutrient supplements.

Top: Mary, a nutrition officer and trained village health assistant, provides deworming tablets for children at a school in the Western Highlands of Papua New Guinea.

CENTRAL AFRICAN REPUBLIC: NEONATAL CENTRE OF EXCELLENCE

In Central African Republic, support from the Eleva Foundation has helped to establish the first neonatal Centre of Excellence for tackling the country's high stillbirth and newborn mortality rates.

The Centre, completed in December 2023, provides cutting-edge training in maternal and neonatal care, as well as essential equipment for five district hospitals.

KEY HIGHLIGHTS

- The **stillbirth rate** in the target areas dropped from 4.9% in 2022 to 3.8% in 2024.
- Since April 2023, **2,050 babies** have been delivered safely by 90 trained community health workers.
- **18 medical specialists** from the Bangui Paediatric Hospital and **30 health workers** at five district hospitals have completed newborn management and resuscitation training.

© UNICEF/Nzengue

Above: Benita and her baby boy receive care at Bangui Paediatric Hospital, southern Central African Republic.

GLOBAL: DIGITAL TEXTBOOKS FOR CHILDREN WITH DISABILITIES

There are around 240 million children with disabilities worldwide. They are among the most likely to be out of school. They face persistent barriers to education, stemming from discrimination, stigma, and the routine failure of decision makers to incorporate disability in school services.

With support from the Eleva Foundation and other partners, UNICEF is driving an innovative solution called Accessible Digital Textbooks for All, making textbooks available, affordable and accessible for children with disabilities in all contexts. The initiative brings together writers, publishers, teachers, organisations of persons with disabilities, technologists and Ministry of Education representatives. They jointly set standards for features like narration, sign language, interactivity and the audio description of images.

Together, we have produced and distributed Accessible Digital Textbooks in Colombia, Dominican Republic, Jamaica, Nicaragua, Paraguay, and Uruguay. We have now expanded activities into Bhutan and Nepal. And we are exploring how the use of AI can accelerate production and reduce costs.

Integrating these textbooks into mainstream schools can be game-changing. Children with and without disabilities can learn from the same book, enriching the learning experience for all.

See also *Humanitarian action,* pages 22 and 29

© UNICEF/Brizuela

CRISTINA GOES TO SCHOOL

Nine-year-old Cristina has cerebral palsy. She has difficulty speaking and communicates via gestures and sound. This meant that Cristina hadn't been able to attend school in her hometown of Itapúa, southern Paraguay. However, in 2024 this all changed thanks to the digital textbook programme and the wider *Let's go to school!* initiative in Paraguay.

At her new school, Cristina's teacher Elizabeth helps her to learn using Accessible Digital Textbooks. These digital resources facilitate Cristina's learning and participation. Listening to stories, doing motor skills exercises, and enjoying music with her classmates are now some of Cristina's favourite moments of the day.

"She feels good and happy since she goes to school. She has the same rights as other children."
Ceferina, Cristina's mother

Above: Cristina learning at school in Paraguay with her teacher Elizabeth.

SOCCER AID FOR UNICEF

Created by UNICEF UK Ambassador Robbie Williams in 2006, Soccer Aid for UNICEF is the world's biggest celebrity football match, raising money to help give children the best start in life.

Once a year, England takes on the Soccer Aid World XI FC. Supported by passionate fans in an iconic stadium and broadcast live on ITV1, ITVX and STV, the event harnesses the power of football so that children can grow up happy, healthy and able to play.

Over **£106 million** raised for children since the first Soccer Aid for UNICEF in 2006.

IN 2024

> Raised more than **£15 million** for children around the world.

> Peak of **3.8 million viewers** on ITV1.

> **16 television programmes** shown across Soccer Aid Week.

> **Sold-out stadium** with 40,000 fans enjoyed the game live at Stamford Bridge.

> **15 corporate partnerships.**

Top: Soccer Aid World XI FC takes to the pitch for the 2024 Soccer Aid for UNICEF match.

Soccer Aid for UNICEF 2024, broadcast live on ITV1, STV and ITVX from Chelsea's Stamford Bridge stadium, raised over £15 million. All supporting UNICEF's vital work helping children around the world have happy, healthy, play-filled childhoods.

The Soccer Aid for UNICEF match on Sunday 9 June attracted peak television viewing figures of 3.8 million and a 40,000 crowd at Chelsea's Stamford Bridge stadium. A thrilling contest ended in a 6–3 win for England over the Soccer Aid World XI FC.

The Gates Foundation donated $4.5 million for childhood vaccinations. While the **Children's Investment Fund Foundation** provided matched funding up to £4 million to support UNICEF's Child Nutrition Fund. **Primark** raised a record £469,000 from in-store fundraising. Primark also donated £50,000 from the sale of Kem Cetinay's summer suit range, worn by the players on matchday. This was our first product-based fundraising activation with Primark.

Soccer Aid for UNICEF 2024 also saw the launch of a programme partnership with **EA Sports**. The partnership aims to support 16,000 young people to develop life-skills through sport for development in Namibia, and 30,500 young people to develop skills in science, technology, engineering and maths (STEM), and vocational skills through in- and out-of-school learning opportunities.

As part of our nationwide Soccer Aid for UNICEF Academy campaign in UK schools, we ran a competition to design the 2024 Soccer Aid for UNICEF mascot. The winner, Nahla, joined us as one of our matchday mascots, and was interviewed on the live pre-match show with Alex Scott and Dermot O'Leary. She was surprised by the life-size costume of her 'Soccer Seren' caterpillar design, as well as a video message from her hero, Lioness keeper Mary Earps.

JILL SCOTT VISITS UKRAINIAN FAMILIES

Soccer Aid for UNICEF England team captain Jill Scott visited Romania to meet Ukrainian refugees forced to flee their homes because of the war in Ukraine.

Jill met families living in UNICEF-supported centres, where they have found a sense of safety and normality. She heard how UNICEF is supporting children to enrol in local schools, so they can catch up on lost learning time, make new friends and get back to playing.

Jill spoke to Halyna, whose youngest children Arina and Daria were just four and five when the war broke out. The family had planned to visit the seaside in summer 2022, but instead they had to escape to Romania in a car packed with eight people and no room for their belongings.

"One moment we had our life, and then it vanished in a second. It was so painful to leave everything, but our children's lives were the most important thing.

"We met all these people who wanted to help us somehow. They gave us food, first aid, anything we needed. They gave toys to our children. We know that our children are safe here, and they are so happy to be here." Halyna

©UNICEF/Moldovan

As well as providing a safe space to live, UNICEF supports a school where Arina and Daria are learning and thriving.

"I could really see the lasting effect the war in Ukraine has had on Halyna and her family. It was a real privilege for me to meet them and hear their story and to get an insight into how money raised by Soccer Aid for UNICEF really is changing lives." Jill Scott

Above: Halyna with her children Arina, Daria and Julia. War forced the family to leave Ukraine. They have found safety at a UNICEF-supported refugee centre in Bucharest, Romania.

7: THE DAVID BECKHAM UNICEF FUND

Since 2019, the 7 Fund has been helping children, especially girls, break down the barriers that hold them back. Tackling issues such as violence, bullying, child marriage and missed education, the 7 Fund has supported programmes for the most vulnerable children in the poorest communities in Uganda, Nepal, Indonesia and El Salvador. 2024 marked the final year for the current 7 Fund projects. All projects have exceeded their initial targets and their impact for children and their communities will be felt for generations to come.

Supported **406,400** children.

UNICEF would like to express our deepest thanks to our Global Goodwill Ambassador David Beckham and all the donors who have supported this vital work, particularly the 7 Fund Giving Club for their incredible contribution.

UGANDA

In Uganda, over 1,000 schools across the country are using the Life Skills Toolkit. This is the first comprehensive, adolescent centred, 21st-century skills programme in Uganda, addressing the critical skills that young people need to thrive.

PATRICIA MAKES PLANS

In northern Uganda, 21-year-old Patricia is taking every opportunity to develop her life skills as well as her academic work. She faces financial barriers in attending school but leans on the resilience she has forged in the Life Skills Club at school.

"I've learned innovation, creativity, leadership, and problem-solving. The club helps us understand ourselves better and choose the right friends to make a difference in life," she says. Her school is also embedding the Zero Tolerance on Violence Against Children approach to make sure schools are safe spaces. Patricia is determined to put her skills to work for her community and plans to qualify as a nurse.

NEPAL

In Nepal, 21,723 out-of-school girls in southeastern Madhesh Province have completed SAGE (Supporting Adolescent Girls' Education), a nine-month programme providing essential literacy and numeracy skills to support girls to enrol in formal schooling and continue their education. Over 50,000 children and adolescents have received information and support on mental health and the harmful effects of child marriage. In total, 162,064 children and adolescents have benefited from this programme.

ANTIMA OPENS A SHOP

Antima, a 16-year-old from Rajdevi, southern Nepal, runs a bustling business, selling popular snacks. One of seven siblings, Antima could not afford to stay in school.

The Rupantaran programme supports girls who are out of school to resume education or gain

© UNICEF/Abdul

Above: Patricia at school in northern Uganda.

© UNICEF/Ngakhusi

Above: Antima makes food at her shop.

life skills. Its focus on economic empowerment sparked Antima's taste for enterprise and she started her shop with Rupantaran seed funding. Antima now supports her family and her siblings' education.
"My parents used to own a small eatery, and I grew up watching my father make these dishes and even helped him.

"My parents couldn't afford to send us to school. My older sisters are already married. But my younger ones still have a chance." Antima

INDONESIA

In Indonesia, a schools-based programme aimed to increase the number of children continuing education, improve the quality of education and learning outcomes, and protect girls and boys from violence in 22 primary and lower secondary schools. It also included a student-led, anti-bullying ROOTS programme. The percentage of students believing that teachers now take harassment reports seriously has increased from 9% to 87%. In recognition of the programme's success, Indonesia's national and local governments have begun to embed and expand elements of it within and beyond West Papua, to teachers and students across Indonesia.

OCHI'S PASSIONATE ABOUT JUSTICE

Fourteen-year-old Ochi from West Papua plans to become a judge to promote justice and fairness. Her teachers in junior school encouraged her to join the Supporting Girls to Thrive programme and then the Roots antibullying programme.
"I used to be a timid person. I was always nervous and clumsy. But I wanted to be different and confident enough to speak my mind." Ochi

Ochi befriended a girl who was targeting other students, supporting her to change that behaviour. She took her skills to senior school too. **"By realising that bullying is wrong, we can make friends with everyone. Roots can help us to face problems now and in the future. We can change to be better and stronger."**
Ochi

EL SALVADOR

In El Salvador, working in six communities with the highest rates of violence, the project has helped strengthen local child protection systems and support social programmes focusing on parenting, education, health and recreation. More than 27,300 children have participated in sports, cultural and artistic activities designed to improve mental health and develop skills such as teamwork and communication. These activities also help to foster inclusion, eliminate gender stereotypes and strengthen community bonds. In total, 41,351 children and adolescents have benefited from this programme.

EDWARD ENJOYS EXTRA LEARNING

Edward is 7 years old and lives in a district of the capital San Salvador. After school, he likes to study at the Community Outreach Centre. He particularly enjoys painting and solving puzzles.

"I like to come here because there are toys and I have lots of friends." Edward

"I am a single mother who must work, but my son is struggling to learn how to read and write. Now he has improved with the academic support he is receiving."
Sonia, Edward's mother

© UNICEF/ Ijazah

Above: Ochi, 14, plays with her younger brother Tommy at their home in Sorong, West Papua.

© UNICEF/Leiva

Above: Edward, 7, enjoys playing at his local Community Outreach Centre in San Salvador.

BUILDING SELF-ESTEEM

UNICEF and the Dove Self-Esteem Project have partnered to help improve body confidence and self-esteem in children and young people. Our shared vision is to help empower children and adolescents around the world to overcome existing barriers and build skills and self-esteem so they can reach their full potential. Positive self-esteem enables young people to gain the skills needed to succeed in school, work, and life.

In 2024, we reached nearly **8.9 million adolescents.**

Phase 1 (2019–2022) of the partnership reached 16.5 million young people with body confidence and self-esteem messages in India, Indonesia and Brazil.

Phase 2 (2023–2026) focuses on expanding our work in India to reach a further 16.4 million young people with body confidence and self-esteem messages. We are adapting and digitising the content created in phase 1 and disseminating it through the Ministry of Education's e-learning platform in India, increasing access to key education and life-skills resources for children aged 11–14.

As part of phase 2, UNICEF has produced a series of innovative digital comic books for the 15+ age category, included as supplementary teaching materials in the existing life-skills curriculum across eight states in India. The comics address common concerns about the effects of social media, body image and functionality, sexual and self-objectification, and appearance-based discrimination. UNICEF has also campaigned to encourage parents, siblings and teachers to act as self-esteem champions in support of children.

Right: Nandini and Nilam from Bihar, eastern India, are part of the Dove Self-Esteem Project to build confidence and empowerment among young adolescent girls.

©UNICEF/ Das

CHILD PROTECTION ON TEA ESTATES, ASSAM

Since 2014, the Improving Lives partnership between ETP (Ethical Tea Partnership) and UNICEF UK has supported children and families across 205 tea estates in Assam, north-eastern India. It has reached over 300,000 community members, including over 137,000 children and young people.

The partnership aims to drive sustainable change and support children in realising their potential. It provides training for Child Protection Committees and Mothers Groups to educate young people about the dangers of gender-based violence, including child marriage, and to promote positive masculinity.

Between 2018 and 2022, the programme has helped avert **98 cases of child marriage.**

©UNICEF/ SmilePleasePhotography

SUMITA'S STORY

Above: Sumita cycles at the tea estate where she lives in northern Assam.

Sumita*, aged 17, lives with her parents and siblings in northern Assam. While at high school last year, Sumita met a young man aged 20 who proposed marriage after a few weeks. Although she initially refused his proposal, an argument with her dad led her to run away from home with him. She immediately realised it was a mistake.

In response, members of the Child Protection Committees and Mothers Groups came together to help Sumita return home. They explained to her the potential consequences of running away, reinforced the importance of education, and provided her with support and counselling. Sumita returned to school and is hoping to become a nurse.

* name changed to protect identity.

ECO-ZONES IN NEPAL

The Eco-Zone project, funded by Jersey Overseas Aid and implemented in six remote municipalities in Nepal, aims to improve family health, boost livelihoods and help prevent deforestation. It provided eco-cookstoves to 11,000 households to replace the inefficient stoves that use large amounts of firewood and cause indoor air pollution.

Provided eco-cookstoves to **11,000 households**

70%of Nepal's population rely on firewood to meet their energy needs, including fuelling cookstoves. According to the World Health Organization (WHO), households using traditional cookstoves can be exposed to as much as 40 times more particulate matter and 30% more carbon monoxide than recommended international guidelines.

© UNICEF

Left: Ganga Shahi cooking with her daughter Khadachakra at their home in western Nepal.

GANGA CAN BREATHE EASIER

Ganga Shahi from Kalikot, western Nepal, explains that the eco-cookstove has made her life a lot easier. "When we were using the traditional stove, we needed much more firewood," It's a seven-hour walk for firewood collection, which she used to do around eight times a month. The eco-stoves require five times less firewood, allowing Ganga more time for other activities.

"I have so much more time now to care for my children, make sure they get ready for school on time, and do other things, like tend to the vegetables in our garden." Ganga

The traditional stove also emitted heavy smoke causing respiratory issues. **"Before, when I stayed in the kitchen too long when cooking, my eyes would get sore, I would struggle to breathe properly, and my head would start to hurt because of all the smoke. Since using the new stove, I haven't had these issues."**

UNRESTRICTED FUNDS

This is the most valuable source of funding for UNICEF, and we have been laying the foundations to increase the amount of unrestricted funding we can raise to deliver better results for children.

Unrestricted funds are the cornerstone of UNICEF's commitment to build a better world for every child.

This type of funding provides UNICEF with three key tools:
1. predictability to plan and implement long-term programmes for children
2. flexibility to address challenging and often rapidly changing contexts to achieve real, lasting results, and
3. efficiency that comes from reducing transaction costs and thereby maximising the resources that can go directly to children.

Around 80% of the unrestricted funds received by UNICEF goes directly to country programmes around the world, equitably and precisely allocated based on where children are in greatest need. The allocation of the remaining 20% is directed to strategic and innovative activities, advocacy and global and regional programmes, and UNICEF's emergency programme fund.

Every Child Fund
In 2024, we launched UNICEF's Every Child Fund to support unrestricted funding. Supporters of the Fund and members of the accompanying Every Child Circle – an exclusive group for supporters who make a three-year commitment – have helped us to deliver life-saving support for children and their families.

From medicine and clean water in Gaza, to screening and treating children for malnutrition in Sudan, and psychosocial support for children at child-friendly spaces in Haiti, the Fund supported vital emergency work. It also enabled new work with many government partners. In India, communities are breaking the silence around menstruation, and in Ghana, strengthened birth registration means more babies can access essential services like child protection, health care, and education.

©UNICEF/ Elfatih

OHAG PLANTS A VEGETABLE GARDEN

In Amara village, northern Sudan, Ohag is one of 500 women tackling malnutrition by growing crops to feed her family.

Ohag learned how to set up a vegetable garden as part of a initiative supported by UNICEF. While protecting her family's health, she can also pass on her growing skills.

"The market where I bought vegetables was very far away and I couldn't go every day. But I made the garden to provide vegetables rich in vitamins for my children."
Ohag

Left: Ohag tends her vegetable garden.

UK IMPACT

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 currently work in all four nations of the UK, reaching around 3.25 million children each year through our Baby Friendly Initiative, Rights Respecting Schools and Child Friendly Cities and Communities programmes.

Our aims for 2024 were to continue influencing and transforming systems and services for children.

2024 KEY ACHIEVEMENTS

3.25m Reaching around 3.25 million children each year in the UK.

Rights Respecting Schools

1.75m Reached 1.75 million children in 5,000 schools in UK and Channel Islands.

Registrations and accreditations in 2024

- **784** schools in the UK newly registered
- **248** schools achieved *Gold: Rights Respecting*
- **423** schools accredited *Silver: Rights Aware*

THE BABY FRIENDLY INITIATIVE

600,000 newborn babies in the UK supported.

- **99%** of maternity services
- **89%** of health visiting services
- **74%** of neonatal units working towards Baby Friendly accreditation in the UK

Child Friendly Cities & Communities

1m Nearly 1 million children in areas taking part in Child Friendly Cities and Communities.

- **Expert training in children's rights for 1,134** elected members, council staff and other professionals
- **100 young leaders and decision-makers** received training and support to help them advocate for their rights and those of their peers

Rights Respecting Schools

The Rights Respecting Schools Award (RRSA) puts children's rights at the heart of schools in the UK. Using the UN Convention on the Rights of the Child as our guide, UNICEF UK works with schools across the UK to create safe and inspiring places to learn, where children are respected, their talents are nurtured, and they can become empowered, responsible and active citizens.

RRSA reaches over 1.75 million children and young people in more than 5,000 schools across the UK and Channel Islands. The UK programme has the most participant schools of the many child rights schools' programmes run by UNICEF National Committees around the world.

Commitment to child rights in Scotland
Thanks to funding from the Scottish Government, the Rights Respecting Schools Award is now on offer to every state primary and secondary school in Scotland. By the end of 2024, 83% of schools in Scotland were engaged – a huge reach for a non-statutory programme. The Gold Award has been achieved by 299 schools and 635 have achieved Silver.

London Mayor reducing violence through rights
In February 2024, the Mayor of London announced £1.4 million Violence Reduction Unit funding for UNICEF UK to offer the Rights Respecting Schools Award to state-funded education settings in all London boroughs. The funding runs until March 2028, creating opportunities for lasting impact for children in London, including children with special educational needs and disabilities. By December 2024, 581 London schools had registered for the programme. More than 100,000 children and young people in London are attending schools that have achieved either the Gold or Silver Rights Respecting Schools Award.

London secondary school sign ups
Five secondary schools in the London Borough of Camden signed up for the Award after the Mayor's funding was announced, including Acland Burghley – a large mixed comprehensive school. **"I feel very confident in applying for Bronze now and I am looking forward to speaking with other Camden secondaries about their plans to embed children's rights into policies and practice."** Dixie McLean, RRSA coordinator at Aclan Burghley.

Measuring impact for children
When a school attains Silver or Gold stage of the Award, the impact on schools and children's lives is apparent. Between September 2022 and June 2024, we reviewed this impact. We found that:

- 92% of Gold schools and 83% of Silver Schools report noticeable or significant impact on children and young people being **more engaged in their learning**.
- 97% of Gold and 93% of Silver schools report noticeable or significant impact on children and young people **developing positive relationships**.
- 98% of Gold and 93% of Silver schools report noticeable or significant impact on pupils **feeling empowered to respect the rights of others**, and to uphold their own rights.

Resilience in Pantysgallog
Every morning, Max the Wellbeing dog and headteacher Darren Thomas greet pupils as they arrive at Pantysgallog Primary School in South Wales. Max joins lessons and assemblies and provides vital emotional support for some pupils as part of the school's resilience approach which is closely linked to their work on children's rights. Registered with RRSA since 2019, Pantysgallog Primary School has found that as rights have become more embedded, so has a culture of mutual respect, enhanced behaviour, and pupils' readiness to learn.

Feeling safe in Longstone
The community of Longstone Special School in Dundonald, east of Belfast, values dignity, non-discrimination and the best interests of the child. Young people made a video about safeguarding, and posters to introduce safeguarding staff. Pupils on the school council completed leadership training and took part in the safeguarding project. They report feeling more confident from knowing they made a real difference to school life.

Top: Children and young people at Rights Respecting Schools around the UK celebrate World Children's Day (20 November).

© UNICEF/Maule-Ffinch

THE BABY FRIENDLY INITIATIVE

Above: Zoe and her three children enjoy a mix of family and discovery time at Pine Cones Family Hub in Bedford, with space for breastfeeding, play and cuddles. Activities include 'stay, weigh and play' sessions. The Bedford Borough Children's Centres have been engaged with Baby Friendly since 2015 and achieved re-accreditation status in 2023.

UNICEF UK's Baby Friendly Initiative works in UK maternity, neonatal, community and hospital-based children's services and universities to give babies the best start in life. We promote and support breastfeeding, and we focus on safe, responsive bottle-feeding and responsive caregiving for every baby.

Over the past 30 years, the programme has transformed healthcare for families in the UK as part of a wider, global partnership between the World Health Organization (WHO) and UNICEF.

Accreditations

Our staged accreditation programme enables services to support families with feeding and help parents/primary caregivers build a close and loving relationship with their baby.

In 2024 we awarded

- 19 Gold Awards and 18 Gold re-validations
- 10 Certificates of Commitment
- 25 Stage 1 accreditations
- 19 Stage 2 accreditations
- 16 full accreditations
- 44 re-accreditations

Four Trusts unite

The NHS Long Term Plan recommends that all maternity services work towards full Baby Friendly accreditation.

Four neighbouring NHS Trusts of Southampton, Hampshire, Isle of Wight, and Portsmouth make up the SHIP Local Maternity System. All are working to become fully Baby Friendly and are collaborating on their common goal.

Their collaboration builds camaraderie among health professionals across and beyond the four trusts, benefiting more babies and families.

Baby Friendly interviewed the Trusts' Infant Feeding Leads, and in 2024, published their insights on improving standards of care and support for babies and their parents or caregivers.

"We are doing such powerful work. Doing it together has reached that wider audience."

"Breastfeeding initiation rates have improved ... We have an educated workforce, and we are working to Stage 3, where we will see the biggest changes because we are auditing parents and embedding practice."
Infant Feeding Lead

2024 Annual Conference

Our two-day, online Baby Friendly Annual Conference reached nearly 2,000 UK and international delegates with the latest research and innovations in infant feeding and relationship building.

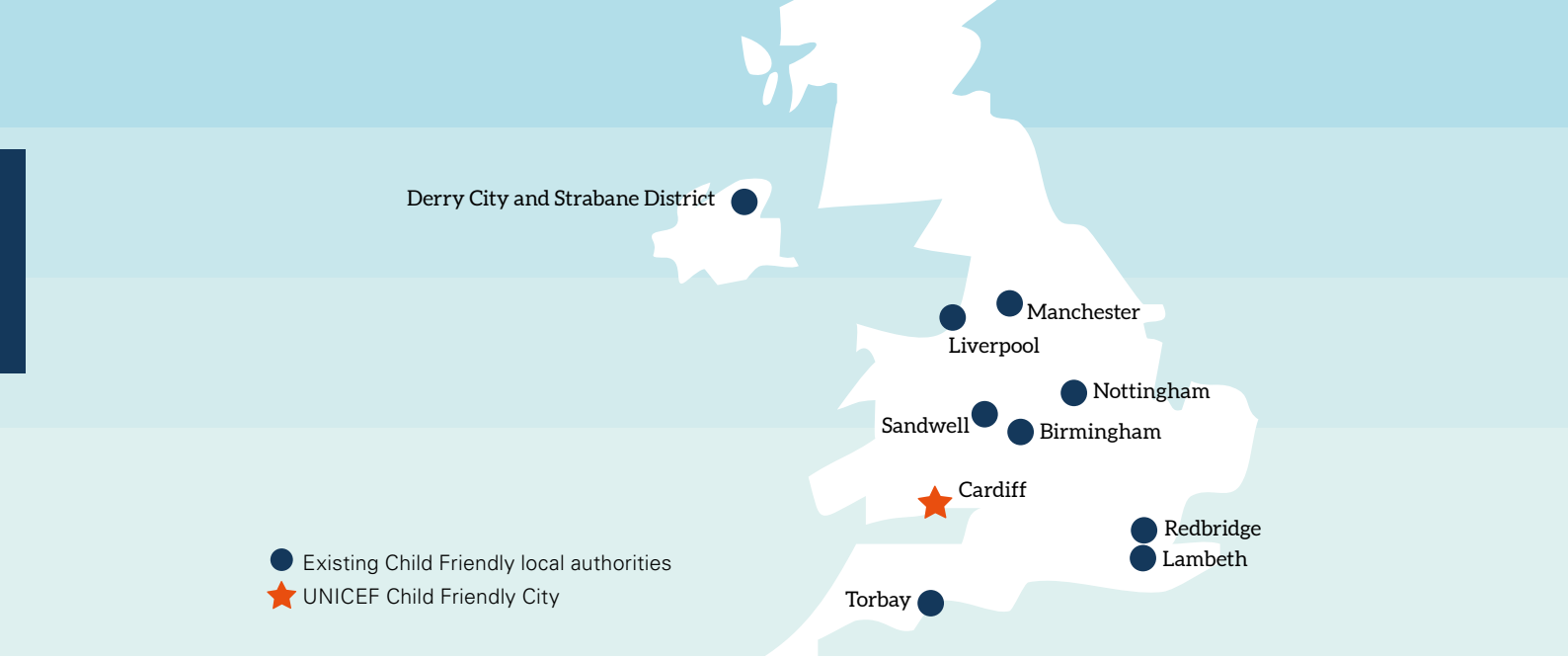
Starting on World Children's Day (20 November), the Conference marked 30 years of Baby Friendly in the UK. One delegate shared, **"I have loved every single UNICEF UK Baby Friendly Conference I have attended, and this was no exception."**

Education and outreach

Baby Friendly supports health professionals to implement best practice in infant feeding and relationship building. Our suite of evidence-based courses, resources, guidance materials and Qualifications Framework distance-learning programme are valued by health practitioners across the UK. In 2024, our collection of widely accessed e-learning resources was updated in line with the latest evidence.

© UNICEF UK/BFI

Left: Sajanthini shares a loving gaze with her six-month-old son Aaron, who is receiving care at the Alder Hey Children's Hospital in Liverpool. Alder Hey is currently engaged in the Baby Friendly pilot programme for hospital-based children's services.



Child Friendly Cities & Communities

Almost 1 million children in the UK are growing up in areas taking part in Child Friendly Cities and Communities. The programme is working in 10 locations across the UK, including with some of the biggest local authorities in the UK like Birmingham and Manchester, to put children's rights into practice.

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

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

Child rights at the heart of our cities and communities

In every community where we work, we are seeing children's rights woven into council and community-wide initiatives, and the ways in which decisions are made. And we see children and young people contribute to creating solutions to local issues, so that their needs are met, and their rights are upheld.

In Liverpool, children and young people have contributed to a new housing design guide that will ensure new homes built in the city feel safe for children and contribute to their health and wellbeing.

In Derry City and Strabane District, children's rights have been embedded into the tendering process for initiatives like the cross-community peace-building programme PeacePlus. This means that decisions about where to prioritise support and funding explicitly consider children's needs.

In the London Borough of Redbridge, there is now a requirement for all Cabinet papers to make clear the implications for children of any decision that is made.

Delivering training

In Manchester, spearheaded by the city's leadership, the council has committed to training its entire workforce. This will have a far-reaching impact: contributing to children feeling safer in their communities, being better protected from discrimination and harm, and enjoying services and spaces that are designed to meet their needs.

"As a result of today's training, I am focused on ensuring that decisions made for looked-after children emphasise their rights and provide appropriate care and support for them."
Training participant

Meaningful role for children

In 2024, new initiatives such as Liverpool's Schools Parliament made sure that children of all ages could talk directly to decision-makers on a huge range of topics: from raising concerns about the environment to how safe they feel in their communities.

In the London Borough of Lambeth, only a small number of children and young people being looked after by the council were attending their review meetings. To address the issue, the council identified the barriers that were preventing children and young people from participating. The council took a child rights-based approach to finding ways to overcome these barriers, which included providing more consistent support, making information more accessible and child friendly, and creating tools to help children and young people feel more confident to attend. The result was that the number of children and young people attending their review meetings increased significantly, rising to 68%.

In Manchester, young carers recently contributed to the city's new Young Carers' Strategy that included their commitments to making Manchester "a place where all young carers can be safe, happy, healthy and successful."

©TranaiTodd

Left: Tranai works to make Nottingham a safer and better place for young people.

TRANAI, CHILD FRIENDLY NOTTINGHAM CHAMPION

As a Child Friendly Nottingham champion, Tranai, aged 20, uses his experience of growing up in Nottingham and overcoming challenges to inspire and empower other children and young people.

When he was 14 years old, Tranai noticed some of his friends being targeted and manipulated by criminal gangs. Tranai found distraction in sport. Through boxing, he learnt how to be resilient and channel his frustrations. He began volunteering for local community projects, including the Nottingham City Youth Cabinet. Here, he discovered his passion for helping children and young people overcome adversity and find their voice.

Aged 17, Tranai set up the Support Through Sport organisation. Three years on, Tranai has helped thousands of local young people by being a mentor, signposting to other support services, and working with organisations and community groups across Nottingham. In 2024, Tranai became the youngest person to be recognised in the prestigious Nottingham Awards, honouring people who are making a difference in their communities.

"It was a proud moment in my own journey of resilience, learning and leadership, and further motivation to build brighter futures and create safer communities, through the power of sport and youth work combined."
Tranai

INFLUENCE

In 2024, we sought to influence the priorities of major parties across the devolved nations to centre upon child rights in the run up to the General Election, establish influential relationships with the new Government, and continue to deliver our international and domestic campaigns and our foundational advocacy work.

89,000

people sign our petition in support of a National Baby and Toddler Guarantee.

2024 UK GENERAL ELECTION

The 2024 UK General Election was a pivotal event. In May, with six weeks' notice of the election date, we accelerated our engagement with the major political parties so that, whatever the outcome, UNICEF UK would be well positioned to influence the new Government.

This included:

- Our *General Election Briefing*, with our domestic and international campaign points, reached Ministers, Shadow Ministers, and MPs. We sought to influence parties to prioritise the needs of children.
- **120,000 campaigners reached 4,500 candidates in 450 constituencies**, so that 200 candidates signed our pledge for children – making new connections with prospective MPs.
- Our Youth Advisory Board reviewed the main parties' manifestos and and wrote to the main party leaders to spotlight youth views and concerns.
- We amplified our priority issues for domestic and international child rights through all our communication channels and in coalitions with other organisations.

On 5 July, a new Labour Government was elected, and we continued to press to prioritise children's needs with the new Government and Parliament. We focused on:

- Strengthening relationships through welcome letters from our Chief Executive Philip Goodwin, MP packs, party conference events, and discussions with civil servants.
- Publicly calling for child rights to be at the heart of Government actions and decisions.
- Working with sector colleagues to centre children in public debate and decision-making.
- Creating the conditions to push child rights up the political agenda with our two campaigns – *Early Moments Matter* and *Futures at Risk* – in the first 100 days of the new Government.

Our groundwork seeks to secure support coverage for our priorities. Now we are pursuing our change goals for child rights by the end of this Parliament.

Top: Ahead of the 2024 General Election, we called on politicians and the public to stand for children and put children first.

YOUTH VOICE AND INFLUENCE

We continued to grow our youth work with children and young people across the UK and around the world in 2024, elevating their voices and supporting their active participation in our work:

- Raising awareness of all children's rights through our youth advocacy campaign OutRight and our Youth Advisory Board (**pages 8–9**)
- Facilitating exchanges with decision-makers and supporters, including strengthening youth engagement across the Foreign, Commonwealth and Development Office (FCDO), the UN system, the Minister for Children, and with other children during Soccer Aid for UNICEF.
- Members of the Youth Advisory Board participated in and informed colleague recruitment, and strategy development processes in 2024 (**see page 9**). We are proud to continue to challenge ourselves to open processes to, and be influenced by, children and young people.

© UNICEF UK

Children learn about their rights at a UNICEF Rights Respecting School in east London, England.

Community Building with Gen Z

Building a relationship with Gen Z in the UK is a priority for UNICEF UK. In 2024, we undertook extensive research and competitor analysis. Taking a youth-centred approach is paramount, so research was commissioned with young people aged 13–25 across the UK, with a focus on listening to under-represented groups. We're excited to shape this new initiative in 2025.

OutRight campaign

In a year when so many countries went out to vote, our OutRight campaign celebrated changemaking – encouraging children and young people to speak up about issues that matter to them. High-Profile Supporter Cel Spellman, and champion for children Paddington Bear, supported new campaign resources.

With over 2,000 settings across the UK taking part in OutRight, more than 60,000 children and young people learned about democratic processes and their right to be heard. Our campaign was filled with hope and encouragement.

We encouraged children and young people to write directly to decision makers and highlight the importance of the UN Convention on the Rights of the Child. Several decision makers and politicians who received these letters visited schools to meet the authors.

On World Children's Day (20 November), more than 200 settings joined our interactive webinars, featuring inspiring Youth Advisory Board members Dev and Tiana. Board member Finn spoke insightfully on the incorporation of the UN Convention on the Rights of the Child into Scottish law.

EARLY MOMENTS MATTER CAMPAIGN

Early Moments Matter **calls on the UK Government to commit to a National Baby and Toddler Guarantee of basic services for every young child, including education and mental health support. In 2024 our campaign focused on the impact that child poverty has on early childhood outcomes and called for more financial support for parents, including an end to the two-child limit and benefit cap that currently keeps thousands of children in poverty.**

Our third annual parent poll, launched in July, found 90% of parents with children under five are worried for their children's future life chances. It was picked up by Sky News, GMB, Hello! and others.

We used the moment to relaunch our petition, calling on the newly formed Government to prioritise early childhood development. More than 89,000 people have now signed. UNICEF UK Chief Influence and Impact Officer Anna Kettley discussed child poverty with Work and Pensions Secretary Liz Kendell.

In December we launched joint new research with the NSPCC. *Opening Doors: Access to early childhood services for families impacted poverty in the UK* sets out how essential early childhood services can counter poverty's impact on babies and young children. It flags how families living in poverty face barriers accessing these services. This research was discussed with Government officials writing the new Child Poverty Strategy and shared with MPs and Ministers. Over 300 people across local authorities, the NHS, Government, academia and NGOs joined our webinar on the findings.

UNICEF UK has influenced the development of the Government's Child Poverty Strategy, which includes a pillar on best local services for early childhood. The day after our research launched, Prime Minster Kier Starmer announced that ensuring the best start in life for every child is one of the Government's six national milestones – a major success for our campaign.

Below: Jocelyn and her daughters play a card game at their home in Watford, England.

"Mental health, education, accessing opportunities, the foundations for all of this is set by early years' development." Jocelyn

© UNICEF UK/Amara Eno

FUTURES AT RISK CAMPAIGN

Following years of cuts to the UK aid budget, we worked to influence the UK Government to continue its support for the basic services that children need to survive and flourish.

We followed up on the Global Food Security Summit (November 2023) with evidence to the International Development Parliamentary Committee's inquiry into the UK Government's progress on achieving Sustainable Development Goal 2: Zero hunger. Seizing opportunities like World Immunisation Week, we briefed MPs on strengthening health services, and co-ordinated UNICEF campaigners to reinforce our messages.

Gemma Chan visits UNICEF Humanitarian Supply Division

Post-election, we brought our campaign to party conferences with colleagues from UNICEF Democratic Republic of Congo. Our open letter calling for investment in the poorest children and a return to 0.7% has gained nearly 25,000 signatures. Actress and UNICEF UK Ambassador Gemma Chan visited UNICEF's Humanitarian Supply Division in Denmark to promote the campaign.

Leave no child behind

In November, we launched *Leave No Child Behind: Analysing Cuts to UK Child-Focused Aid.* The report details how child-focused aid has been cut disproportionately and how the UK could better support children. Our new Chief Executive Philip Goodwin discussed the findings and recommendations at a World Children's Day dinner with MPs. UNICEF campaigners shared the report with their constituency MPs. This report will underpin much of our advocacy through 2025.

On World Children's Day, we shared UNICEF's *State of the World's Children* report with political and government stakeholders, warning how climate change threatens child rights. Philip Goodwin met with Climate Minister Kerry McCarthy. A Public Affairs colleague attended the UN Climate Change Conference (COP29) in Baku, and our campaigners contacted 398 MPs, yielding two parliamentary questions on the Government's commitment to finance climate adaptation for the poorest countries.

Right: Our *Leave No Child Behind* report detailed how child-focused aid has been cut disproportionately and how the UK could better support children.

FOUNDATIONAL ADVOCACY

Bringing stakeholders together to advance children's rights

2024 was a landmark year for UNICEF UK's foundational advocacy, with the United Nations Convention on the Rights of the Child (Incorporation) (Scotland) Act 2024 gaining Royal assent and coming into force. We are proud to have played a part in the adoption of child rights in Scottish law, working closely with the Scottish Government and civil society partners.

We also intensified our efforts to bring together key stakeholders to secure incorporation and implementation of the Convention across the UK.

In February our House of Lords event, co-hosted with the Children's Rights Alliance for England (CRAE) and the Equality and Human Rights Commission (EHRC), brought together parliamentarians and civil society organisations on the need to implement recommendations made to the UK by the UN Committee on the Rights of the Child in 2023. A member of our Youth Advisory Board shared her experience of giving evidence to the UN Committee. We also published three joint briefings to help parliamentarians and civil society groups hold the Government to account.

As a steering group member of the Rights of the Child UK (ROCK) Coalition, we supported a conference exploring progress on incorporation across the UK and Jersey for policymakers and civil society groups. Hosted by Together (Scottish Alliance for Children's Rights) in September, speakers represented governments, children's commissioners and non-governmental organisations. UNICEF Iceland shared lessons and insights from incorporation of the UN Convention on the Rights of the Child in Iceland.

Below: Scottish Youth Parliament celebrate the incorporation of the UN Convention on the Rights of the Child into Scottish law.

© Scottish Youth Parliament

SPORT AND CHILDREN'S RIGHTS

UNICEF recognises the importance of sport and play in children's lives. UNICEF UK's work focuses on protecting and promoting children's rights in, around, and through sport – for children everywhere.

Children's sport in the UK

As part of the Children's Coaching Collaborative, our training covered the pivotal role that coaches play in making sure sport promotes children's rights, helping them create rights respecting environments for children in sport.

With our new partner, Brighton and Hove Albion Football Club, we began to map the club's child rights impacts and develop its child rights action plan, working with the girls' and boys' academies.

We developed an online course on e-sports and children's rights with the British Esports Federation (BEF). Part of the BEF's new 'Duty to Care' training package, coaches trained under the programme should understand how to respect and promote the rights of children they work with in e-sports.

Embedding child rights in sport internationally

We supported some of the world's leading International Sport Federations in 2024, inputting into research and development of a child rights framework for elite athletes, and advised on standards for talent development environments, to prompt stronger alignment with the UN Convention on the Rights of the Child.

International Safeguards for Children in Sport

In 2024, we launched online Safeguarding Practice and Effective Safeguarding courses in English, Spanish and French, for people with enhanced responsibility for safeguarding in sport. Developed alongside key International Sport Federations, the courses support better understanding of child rights and safeguarding. More than 3,000 learners from around the world have already taken the courses.

The Safer Culture programme and online tool also launched in 2024: aiming to support sports organisations to develop a stronger culture of child rights and embed behaviours that prioritise child athlete engagement and safety.

© UNICEF

Left: On a pre-season tour in Japan, Brighton and Hove Albion FC men players Joel Veltman, Tariq Lamptey and Kaoru Mitoma met children from a local football club. They discussed the kind of world the children would like to grow up in and how the climate crisis is changing their daily lives.

OUR ORGANISATION

In 2024, our aims were to work towards meeting our target for an effective, engaged and inclusive workforce, who live our values and feel safe and supported in our work for children.

In addition, we continued work on the transformation programmes for our digital and financial infrastructure.

2024 KEY HIGHLIGHTS

30%

Colleagues from the global majority now make up 30% of our workforce.

Our colleague engagement and satisfaction scores from our quarterly surveys were at near record highs.

FINANCIAL REVIEW

Income
We raised an incredible **£135 million** of income in 2024, thanks to the generosity of our donors and supporters. This is 16% down compared to the £160 million raised in 2023: a key driver for this being the exceptional response to the 2023 earthquake in Türkiye and Syria, particularly from our corporate partners.

2024 saw a challenging fundraising environment, with the high costs of living and political and economic uncertainty continuing to impact our donors and supporters. We also experienced a reduction in income raised for emergencies, following a trend of increases since 2020. The combined impact of these factors resulted in UNICEF UK falling short of our ambitious income target for 2024 by 8%.

Despite the challenges, performance across our core activities (excluding emergency activation) with our Partnership and Philanthropy team remains strong and has seen an increase compared to 2023. And the launch of our new e-commerce site towards the end of 2024 sees new routes to establish connections with regular donors.

In 2024 our income profile was as follows:
- 46% (2023: 48%) of our income was raised by our Partnerships and Philanthropy teams (including Corporate Partnerships, Major Donors, Foundations and Trusts and Government Grants as per Note 2)
- 42% (2023: 39%) of our income was raised by our Public Engagement Teams (Direct Marketing, Fundraising Initiatives and regional fundraising, Legacies per Note 2)
- 12% (2023: 12%) of our income is from other sources, including our UK Programmes, UNICEF fundraising development grant and events.

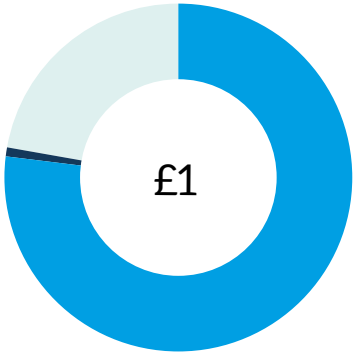
The diversity within our income portfolio provides financial resilience, particularly important at the current time of significant uncertainty in the world.

Costs of raising funds
Charities must spend money to raise money. Over the past five years, excluding fundraising development funds provided by UNICEF, UNICEF UK has spent an average of 22 pence to raise the next pound.

This covers the costs of raising funds through mail campaigns, supporting our existing donors and recruiting new donors. By aiming to maximise the return on our fundraising investment, we ensure each pound raised goes further to support children around the world.

We are part way through a period of investment in some of our key systems that support the efficient functioning of the organisation and help it to adopt more efficient work practices. This includes a financial transformation project to replace our old legacy system, which went live at the beginning of 2025, and a review of the digital and data practices within the organisation. 2023 and 2024 have been higher spend years as the organisation seeks to build a stronger platform to grow, evolve, take advantage of new technology, and embed efficient processes.

Overall, our total costs of raising funds have increased by £2.6 million. This includes



UNICEF UK fundraising breakdown

77p for programmes
1p governance
22p to raise next £

£1.7 million for these planned infrastructure projects, which were funded by use of designated reserves. We also felt the full impact of the past few years of higher inflation as our suppliers caught up with their pricing. It is our ambition to continue to reduce the cost of fundraising but without sacrificing innovation and transforming to be more digital and data led.

Charitable expenditure
Of the total income raised in 2024, £94 million was available for programmes to benefit children. This was down £25 million (21%) compared to 2023, largely due to reduced emergency responses – in 2023, the strong response to the Türkiye and Syria earthquake boosted income. Of the total available, £63 million was for specific overseas programmes or countries chosen by our donors, £21 million for UNICEF core programmes funded through unrestricted donations, and £10 million for UNICEF UK's advocacy and programmes in the UK, such as our Baby Friendly Initiative and Rights Respecting Schools Award.

Funds available for children
Excluding fundraising development costs provided by UNICEF, on average, over the past five years, 77 pence in every pound of UNICEF UK's gross income was available for programmes, after costs of fundraising, sales, and administration.

Governance costs
On average over the past five years, governance costs have amounted to 1% of total income and was 1% in 2024.

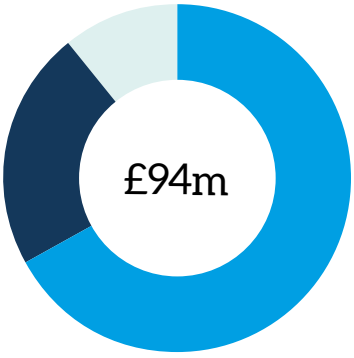
Under the Statement of Recommended Practice on Accounting and Reporting by Charities (Charities SORP FRS102), management and administration costs are allocated between the charity's functional activities as support costs and governance costs. Governance costs provide the governance infrastructure for 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 £66,000 (2023: £41,000) was raised from sales of goods through our new e-commerce shop selling cards and gifts, which launched in October 2024. After taking account of relevant costs, UNICEF UK Enterprises has not made a surplus in 2024. 2025 is forecast to see a further loss, with surpluses arising in future years.
The net position of the company is consistent with the expectations of the UNICEF UK and is not considered to be cause for concern.

Financial Position and Reserves
The results for 2024 produced a deficit of £1.3 million, following planned application of restricted funds and utilisation of designated funds which were being held to fund significant technology infrastructure projects. Effective use of reserves has enabled this essential investment.

At 31 December 2024, total funds at the year-end amounted to £8 million (£5.6 million unrestricted, £1.5 million designated for specific purposes, and £0.9 million restricted).

UNICEF UK's policy on reserves is to maintain a general fund at a level that ensures UNICEF UK can meet its financial commitments and obligations as they fall due, fund unexpected expenditure when unplanned events occur,



UNICEF UK expenditure breakdown

- **£63m** for specific overseas programmes or countries chosen by our donors
- **£21m** for UNICEF core programmes funded through unrestricted donations
- **£10m** for advocacy and programmes in the UK

and safeguard the charity from uncertainty over future income. In determining the value of reserves to be held, income has been categorised and assessed based on 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 is 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 £5.6 million, covering the net book value of our fixed assets and four months of unfunded expenditure from our unrestricted funds in the event of a 40% fall in income, which is consistent with the reserves policy.

To drive even better outcomes for children, a designated reserve of £1.5 million is being held for investment in information and technology, including improved data and digital capabilities (£0.5 million), and investment in strategic innovation projects (£1 million), to identify new ways of generating income and impact.

Prior Period Adjustment
We have changed our accounting policy for the recognition of legacy income in the year and have consequently restated our comparative 2023 numbers within the Financial Statements. This change is further explained in Note 1(e) and Note 27 to the Financial Statements.

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 £21.4 million, compared to £25.5 million at the end of 2023. A large percentage of income is received in the last month of the accounting period and year-on-year fluctuations in the bank balance 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.

Our net cash outflows from operating activities are due to the planned investment in technology infrastructure in the year, as well as, during December 2024, processing and paying a higher level of invoices than usual to facilitate the launch of our new Finance System in January 2025.

Going concern
The financial statements have been prepared on a going concern basis that the Trustees consider to be appropriate. The Trustees have considered the following when arriving at this conclusion:
- Level of reserves
- Cash position
- Four-year strategy and financial plans
- Systems of financial and risk management, including the financial reforecast process

The Trustees are confident that UNICEF UK will have adequate resources to continue to meet its liabilities for the foreseeable future and therefore have prepared the financial statements on a going concern basis.

RISK MANAGEMENT

Risk oversight and management
We strive to maximise opportunities for children in the UK and around the world and recognise that a set of risk principles is required to support this aim. We continually review our risk awareness, management and robust safeguarding procedures as part of our approach to good governance.

The Board of Trustees is responsible for overseeing the effective management and control of risks for UNICEF UK. The Board has a standing item on risk at each of its meetings, and reviews UNICEF UK's risk appetite statement every year. The Board is supported in these duties by the Audit and Risk Committee, who scrutinise and advise on risk and internal control policies and procedures.

Day-to-day risk management is led by the Executive, duly supported by the Risk Management Group (RMG), who in turn also report into the Audit and Risk Committee (ARC). The RMG maintains a risk register that is shared with the Executive Team and Board of Trustees.

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

Risk mitigation in 2024
The principal risks and uncertainties impacting UNICEF UK in 2024 were as follows:

1. Ongoing cost of living challenges
The high inflation levels over the past few years have impacted UNICEF UK on multiple levels. UK consumers and corporate organisations have grappled with rising costs and this has put pressure on giving budgets. At the same time, UNICEF UK's cost base has increased due to inflationary pressure.

New income initiatives include artificial intelligence (AI) enabled selection testing to improve the cost effectiveness of marketing campaigns and testing extensively to make donor journeys simpler and more rewarding. We have launched a new corporate emergency giving fund and opened an e-commerce platform with an updated product range.

To control expenditure and improve productivity, we have introduced a new work prioritisation programme, sublet spare office space and introduced a new-hire freeze.

2. Rights outcomes
The outlook for children in the UK and globally is possibly the worst it has been for generations. We continue to highlight the deteriorating situation for children in an environment characterised by polarisation and global instability.

During 2024 we influenced the main UK political parties to promote policies for children in their election manifestos and in the programme for government beyond the election. We will continue to campaign for the Government to tackle child poverty in the UK, play an important role in sector debates on child rights in the UK and around the world, and advocate for the Government to protect its commitment to the world's children in decisions about overseas aid.

3. Global macro-economic environment
The current macro-economic environment is fraught with risks stemming from conflicts, protectionism, and increasing uncertainty. This increases the risk of a global recession or, at the very least, places pressure on the profits generated by our corporate partners and may reduce the wealth of our supporters. To counter such threats, we continue to diversify our funding sources, identify potential new donors, and work on new products that may widen our appeal. At the same time, we prioritise cost efficiency through improved ways of working, automating tasks, and a review of the strategic objectives for the final two years of our current strategy.

4. Cyber
The risk of cyber attacks is increasing as cybercriminals become more sophisticated, frequently leveraging AI to enhance their tactics. In 2024, we prioritised the introduction of a raft of new advanced security measures to protect against these evolving cyber threats.

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 32 National Committees – one of which is the United Kingdom Committee for UNICEF (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 and a charity registered in England, Wales and Scotland. 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, who are all volunteers, 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 Chief Executive and the Executive Team.

Registered Charity details
United Kingdom Committee for UNICEF (UNICEF UK), Registered Charity Number 1072612 (England & Wales), SC043677 (Scotland) Company number 03663181

Trading subsidiary
UNICEF Enterprises Limited,
Company number 02736690

Registered Office
1 Westfield Avenue, London E20 1HZ

Trustees

The Trustees who served during 2024 were as follows:

Trustees	Committees*
Shatish Dasani (Chair)	F, N, R (Chair)
Sarah Davis (Vice Chair)	F, R
Alex Connock (Vice Chair)	N (Chair), R
Sean Carney (Treasurer)	F (Chair), ARC, R
Usama Al-Qassab	N, ARC
Richard Hawkes	ARC
Maggie Atkinson	ARC (Chair)
Matt Ferguson	F
Aneil Jhumat (resigned 9 July 2024)	ARC (Chair)
Zamila Skingsley	N

* Committee membership on 31 December 2024 (F = Finance Committee, ARC = Audit and Risk Committee, N = Nominations and Engagement Committee, R = Remuneration Committee)

Executive team

Philip Goodwin (from September 2024)	Chief Executive
Jon Sparkes (from January to June 2024)	Chief Executive
Girish Menon (from July to August 2024)	Interim Chief Executive
Steven Waugh	Chief Financial Officer
Anna Kettley	Chief Influence and Impact Officer
Mohini Raichura-Brown	Chief Partnerships Officer
Louise Lane (from March 2024)	Chief Marketing Officer
Ben Ramalingam (from September 2024)	Chief Strategic Development Officer

Professional advisers

UNICEF UK's principal professional advisers include:

- Independent auditor: Crowe U.K. LLP, 2nd Floor, 55 Ludgate Hill, London EC4M 7JW
- Internal auditor: MHA MacIntyre Hudson, 2 London Wall Place, London EC2Y 5AU
- 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

Steven Waugh

GOVERNANCE

Statement of compliance with section 172(1) of the Companies Act 2006
The Board of Trustees have acted in the way they consider, in good faith, would be most likely to promote the success of the charitable company for the benefit of the organisation as a whole. In doing so, the Trustees have had regard to the matters set out in section 172(1) (a–f) of the Companies Act 2006, as detailed below; page references have been provided for information to support the Trustees' compliance to their duties in these areas.

a) The likely consequences of any decision in the long term: **Pages 15 and 67** (Strategy, Finance and Risk Management)

b) The interests of the company's employees: **Pages 76–79** (Our People and the Community)

c) The need to foster the company's business relationships with suppliers, customers and others: **Pages 73–75** (Management and Supporter experience)

d) The impact of the company's operations on the community and the environment: **Pages 76–79** (Our People and the Community)

e) The desirability of the company maintaining a reputation for high standards of business conduct: **Pages 70–72** (Governance)

f) The need to act fairly as between members of the company: **Pages 70–72** (Governance)

Public benefit
The Trustees confirm that they have complied with the duty in Section 4 of the Charities Act 2011 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.

Trustees' responsibilities
The Trustees 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 that give a true and fair view of the situation 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 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 on 31 December 2024 was 33 (2023 – 36). The Trustees have no beneficial interest in the charity or the group.

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 are 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 Chief Executive and Executive Team. In 2024, the Board held five formal meetings with the Executives to review performance against the four-year strategy, to assess the charity's financial health, and to consider policies and procedures in areas such as risk management and legal and regulatory compliance.

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 assuring the Board of planning rigour and financial propriety. It oversees assets and significant investments, reviews financial policy and procedure, and assesses major donations and proposals.

- **The Audit and Risk Committee** reviews the audited financial statements of the charity and recommends them to the Board. It supports the Board in oversight of the risk management process within UNICEF UK. 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, independence and objectivity. The work of the Committee is supported by an Independent Member, James Allen.

- **The Nominations and Engagement 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 Committee has responsibility for oversight of the People strategy and actions to enhance Diversity, Equity and Inclusion, reporting to the Board.

- **The Remuneration Committee** assists the Board in determining pay awards to staff and Executive remuneration. It oversees remuneration strategy reporting to the Board.

Maintaining a reputation for high standards of business conduct
In addition to a strong set of values and behaviours, Our Shared Commitment, which we use to recruit and manage performance, we have a comprehensive suite of policies. This includes a Code of Conduct that sets out 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.

Trustees' succession and development
Aneil Jhumat, who joined UNICEF UK as the Chair of Audit and Risk Committee in 2022, resigned in July 2024 due to personal circumstances. The Board would like to thank him for his dedicated service to the charity. Maggie Atkinson has kindly agreed to take on the role as the Chair of Audit and Risk Committee.

After six years on the Board, most of which he has served as Treasurer, Sean Carney will be stepping down from that role at the AGM. The Board would like to thank Sean for his dedicated service to the charity and recognise his contribution in developing and supporting the implementation of the strategy.

In 2024, the Board of Trustees has agreed a forward-looking Board succession plan to ensure smooth leadership transitions in the future and achieve a Board composition that supports the growth of the organisation aligned with the strategy. Following an extensive recruitment process, the Board is recommending new Trustees for election at the AGM, including a new Treasurer and an emerging young leader who can bring a fresh perspective.

New Trustees will undergo an induction programme that includes meetings with the Chair, Trustees and the Executive Team members, a briefing on their role and responsibilities, and a comprehensive set of documents that includes detailed information about UNICEF and UNICEF UK 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 required to give an independent perspective on a specific matter, or if the required skills or experience are of a specialist nature.

Trustees have also been given opportunities to see UNICEF programmes in action. During 2024, this included visits to the Supply Division in Copenhagen, a Rights Respecting School in the UK, Baby Friendly Initiative at an NHS hospital, and induction visits to the Europe regional UNICEF office in Geneva. The Chair and the Chief Executive also attended the annual global meeting of all UNICEF National Committees.

The Chair and the Chief Executive hosted the annual global meeting of all UNICEF National Committees and the senior leadership team in London in May 2024, providing an opportunity to showcase the work of the UK Committee and develop stronger relationships across the global UNICEF organisation.

The Board and Executive team also held an externally facilitated session on developing ways of working between the Executives and Trustees.

Engaging with our stakeholders

We believe that to have the greatest impact for children we must understand what is important to our stakeholders. We proactively engage each of our key stakeholders in a way best suited to them and consider their needs and concerns, in accordance with s172 of the Companies Act 2006. By understanding our stakeholders, we can factor the potential impact of our decisions on each stakeholder group into Board discussions.

External audit

A resolution that Crowe U.K. LLP will continue as the group and charity auditors for the next financial year will be proposed at the forthcoming annual general meeting.

Related parties and connected organisations

UNICEF UK raises funds for UNICEF international programmes, and as such, UNICEF Is a related party.

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 attract 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 90**).

MANAGEMENT

The Executive Team has delegated responsibility from the Board of Trustees for the day-to-day operational management of UNICEF UK. It comprises the Chief Executive supported by the Executive Team with responsibilities across fundraising, advocacy, communications, finance, technology and programme work.

Managing our fundraising
Throughout 2024, UNICEF UK continued with its diversified approach to fundraising to secure the greatest amount of income possible for children worldwide.

In 2024, our main sources of income were as follows:

- Public Engagement fundraising activities included digital fundraising on paid social media and online, television appeals, direct marketing and public fundraising activities. We regularly review our return on investment in these activities to ensure we are investing in the best performing fundraising channels. By being flexible and reactive to changes, we can maximise the return on our spend and in turn the funds available for children.
- Corporate and foundation partner income had a strong year with new, long-term programmes, as well as new emergency partnerships. This included sums donated by the partners, their employees and clientele.
- Individual philanthropists and their families supported a large variety of restricted and unrestricted programmes.
- The annual Soccer Aid for UNICEF event, held at Stamford Bridge stadium in 2024, was another record-breaking televised event that raised £15 million.

Fundraising compliance
UNICEF UK is committed to ensuring the highest standards in all our fundraising and fundraising delivered on our behalf by third-party fundraising agencies. We are registered with the Fundraising Regulator, adhere to the Code of Fundraising Practice, and follow best practice guidance from the Charity Commission and other bodies such as the Chartered Institute of Fundraising, the Prepaid Phone Services Authority, the Advertising Standards Association, the Data and Marketing Association, and the Information Commissioner's Office.

We participate in advisory groups and compliance forums to ensure that we are aware of and in compliance with current regulatory obligations and to help better shape the changing regulatory landscape to serve charities and their supporters. Fundraising compliance supports across UNICEF UK by providing an advisory service as well as training and monitoring to reduce reputational and financial risk to the charity.

Safeguarding
Keeping children, adults, and our colleagues safe is core to UNICEF UK's vision to build a better world for every child. To acknowledge the importance of this work, our Director of Safeguarding and Youth Voice is part of our Senior Leadership Team.

Safeguarding continued to increase in visibility and impact across the organisation. We updated and re-launched our safeguarding policies, toolkit, risk assessment templates, and reporting forms; launched a new Safeguarding for Managers training; and completed our Safeguarding Audit, sharing the executive summary with the organisation and launching a cross-organisational working group to embed recommendations.

To mark Adult Safeguarding Week 2024, we designed and launched our Domestic Abuse Guidance, training a core group of colleagues to support those experiencing domestic abuse.

Safeguarding leaders attended Designated Safeguarding Officer training led by the NSPCC to ensure that their respective teams continue to fulfil their safeguarding responsibilities. Safeguarding Specialists supported global UNICEF Private Fundraising and Partnerships in designing and facilitating training, as well as leading areas of UNICEF UK's inclusion network and anti-racism programme teams as a key pillar of UNICEF UK's equity, diversity, and inclusion work.

SUPPORTER EXPERIENCE

Supporter experience

> 4 out of 5 supporters rate our service as excellent.

> 860 complaints received

> Responded to over 44,000 direct enquiries

At UNICEF UK, our supporters are the core of our fundraising efforts. We are dedicated to delivering the highest quality supporter experience while showcasing the incredible impact of their donations.

"I called yesterday to increase my monthly contribution. The person on the other end of the line was very helpful and managed my request without hassle (especially as I could not find any paperwork as to when I set up my account many years ago). Thanks."
UNICEF UK Supporter

We are registered with the Fundraising Regulator and adhere to their Code of Fundraising Practice. While we are dedicated to delivering a supporter service to the highest standard, there may be times when we fall short. When this happens, we are committed to investigating every complaint and learning from it in accordance with our Complaints Policy.

In 2024, UNICEF UK received 860 complaints, this represents an increase of 63% compared to 2023, when we received 527 complaints. This increase came in quarter four and related to a subscription fundraising product that encountered problems with deliveries during a peak period of activity. We have worked with all parties involved to resolve these complaints and will closely monitor this area.

Each year, we report all fundraising-related complaints to the Fundraising Regulator to ensure full transparency about our supporter's experiences with our fundraising activities. Our Executive Team and Trustees review and approve this report based on our complaint data. In 2024 we had no complaint investigations by the Fundraising Regulator.

We adhere to the Charity Commission's Serious Incident Reporting Process to fulfil our Charity governance obligations. At UNICEF UK, our transparent accountability for legal, compliance, and fair operations is maintained by our Trustees. We also take our responsibility for our supporters' data very seriously in accordance with UK GDPR. This includes consent to hold our supporters' data, as well as their permission to be contacted for fundraising and marketing purposes. In 2024, as part of our commitment to privacy we received and honoured 56 requests from people to stop future contact via the Fundraising Preference Service.

Equal and fair treatment of supporters
At UNICEF UK, we strive to provide the best possible experience for every supporter, donor, and campaigner. To realise this commitment, we follow a robust policy framework that is guided by our Complaints and Privacy Policies. These policies are publicly available on our website and set out the high standards we strive for and what supporters can expect from their experience with UNICEF UK.

At UNICEF UK we are proud of our wide-ranging and diverse supporter base, and we are committed to treating our supporters fairly and with respect. Our supporters believe in UNICEF's mission to create a better world for every child and they support UNICEF UK within a broad range of circumstances. This commitment is embodied by our Adults in Vulnerable Circumstances Policy and Returning Donations Policies. Our Vulnerable Circumstances Policy, incorporating updates and guidance published by the Chartered Institute of Fundraising, outlines our process when we become aware of a supporter in a potentially vulnerable situation. It covers the steps we take to assess this and instances where we may cancel or return a donation.

To maintain our commitment to fair and ethical fundraising, we provide comprehensive training to our staff and fundraisers on best practices for engaging with adults in vulnerable circumstances, including recognising key indicators. If a supporter meets these key indicators and is experiencing vulnerable circumstances, our fundraisers are trained to end the conversation without accepting a donation when appropriate. All telephone interactions are recorded to support a peer review process, and any concerns regarding a donor's circumstances are escalated to our Supporter Care Team. In such cases, we reach out to the donor to confirm their understanding of any commitment they have made, ensuring that their decision was fully informed and voluntary. We are supported in this work by our Safeguarding Team, whose expertise helps to inform our best practice and ensure that we look after our supporters' needs.

In all our fundraising efforts, we strive to demonstrate the transformative power of donations, while providing clear and transparent information to help supporters make informed decisions. We set clear expectations and training for both UNICEF UK and our agency staff to ensure the highest level of supporter engagement.

Supporter care

At UNICEF UK, we are committed to providing exceptional supporter care, ensuring that every interaction is meaningful and transparent. We aim to make supporting and engaging with UNICEF UK simple and accessible. We continuously monitor the channels our supporters use and invest in improving their experience. Our 24/7 contact service allows supporters to reach us when it suits them best and we learn from our supporters' feedback and stories.

In 2024, we responded to more than 44,000 enquiries from supporters and the public. These covered everything from our emergency appeals and how to support us, to questions on how young people can be involved in our work, and guidance on child rights.

"I was born in Afghanistan and witnessed your life-saving support first hand. THANK YOU and your brave on-site colleagues for helping ALL the children in dire need all over the world indiscriminately."
UNICEF UK Supporter

OUR PEOPLE AND THE COMMUNITY

Our Shared Commitment
Our goal is a highly effective, engaged, and diverse workforce that live our values, and is supported to deliver their best work for children. This is key to our continued success and enables us to meet our income, impact, and influence goals. To continue to attract and retain the best talent, UNICEF UK needs to be an organisation that enables our workforce to thrive.

In 2024, we introduced many new and improved initiatives to further support our colleagues. This included the launch of a new Reward Policy, improving equity and transparency. And a new, flexible benefits system brought all our benefits into one user-friendly platform, and offers additional benefits to colleagues.

We improved our Learning and Development offer, introducing an array of new training. All our learning and career development opportunities are in our new Learning and Development Guide. We supported many leaders in completing management development and apprenticeship courses. As part of our work with the EY Foundation and its Impactful Futures Programme, several colleagues mentored young students, an opportunity both for colleagues' development and direct support for young people.

We recognise the continued essential role of our colleague networks. Their positive impact includes celebrating diversity, advocacy, driving change, creating safe spaces for colleagues, raising awareness, and learning.

We continue to build upon our wellbeing support for colleagues, with new initiatives – such as capacity planning – focusing on tackling the root causes of poor mental health.

Employee engagement
To ensure we listen to our colleagues' views, we survey our workforce six times a year, tracking engagement levels and acting on the findings. Our engagement scores in 2024 have tracked at close to record scores since we started using our survey platform Peakon in 2018. This has been fuelled by colleagues' engagement with our strategic direction, strong appreciation of management support, peer relationships, and connection with our organisational values.

In addition to regular team meetings, all colleagues are invited to monthly organisation-wide briefings to keep them informed, achieve a common awareness of the factors affecting UNICEF UK's performance, and to give them an opportunity to ask questions. In September 2024, we saw a record attendance at our annual in-person All Colleague Away Day providing an important opportunity for interaction between colleagues.

Equity, diversity and inclusion
UNICEF UK is committed to creating a working environment that supports and promotes equity, diversity and inclusion (EDI).

In 2024, we developed a new EDI strategy to help us ensure UNICEF UK is a courageous, safe and inclusive organisation. To support this, we have delivered comprehensive learning and development and have supported each team to continue to develop and deliver their own inclusion action plans.

We also produced a guide to inclusive language at UNICEF UK, building on our values to find the inclusive and respectful language we want to use. Colleagues now have a shared framework that aims to help them to feel more confident in engaging in EDI discussions, promoting collective understanding across the organisation.

Our work towards becoming an anti-racist organisation has also continued to progress. Towards the start of the year, we shared the findings and recommendations from an Anti-racist Communications Research Report, alongside guidance to support colleagues in applying the recommended principles and practices in their work.

Our Communications Team has also led a significant cross-organisational piece of work on Storytelling, looking at how we co-create with young people and embed anti-racism through the stories that we tell.

In 2024, we also officially became a Disability Confident Employer, embedding disability equity into our recruitment process, guaranteeing interviews for disabled candidates who meet the minimum criteria and making sure that appropriate adjustments can be made at every step of the recruitment process.

Our facilities
In August 2024, we leased almost 4,000 square feet of our London office's 19th floor to a new tenant, while we continue to market the remaining 7,637 square feet. If we succeed in subletting the space, we will invest cost savings in initiatives to improve our work for children.

Remuneration statement
Remuneration arrangements for all colleagues at UNICEF UK are aligned with the principles of Our Shared Commitment (our values). Pay and benefits are reviewed annually to support the recruitment and retention of talent and promote equality, diversity and inclusion, while balancing the responsibility to deliver the best possible results for children.

We benchmark salaries against similar roles in comparable organisations in the voluntary sector to support fairness. Pay and benefits for the Chief Executive and Executive Team are determined by the Remuneration Committee. When deciding their pay, the Remuneration Committee considers benchmark data, increases provided across UNICEF UK and more widely, and affordability.

Individual Executive team member salaries and employee costs are set out in note 13 of the accounts. In April 2024, a 4% across-the-board increase was provided to eligible colleagues – and around 100 colleagues received an additional pay increase to align with the external market, bringing everyone at UNICEF UK to a salary at or above the market median.

IMPACT OF OPERATIONS ON THE ENVIRONMENT

Climate change is changing our world and the lives of children. The climate crisis is a child rights crisis which harms children's rights to health, education, and protection. At UNICEF UK, we understand that we must act urgently to reduce our own environmental impact and play our part in supporting the just transition to a sustainable world.

Progress in 2024
In November 2024, we proudly achieved ISO14001 certification for our Environmental Management System. This certification provides a robust framework to embed sustainability into our organisation, empowering us to reduce our environmental impact, year after year.

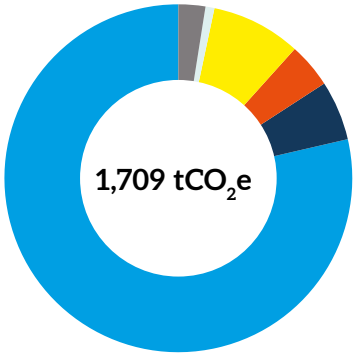
Other notable achievements from 2024 include the launch of essential sustainability training for all colleagues, enhancements to our procurement process with updated sustainability and climate questions for suppliers, and the introduction of a Sustainable Events Policy to guide the creation of environmentally responsible events.

Reducing our energy use and carbon footprint
In line with the Streamlined Energy and Carbon Reporting (SECR) requirements, UNICEF UK has disclosed its energy usage and emissions for 2024, as detailed in the table below. Beyond the mandatory SECR reporting, we have also voluntarily included emissions data for business travel, waste disposal, upstream emissions from purchased energy and colleague commuting.

Our reporting methodology adheres to the 2019 HM Government Environmental Reporting Guidelines and the GHG Reporting Protocol – Corporate Standard. Calculations are based on the 2024 UK Government Conversion Factors for Company Reporting.

Streamlined Energy and Carbon Reporting (SECR)	2024	2023	2022
Energy consumption (kWh)			
Electricity	45,550	62,407	90,879
Heat and steam – district heating	136,320	167,710	206,740
Transport fuel	21,666	23,616	-
Total energy consumption in kWh	203,536	253,733	297,619
Emissions (tCO_2e)			
Scope 1 & 2			
Electricity (location-based)	9.431	12.923	17.574
Heat and steam – district heating (location-based)	24.490	30.129	35.297
Scope 3			
Transport fuel	5.228	5.726	-
Total gross emissions for mandatory reporting (location-based)	39.149	48.778	52.871
Intensity factor (location-based) tCO_2e per FTE	0.109	0.141	0.172
Other emissions - voluntary reporting (tCO_2e)			
Category 3: Upstream emissions from purchased fuel and energy	9.180	12.646	15.460
Category 5: Waste generated in operations	34.566	71.407	68.607
Category 6: Business travel - air	136.013	138.207	91.614
Category 7: Employee commuting	91.394	91.394	28.021
Total gross emissions including voluntary reporting (location-based) (tCO_2e)	310.302	362.432	256.573
Total intensity factor including voluntary reporting (location-based) (tCO_2e per FTE)	0.861	1.047	0.836

*Location-based electricity (Scope 2) emissions use the average grid fuel mix in the region or country where the electricity was purchased and consumed. For SECR, location based is mandatory.



UNICEF UK Scope 3 emissions breakdown

- **2.6%** Capital goods
- **1%** Fuel and energy related activity
- **8.3%** Business travel
- **4.2%** Waste disposal
- **5.3%** Colleague commute
- **78.6%** Purchased goods and sevices

In 2024, our total carbon footprint was 310.302 tonnes CO2e, with the intensity metric reduced to 0.864 tCO2e per full-time employee (FTE). This is largely a result of energy-saving initiatives and the consolidation of our Stratford office space. Additionally, a significant reduction in the UK Government conversion factors for waste disposal contributed to a notable decrease in our waste emissions.

Energy-saving measures undertaken at our Head Office included the introduction of seasonal temperature set points, daylight-responsive lighting, and adjustments to the server room temperatures. The landlord purchases renewable, green energy backed by Guarantees of Origin and certified through the EKOenergy scheme.

To better understand where our greatest greenhouse gas (GHG) emissions impacts are, in 2024 we conducted an in-depth assessment of emissions from purchased goods and services. As expected, purchased goods and services constitute over 75% of our GHG emissions profile, amounting to 1,343 tonnes CO2e. A comprehensive breakdown of our scope 3 emissions, based on 2023 data, can be seen below. Looking ahead, we are prioritising efforts to reduce our emissions from both purchased goods and services and business travel, given that they represent the most significant contributions to our carbon footprint.

Impact of the charity's operations on the community

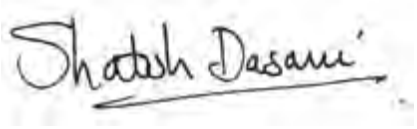
Our extensive programmes in the UK (see **pages 46–53**) help to make sure that every child has the same chance to thrive. We work with the hospitals where children are born, the schools where they learn and grow, and the communities that shape their lives.

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 over 10,185 children in 18 schools in Newham, and we work with local NHS Trusts 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.

Volunteers

Our volunteers contribute in many important ways to UNICEF UK's success and achievements. Volunteers – including our Trustees, regional UNICEF groups, special advisers, Ambassadors and High-Profile Supporters – donated thousands of hours of their time during 2024.
Thank you.

The report of the Trustees including the Strategic Report was approved by the Trustees on 14 May 2025 and signed on their behalf by Shatish Dasani.



Shatish Dasani,
Chair of the Board of Trustees

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND THE TRUSTEES OF THE UNITED KINGDOM COMMITTEE FOR UNICEF

Opinion
We have audited the financial statements of The United Kingdom Committee for UNICEF ('the charitable company') and its subsidiaries ('the group') for the year ended 31 December 2024 which comprise Consolidated Statement of financial activities, the Consolidated and Charity Balance sheets, the Consolidated cash flow statement and notes to the financial statements, including 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 the charitable company's affairs as at 31 December 2024 and of the group's income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

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 trustee's 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 charitable company's or 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 contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. 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.

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 this gives rise to a material misstatement in the financial statements themselves. 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 our audit

- the information given in the Trustees' Report, which includes the Directors' Report and the Strategic 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' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the group and charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report or the Directors' Report included within the Trustees' Report.

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

- adequate and proper accounting records have not been kept; or
- the 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

As explained more fully in the trustees' responsibilities statement, 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 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 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

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

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.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

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.

Extent to which the audit was considered capable of detecting irregularities, including fraud Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members including internal specialists. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company and group operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011, and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102) 2019. We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's and the group's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company and the group for fraud. The laws and regulations we considered in this context for the UK operations were General Data Protection Regulation (GDPR), Anti-fraud, bribery and corruption legislation, and Taxation legislation.

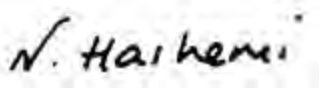
Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within to be within the timing of recognition of grant, voluntary and legacy income, and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, internal audit and the Audit & Risk Committee about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, detailed reviews of a sample of funding agreements for income and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

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, and to the charitable company's trustees, as a body, in accordance with 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 and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Naziar Hashemi
Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor
London

29 May 2025

Consolidated statement of financial activities

(incorporating an income and expenditure account)

For the year ended 31 December 2024

	Notes	Unrestricted £'000	Restricted £'000	2024 Total £'000	Unrestricted £'000	Restricted £'000	2023 (Restated) Total £'000
Income from:							
Donations and legacies	*2*	57,143	69,192	**126,335**	53,525	95,252	**148,777**
Charitable activities:							
UK Programmes	*3*	2,490	-	**2,490**	2,676	-	**2,676**
Other trading activities	*4*	85	6	**91**	14	-	**14**
Investments	*5*	1,028	-	**1,028**	983	-	**983**
Other income	*6*	79	5,240	**5,319**	1,166	6,743	**7,909**
Total income		60,825	74,438	**135,263**	58,364	101,995	**160,359**
Expenditure							
Expenditure on:							
Raising funds	*7*	31,729	4,990	**36,719**	27,248	6,831	**34,079**
Charitable activities							
Core UNICEF programmes	*8*	*21,300*	*-*	***21,300***	*24,716*	*-*	***24,716***
Specific UNICEF programmes	*8*	*-*	*62,666*	***62,666***	*-*	*85,735*	***85,735***
UK programmes, advocacy & programme engagement	*8*	*8,041*	*1,946*	***9,987***	*6,366*	*2,611*	***8,977***
		29,341	64,612	**93,953**	31,082	88,346	**119,428**
Other expenditure	*9*	833	5,055	**5,888**	-	6,395	**6,395**
Total expenditure		61,903	74,657	**136,560**	58,330	101,572	**159,902**
Net (expenditure)/income for the year		(1,078)	(219)	**(1,297)**	34	423	**457**
Transfers between funds		35	(35)	**-**	-	-	**-**
Net movement in funds		(1,043)	(254)	**(1,297)**	34	423	**457**
Total funds brought forward		8,046	1,169	**9,215**	8,012	746	**8,758**
Total funds carried forward		7,003	915	**7,918**	8,046	1,169	**9,215**

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

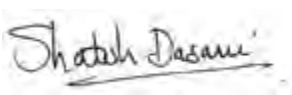
As at 31 December 2024

	Notes	Group 2024 £'000	Group 2023 (Restated) £'000	Charity 2024 £'000	Charity 2023 (Restated) £'000
Fixed assets					
Tangible assets	*14*	**1,403**	1,409	**1,403**	1,409
Investments	*15*	**23**	-	**43**	20
		1,426	1,409	**1,446**	1,429
Current assets					
Debtors	*17*	**11,076**	9,344	**11,347**	9,371
Inventory		**28**	-	**-**	-
Cash at bank and in hand		**21,441**	25,498	**21,220**	25,451
		32,545	34,842	**32,567**	34,822
Current Liabilities					
Creditors: amounts falling due within one year	*18*	**13,881**	14,000	**13,876**	14,000
Amounts due to UNICEF		**11,577**	12,441	**11,624**	12,441
		25,458	26,441	**25,500**	26,441
Net current assets		**7,087**	8,401	**7,067**	8,381
Total assets less current liabilities		**8,513**	9,810	**8,513**	9,810
Creditors: amounts falling due after one year	*19*	**595**	595	**595**	595
Total net assets	*21*	**7,918**	9,215	**7,918**	9,215
Funds	*22*				
Unrestricted funds					
General funds		**5,552**	5,552	**5,552**	5,552
Designated funds		**1,451**	2,494	**1,451**	2,494
Restricted funds		**915**	1,169	**915**	1,169
Total funds		**7,918**	9,215	**7,918**	9,215

A separate statement of financial activities for the charitable company itself has not been presented because the charitable company has taken advantage of exemptions afforded by section 408 of The Companies Act 2006. The net expenditure of the charitable company for the year was £1,297,000 (2023: net income £457,000).

The notes on pages 140 to 156 form part of these financial statements.

These financial statements were approved and authorised for issue by the Trustees on 14 May 2025 and were signed on their behalf by:



Shatish Dasani
Chair

Sean Carney
Treasurer

Consolidated statement of cash flows

For the year ended 31 December 2024

	2024	2023 (Restated)
	£'000	£'000
Net income for the reporting period (as per the Statement of Financial Activities)	**(1,297)**	457
Adjustments for:		
Interest from investments	(1,028)	(983)
Depreciation charges	315	287
Loss/(profit) on the disposal of fixed assets	-	5
Foreign exchange rate (gains)/losses	(23)	473
(Increase)/decrease in debtors	(1,732)	8,426
Increase/(decrease) in creditors	(983)	(10,654)
Decrease / (increase) in inventory	(28)	-
Net cash provided by operating activities	**(4,776)**	(1,989)
Cash flows from investing activities		
Interest from investments	1,028	983
Purchase of fixed assets	(309)	(136)
Purchase of investments	(23)	-
Net cash provided used in investing activities	**696**	847
Effect of foreign exchange rate fluctuations on cash and cash equivalents	23	(473)
Increase in cash and cash equivalents	**(4,057)**	(1,615)
Cash and cash equivalents at the beginning of the year	25,498	27,113
Cash and cash equivalents at the end of the year	**21,441**	25,498

Notes to the financial statements

For the year ended 31 December 2024

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.

d) Significant estimation uncertainty and key judgments

The trustees have considered 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 items in the accounts where these judgements and estimates have been made include:

- The treatment of deferred income balances relating to the timing of grant income;
- Provisions such as the dilapidations or bad debt involve assumptions and estimation techniques. These are based on the experience and knowledge of management and past evidence;
- The cost allocation methodology requires a judgement as to what are the most appropriate bases to use to apportion support costs.
- The recognition and valuation of legacy income requires significant judgement and estimation techniques - see note 1e for further details.
- In assessing the lease obligations related to office space we have reviewed the extent to which unavoidable costs exceed the economic benefits and assessed that it is not currently necessary to provide for onerous lease obligations.

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.

Legacies and bequests are recognised when the conditions of entitlement, probability and measurement are met. Entitlement is dependent on the type of legacy. For pecuniary legacies entitlement is deemed to be the point of notification of a legacy or when probate has been granted. For residuary legacies entitlement is deemed to be the earliest of the funds being received or when estate accounts are finalised. Please note this is a change from our previous policy where entitlement was deemed to be the point of notification or a legacy or when probate was granted.

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 (Gifts in kind)

Donated services and facilities are treated as gifts in kind and are included as income (with an equivalent amount in resources expended) at the estimated value to the Charity. Income is recognised if the benefit to the Charity is reasonably quantifiable, measurable, and material, the Charity is entitled to the donation in that control over the expected economic benefit has passed and it will more than likely flow to the Charity.
Judgement has been applied in the consideration of what gifts in kind are included in the Charities accounts. Gifts in kind are accounted for where the actual expenditure incurred by a supporting organisation/partner can be measured reliably and the Charity has received the benefit. If elements of support cannot easily be quantified as they are not discrete activities but embedded within wider arrangements, full value of support is not included in the Charity's Statement of Financial Activities.

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

i) Expenditure and irrecoverable VAT

Expenditure is recognised on an accruals basis 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 grants payable to UNICEF for international programmes and costs incurred directly by UNICEF UK in the furtherance of its charitable objectives through UK programmes and advocacy work, along with associated support cost. Grants payable to UNICEF and other third parties are considered to be a part of the cost of activities in furtherance of the objects of the charity. This is because such grants support programmes providing long-term sustainable benefits for children and emergency relief at times of crisis;
- Other expenditure represents those items not falling into any other heading.

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 estimates' (based on space, usage or time spent) of the amount attributable to each activity.

- Raising funds 74% (2023: 74%)
- UK programmes and advocacy 16% (2023: 16%)
- Governance costs 10% (2023: 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) Stock

Goods purchased for resale are valued at the lower of cost and net realisable value.

o) 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.

p) 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.

q) Pensions

Charitable company operated one defined contribution pension scheme during the year. The assets of the scheme are held separately from the charitable company in independently administered funds. The charge in the Statement of Financial Activities is the amount of contributions payable to the pension scheme in respect of the accounting period.

r) 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.

s) 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.

t) 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. During 2024 UNICEF UK subscribed to 2,346,000 non voting deferred shares, details of which are provided in Note 15.

u) 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

	Unrestricted £'000	Restricted £'000	2024 Total £'000	Unrestricted £'000	Restricted £'000	2023 (Restated) Total £'000
Gifts (by source):						
Direct marketing	36,829	10,755	**47,584**	35,580	19,789	**55,369**
Corporate partnerships	2,383	20,169	**22,552**	2,208	32,981	**35,189**
Major supporters, charitable trusts and foundations	2,763	36,000	**38,763**	3,072	37,840	**40,912**
Fundraising initiatives and regional fundraising	556	551	**1,107**	431	609	**1,040**
Special events	5,929	50	**5,979**	5,458	5	**5,463**
Other	20	25	**45**	66	-	**66**
Legacies	8,663	128	**8,791**	6,710	66	**6,776**
Government grants:						
Foreign, Commonwealth & Development Office (FCDO)	-	-	**-**	-	2,236	**2,236**
Jersey Overseas Aid (JOA)	-	192	**192**	-	163	**163**
Guernsey Overseas Aid & Development Commission	-	30	**30**	-	60	60
Isle of Man International Development Committee	-	350	**350**	-	678	678
The Scottish Government	-	300	**300**	-	310	**310**
Donated services	-	642	**642**	-	515	**515**
Total income from donations and legacies	**57,143**	**69,192**	**126,335**	**53,525**	**95,252**	**148,777**

3 Income from charitable activities

	Unrestricted £'000	Restricted £'000	2024 Total £'000	Unrestricted £'000	Restricted £'000	2023 Total £'000
UK Programmes:						
Fees for Baby Friendly Initiative materials and services	1,399	-	**1,399**	1,473	**-**	**1,473**
Fees for Rights Respecting Schools materials and services	843	-	**843**	923	**-**	**923**
Child Rights Partners fee	248	-	**248**	280	**-**	**280**
Total income from charitable activities	**2,490**	**-**	**2,490**	2,676	**-**	**2,676**

4 Income from other trading activities

			2024			2023
	Unrestricted	Restricted	**Total**	Unrestricted	Restricted	**Total**
	£'000	£'000	**£'000**	£'000	£'000	**£'000**
UNICEF cards and gifts						
Sales of cards and gifts	85	6	**91**	14	-	14
Total income from other trading activities	**85**	**6**	**91**	**14**	**-**	**14**

5 Income from investments

			2024			2023
	Unrestricted	Restricted	**Total**	Unrestricted	Restricted	**Total**
	£'000	£'000	**£'000**	£'000	£'000	**£'000**
Interest on bank deposits	1,028	-	**1,028**	983	**-**	983
Total income from investments	**1,028**	**-**	**1,028**	**983**	**-**	**983**

6 Other income

			2024			2023
	Unrestricted	Restricted	**Total**	Unrestricted	Restricted	**Total**
	£'000	£'000	**£'000**	£'000	£'000	**£'000**
Foreign exchange gains	-	-	**-**	-	-	-
UNICEF fundraising development	-	5,240	**5,240**	-	6,743	6,743
Share of profit in joint venture	-	-	**-**	904	-	904
Rental Income	79	-	**79**	262	-	262
Total other income	**79**	**5,240**	**5,319**	**1,166**	**6,743**	**7,909**

7 Expenditure on raising funds

2024 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2024 Total
	£'000	£'000	£'000	£'000	**£'000**
Direct marketing	3,311	9,155	4,242	613	**17,321**
Corporate partnerships	2,579	907	3,198	245	**6,929**
Major supporters, charitable trusts and foundations	1,930	359	2,901	191	**5,381**
Fundraising initiatives and regional fundraising	-	35	-	1	**36**
Special events	1,612	2,490	1,402	202	**5,706**
Legacies	257	377	530	43	**1,207**
UNICEF cards and gifts	-	134	-	5	**139**
Total expenditure on raising funds	**9,689**	**13,457**	**12,273**	**1,300**	**36,719**

2023 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2023 Total
	£'000	£'000	£'000	£'000	**£'000**
Direct marketing	2,820	9,866	4,083	654	**17,423**
Corporate partnerships	2,267	606	3,092	233	**6,198**
Major supporters, charitable trusts and foundations	1,635	267	3,029	193	**5,124**
Fundraising initiatives and regional fundraising	-	41	-	2	**43**
Special events	1,426	1,296	1,200	153	**4,075**
Legacies	266	370	526	45	**1,207**
UNICEF cards and gifts	-	9	-	-	**9**
Total expenditure on raising funds	**8,414**	**12,455**	**11,930**	**1,280**	**34,079**

8 Expenditure on charitable activities

2024 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2024 Total
	£'000	£'000	£'000	£'000	**£'000**
Core UNICEF programmes:	**-**	**21,300**	**-**	**-**	**21,300**
Specific UNICEF programmes:					
Humanitarian emergencies	**-**	**16,659**	**-**	**-**	**16,659**
Health	**-**	**5,086**	**-**	**-**	**5,086**
HIV & AIDS	**-**	**1,080**	**-**	**-**	**1,080**
Water, sanitation and hygiene	**-**	**854**	**-**	**-**	**854**
Nutrition	**-**	**28,712**	**-**	**-**	**28,712**
Education	**-**	**6,838**	**-**	**-**	**6,838**
Child protection	**-**	**2,330**	**-**	**-**	**2,330**
Social inclusion	**-**	**567**	**-**	**-**	**567**
Safe and clean environment	**-**	**355**	**-**	**-**	**355**
Gender equality	**-**	**185**	**-**	**-**	**185**
	-	**62,666**	**-**	**-**	**62,666**
UK programmes, advocacy & programme engagement:					
Development education and youth work	2,033	398	890	122	**3,443**
Baby Friendly Initiative	942	305	453	62	**1,762**
Campaign and parliamentary work	1,793	780	825	125	**3,523**
UNICEF programme engagement	722	41	451	45	**1,259**
	5,490	**1,524**	**2,619**	**354**	**9,987**
Total expenditure on charitable activities	**5,490**	**85,490**	**2,619**	**354**	**93,953**

Expenditure included in Core and Specific UNICEF programmes represents grants paid to UNICEF for international programmes.

2023 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2023 (Restated) Total
	£'000	£'000	£'000	£'000	**£'000**
Core UNICEF programmes:	**-**	**24,716**	**-**	**-**	**24,716**
Specific UNICEF programmes:					
Humanitarian emergencies	**-**	**39,432**	**-**	**-**	**39,432**
Health	**-**	**12,576**	**-**	**-**	**12,576**
HIV & AIDS	**-**	**-**	**-**	**-**	**-**
Water, sanitation and hygiene	**-**	**3,478**	**-**	**-**	**3,478**
Nutrition	**-**	**23,880**	**-**	**-**	**23,880**
Education	**-**	**3,848**	**-**	**-**	**3,848**
Child protection	**-**	**397**	**-**	**-**	**397**
Social inclusion	**-**	**603**	**-**	**-**	**603**
Safe and clean environment	**-**	**1,189**	**-**	**-**	**1,189**
Gender equality	**-**	**332**	**-**	**-**	**332**
	-	**85,735**	**-**	**-**	**85,735**
UK programmes, advocacy & programme engagement:					
Development education and youth work	1,738	449	865	119	**3,171**
Baby Friendly Initiative	769	400	456	64	**1,689**
Campaign and parliamentary work	1,397	502	844	107	**2,850**
UNICEF programme engagement	706	33	481	47	**1,267**
	4,610	**1,384**	**2,646**	**337**	**8,977**
Total expenditure on charitable activities	**4,610**	**111,835**	**2,646**	**337**	**119,428**

9 Other expenditure

2024 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2024 Total
	£'000	£'000	£'000	£'000	**£'000**
UNICEF fundraising development (note 12)	301	4,754	-	-	**5,055**
Share of loss in joint venture (note 15)	-	833	-	-	**833**
Total other expenditure	**301**	**5,587**	**-**	**-**	**5,888**

2023 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2023 Total
	£'000	£'000	£'000	£'000	**£'000**
UNICEF fundraising development	244	6,151	-	-	**6,395**
Share of loss in joint venture	-	-	-	-	**-**
Total other expenditure	**244**	**6,151**	**-**	**-**	**6,395**

10 Analysis of support and governance costs

2024 Expenditure	Basis of allocation	Core team costs	Governance costs	2024 Total
		£'000	£'000	**£'000**
Finance	Income and expenditure	3,124	347	**3,471**
Information technology	Headcount	4,595	511	**5,106**
People and development	Headcount	2,150	239	**2,389**
Facilities management	Headcount	2,354	262	**2,616**
Supporter care	Staff time	515	57	**572**
Directorate	Staff time	2,154	239	**2,393**
Total support and governance costs		**14,892**	**1,655**	**16,547**

Support and governance costs include £7,611k of staff costs.

2023 Expenditure	Basis of allocation	Core team costs	Governance costs	2023 Total
		£'000	£'000	**£'000**
Finance	Income and expenditure	4,124	458	**4,582**
Information technology	Headcount	3,946	438	**4,384**
People and development	Headcount	1,727	192	**1,919**
Facilities management	Headcount	2,096	233	**2,329**
Supporter care	Staff time	459	51	**510**
Directorate	Staff time	2,222	247	**2,469**
Total support and governance costs		**14,574**	**1,619**	**16,193**

11 Net income for the year

This is stated after charging:

		2,024	2023
		£'000	**£'000**
Depreciation		315	287
Loss on disposal of fixed assets		-	5
Operating lease rentals:	Property	1,458	1,438
Auditors' remuneration:	Audit	52	49
	Other services	23	20
Foreign exchange losses/(gains)		33	424

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.

	2024 £'000	2023 £'000
Fundraising development programme		
Legacy development	918	1,023
Major donor development	311	207
Other donor recruitment	3,875	5,047
Mid-level donor recruitment	-	52
Business development	70	-
Other funding	65	414
Total funding given in year	**5,240**	**6,743**
Unutilised funding to return to UNICEF	56	**-**
Total funding in year (Note 6)	**5,296**	**6,743**

Movements on UNICEF fundraising development programme funds:

	Total 2024 £'000	Total 2023 £'000
At the start of the year	**360**	12
Funding received	**5,296**	6,743
Funding available	**5,656**	6,755
Funding utilised (Note 9)	**(5,055)**	(6,395)
Funding to return to UNICEF	**(56)**	-
At the end of the year	**545**	**360**

13 Staff costs

The average number of employees during the year was as follows:	2024	2023
	Number	Number
Fundraising	**142**	134
UK Programmes and Advocacy	**152**	132
Support teams	**106**	92
Total	**400**	358

*2023 staff numbers realigned with categories in 2024.

Staff costs were as follows:	2024	2023
	£'000	£'000
Salaries and wages	**18,792**	16,111
Redundancy and termination costs	**13**	92
Social security costs	**2,033**	1,745
Pension contributions	**1,318**	1,138
Total salary costs	**22,156**	19,086
Other staff costs	**1,013**	527
Total staff costs	**23,169**	19,613

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 employer's pension contributions) paid to key management personnel was £873,902 (2023: £966,306). 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:

	2024	2023
	Number	Number
£240,001 - £250,000	**0**	1
£160,001 - £170,000	**0**	1
£140,001 - £150,000	**0**	0
£130,001 - £140,000	**2**	0
£120,001 - £130,000	**1**	3
£110,001 - £120,000	**2**	0
£100,001 - £110,000	**9**	0
£90,001 - £100,000	**5**	10
£80,001 - £90,000	**3**	6
£70,001 - £80,000	**13**	4
£60,001 - £70,000	**43**	33

There were 78 employees in the year (2023:58 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 £451,263 (2023: £355,161)

13 Staff costs *(continued)*

Executive Remuneration

The executive team's actual remuneration (gross pay and employers pension contributions) in 2024 was as follows:

Name	Position	Gross Pay	Employer's Pension Contribution	Employer's Social Security costs	2024 £ Total
[1] Joanna Reawood	Interim Chief Influence and Impact Officer	11,895	1,563	1,290	14,747
Mohini Raichura-Brown	Chief Partnerships Officer	131,250	10,815	15,436	157,501
Anna Kettley	Chief Influence and Impact Officer	111,614	6,626	13,804	132,044
[2] Prathaban Ramalingam	Chief Strategic Development Officer	43,333	650	5,517	49,500
Steven Waugh	Chief Financial Officer	133,900	11,248	16,447	161,595
Louise Lane	Chief Marketing Officer	125,615	10,342	15,366	151,323
[3] Menon, Girish	Interim Executive Director	45,072	3,786	5,540	54,398
[4] Goodwin, Philip	Executive Director	47,425	3,984	5,851	57,260
[5] Jonathan Sparkes	Executive Director	79,067	6,642	9,825	95,534

[1] Joanna Reawood in post until 4 March 2024

[2] Prathaban Ramalingam appointed as Chief Strategic Development Officer on 2 Sept 2024

[3] Girish Menon appointed as Interim Executive Director on 6 June 2024 to 6 Sept 2024

[4] Philip Goodwin appointed as Executive Director 16 Sept 2024

[5] Jonathan Sparkes resigned 18 June 2024

The executive team's actual remuneration (gross pay and employers pension contributions) in 2023 was as follows:

Name	Position	Gross Pay	Employer's Pension Contribution	Employer's Social Security costs	2023 £ Total
Joanna Rea	Deputy Executive Director, Advocacy, Programmes and Safeguarding	122,500	7,350	15,222	145,072
Mohini Raichura-Brown	Deputy Executive Director, Partnerships and Philanthropy	124,904	10,290	14,891	150,085
Anna Kettley	Deputy Executive Director, Advocacy, Programmes and Safeguarding	38,516	5,983	4,269	48,768
*Michael Flynn	Deputy Executive Director, Public Engagement	246,281	20,688	17,472	284,441
Steven Waugh	Chief Financial Officer	127,500	10,230	15,717	153,447
Jonathan Sparkes	Executive Director	152,613	12,819	19,061	184,493

** The above disclosure for Michael Flynn includes termination payments. His annual salary for the year was £105,454*

Remuneration Ratio

The remuneration of the highest-paid employee in UNICEF UK was 3.1:1 (2023: 3.7:1) times the median remuneration of the workforce.

Pension and retirement benefits

The charity operated one salary sacrifice pension scheme during the year with Hargreaves Lansdown. The pension cost charge for the year represents contributions payable to the scheme and amounted to £1,318,000 (2023: £1,138,000).

There were £nil outstanding contributions at the end of the financial year (2023: £nil).

Trustees

The charity trustees were not paid and did not receive any other benefits from employment with the charity in the year (2023: £nil). No charity trustee received payment for professional or other services supplied to the charity (2023: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £2,113 (2023: £8,617) incurred by 4 (2023: 7) 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	2,208	582	689	**3,479**
Additions in year	-	-	309	**309**
Disposals in year	(15)	(1)	(13)	**(29)**
At the end of the year	2,193	581	985	**3,759**
Depreciation				
At the start of the year	972	582	516	**2,070**
Charge for the year	184	-	131	**315**
Eliminated on disposal	(15)	(1)	(13)	**(29)**
At the end of the year	1,141	581	634	**2,356**
Net book value				
At the end of the year	**1,052**		**351**	**1,403**
At the start of the year	1,236		173	1,409

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).

	2024 £'000	**2023 £'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:

	2024 £'000	**2023 £'000**
Turnover	**66**	41
Cost of sales	**(13)**	-
Gross profit	**53**	41
Administrative expenses	**(101)**	(10)
Operating profit	**(48)**	31
Profit on ordinary activities	**(48)**	31
Gift Aid payment to parent undertaking under deed of covenant	**-**	(31)
Net result for the financial year	**(48)**	-
The aggregate of the assets, liabilities and funds was:		
Assets	**250**	57
Liabilities	**(278)**	(37)
Funds	**(28)**	20

Soccer Aid Productions Limited

	No. of shares	**2024 Carrying Amount (£000)**	**2023** Carrying Amount (£000)
Ordinary shares	1	-	-
Deferred shares	2,346,000	**23**	-
Total Investment		**23**	-

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 oridnary voting shares in Soccer Aid Productions Ltd is £1. On 1st October 2024 UNICEF UK applied for 2,346,000 non-voting deferred shares of £1each in Soccer Aid Productions Limited. As at end of 31 December 2024 the carrying value of this investment is £23,460 with further comittment to additional £2,322,540 not yet called up. The accounts of Soccer Aid Productions for the period ending 30 June 2024 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 2024 is a net loss of £833k which has been recognised as UNICEF UK's share of the loss for the year ended 31 December 2024 (2023: net profit £903k).

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:

	2024	2023
	£'000	£'000
Gross income	**135,197**	160,318
Net income for the year	**(1,249)**	457

17 Debtors

	Group		Charity	
	2024	2023 (Restated)	2024	2023 (Restated)
	£'000	£'000	£'000	£'000
Trade debtors	**300**	501	**300**	501
Other debtors	**1,951**	2,820	**1,949**	2,820
Prepayments	**6,372**	1,944	**6,372**	1,944
Accrued income	**2,453**	4,079	**2,453**	4,069
Amounts due from subsidiary undertaking	**-**	-	**273**	37
Total debtors	**11,076**	9,344	**11,347**	9,371

18 Creditors: amounts falling due within one year

	Group		Charity	
	2024	2023	2024	2023
	£'000	£'000	£'000	£'000
Trade creditors	**1,930**	5,266	**1,930**	5,266
Taxation and social security	**644**	652	**644**	652
Provisions	**89**	215	**89**	215
Other creditors	**13**	169	**13**	169
Accruals	**3,631**	4,816	**3,626**	4,816
Deferred income	**7,574**	2,882	**7,574**	2,882
Total creditors	**13,881**	14,000	**13,876**	14,000

19 Creditors: amounts falling due after one year

	Group		Charity	
	2024	2023	2024	2023
	£'000	£'000	£'000	£'000
Provision for dilapidations	**595**	595	**595**	595
	595	595	**595**	595

Provisions for other liabilities

The group & charity	Dilapidations	Other	**Total 2024**	Total 2023
			£'000	£'000
Provisions falling due under one year (note 18)				
At the beginning of the year	-	215	**215**	1,354
Additions	-	89	**89**	15
Releases	-	(215)	**(215)**	(1,154)
Provisions at the end of the year	-	89	**89**	215
Provision falling due more than one year (note 19)	595	-	**595**	595

Dilapidations provision represents an obligation to cover the cost of restoring office property to its original condition when the lease terminates. The provision is expected to be utilised in 2030, the year the lease terminates.

Other provisions include return of restricted funds to the donor and termination costs. These provisions are expected to be utilised in the next 12 months.

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 and Child Friendly Communities that have been invoiced for but services not yet provided to the party.

	Group		Charity	
	2024	2023	2024	2023
	£'000	£'000	£'000	£'000
Balance at the beginning of the year	**2,882**	5,837	**2,882**	5,837
Amount deferred in the year	**7,421**	2,900	**7,421**	2,900
Amount released to income in the year	**(2,729)**	(5,855)	**(2,729)**	(5,855)
Balance at the end of the year	**7,574**	2,882	**7,574**	2,882

21 Analysis of group net assets between funds

	General unrestricted	Designated funds	Restricted funds	**Total funds**
	£'000	£'000	£'000	**£'000**
Tangible fixed assets	1,409	-	-	**1,409**
Current assets (Restated)	31,179	2,494	1,169	**34,842**
Current liabilities (Restated)	(26,441)	-	-	**(26,441)**
Non- current liabilities	(595)	-	-	**(595)**
Net assets at the end of the year 2023	**5,552**	**2,494**	**1,169**	**9,215**
Tangible fixed assets	1,403	-	-	**1,403**
Investments	23	-	-	**23**
Current assets	30,179	1,451	915	**32,545**
Current liabilities	(25,458)	-	-	**(25,458)**
Non- current liabilities	(595)	-	-	**(595)**
Net assets at the end of the year 2024	**5,552**	**1,451**	**915**	**7,918**

22 Movements in funds

2024 Movements in funds

	At the start of the year	**Income & gains**	**Expenditure & losses**	**Transfers between funds**	**At the end of the year**
	£'000	**£'000**	**£'000**	**£'000**	**£'000**
Unrestricted funds:					
General funds	5,552	60,825	(60,193)	(632)	**5,552**
Designated funds:					
IT Infrastructure reserve	1,229	-	(778)	-	**451**
Strategic investment	1,265	-	(932)	667	**1,000**
Total designated funds	2,494	-	(1,710)	667	**1,451**
Total unrestricted funds	8,046	60,825	(61,903)	35	**7,003**
Restricted funds:					
Specific UNICEF programmes	-	68,423	(68,423)	-	**-**
Youth Justice Pilot (Children's Rights In Scotland)	35	-	-	(35)	**-**
Rights Respecting Reserve (Nord Anglia)	-	12	(12)	-	**-**
Rights Respecting Reserve (Scotland)	-	300	(300)	-	**-**
Rights Respecting Reserve (MOPEC)	-	210	(210)	-	**-**
Advocacy & Policy Programmes (Child Health Advocacy)	285	78	(341)	-	**22**
Advocacy & Policy Programmes (Early Years)	25	-	(25)	-	**-**
Child Rights & Sports Programme	151	112	(119)	-	**144**
Baby Friendly Reserve	313	-	(142)	-	**171**
UNICEF fundraising development	360	5,240	(5,055)	-	**545**
Children's Rights In Scotland	-	63	(30)	-	**33**
	1,169	74,438	(74,657)	(35)	**915**
	9,215	135,263	(136,560)	-	**7,918**

Purpose of funds

The general unrestricted fund of £5,552,000 covers fixed assets (NBV £1.4m at end of 2024) and working capital needs for a period of four months, in line with our reserves policy.

The IT Infrastructure designated reserve relates to investment in information technology, including transformation programmes, planned for 2025.

The strategic investment reserve relates to additional resource, expertise, or investment in activities that support expansion, diversification, capability and furthering children's rights.

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.

2023 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	5,552	58,364	(57,099)	(1,265)	**5,552**
Designated funds:					
IT Infrastructure reserve	2,460	-	(1,231)	-	**1,229**
Strategic investment	-	-	-	1,265	**1,265**
Total designated funds	2,460	-	(1,231)	1,265	**2,494**
Total unrestricted funds	8,012	58,364	(58,330)	-	**8,046**
Restricted funds:					
Specific UNICEF programmes	-	91,797	(91,797)	-	**-**
Youth Justice Pilot (Children's Rights In Scotland)	35	-	-	-	**35**
Rights Respecting Reserve (Clarks)	15	-	(15)	-	**-**
Rights Respecting Reserve (RLWC)	6	-	(6)	-	**-**
Rights Respecting Reserve (Nord Anglia)	-	12	(12)	-	**-**
Rights Respecting Reserve (Scotland)	-	310	(310)	-	**-**
Advocacy & Policy Programmes (Child Health Advocacy)	157	381	(253)	-	**285**
Advocacy & Policy Programmes (Early Years)	-	50	(25)	-	**25**
Child Rights & Sports Programme	225	286	(360)	-	**151**
[1] Baby Friendly Reserve	281	180	(148)	-	**313**
Foreign, Commonwealth & Development Office (FCDO)	-	2,236	(2,236)	-	**-**
UNICEF fundraising development	12	6,743	(6,395)	-	**360**
People's Postcode Lottery	(1)	-	1	-	
Children's Rights In Scotland	16	-	(16)	-	**-**
Total restricted funds	746	101,995	(101,572)	-	**1,169**
Total funds	8,758	160,359	(159,902)	-	**9,215**

1 FCDO expenditure relates to 2018 UK Aid Match funded projects to help reduce maternal health and child mortality in Eswatini and Lesotho, 2019 UK Aid Match funded projects to improve the health and development for children under five in Sierra Leone and Zambia and a 2020 UK Aid Match funded project to build safe, inclusive and resilient communities for women and children in Malawi

23 Related party transactions

The Trustees, President, Vice Presidents and key managerial staff made donations totalling £30,906 to UNICEF UK during 2024 (2023: £60,781). 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.

During 2024 UNICEF UK transferred £66.3 million (2022: £89.2 million) to UNICEF as grants for international programmatic work to support children around the world.

Costs of £91,493, are recovered from UNICEF UK Enterprises Limited ('UEL') by the parent charity, UNICEF UK (2023: £9,942). As at the balance sheet date, UNICEF UK has an intercompany balance with UEL of £273,017 (2023: £36,533).

In 2024 an new 3 year funding agreement was signed with Soccer Aid productions Ltd and UNICEF UK agreed a revolving credit facility of up to £2.5 million to Soccer Aid Productions Limited. As at the balance sheet date £1,639,586 has been drawn down on that facility (2023: £428,399). As part of a new funding agreement UNICEF UK subscribed to 2,346,000 deferred shares in Soccer Aid Productions Ltd. Details of the deferred share subscription, including amounts called up, are provided in Note 15. During year Soccer Aid productions recharged UNICEF UK £730,899 (2023: nil) for media, management, staff and marketing expenses. These charges were made in the normal course of bsiness and as at balance sheet date, there was £106,675 outstanding balance for these charges.

There are no other related party transactions to disclose for 2024 (2023: none).

24 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary UNICEF UK Enterprises Limited gift aids available profits to the parent charity. There is no charge to corporation tax in 2024 (2023: 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:

	2024	**2023**
	£'000	**£'000**
Less than one year	**1,835**	1,835
One to five years	**7,341**	7,341
Over five years	**459**	2,294
	9,635	**11,470**

26 Contingent Assets

During the year, UNICEF UK reviewed its accounting policy for the recognition of income from legacies. Previously, legacy income was recognised at the earliest of the point of notification of a lgeacy or when probabate was granted. Under the revised policy, legacy income is now recognised at the earliest of funds being received or when the estate accounts have been finalised, as this is the point at which entitlement can be measured reliabily and receipt is probable.

As a result of this change, legacies notified but not yet finalised in estate accounts are now treated as contingent assets. As at 31st December 2024, contingent assets amounting to £7.3m (£6.1m in 2023) have been identified. These relate to legacies where probabte was granted or notification received but the estate accounts were still under administration and uncertainties remainged regarding the value and timing of receipt.

The change in policy has been applied restrospectively with details of impact on 2023 disclosed in Note 27- Prior period adjustment.

UNICEF UK will recognise income from these legacies at the earliest of funds being received or when estate accounts are finalised and the amount can be measured reliably.

27 Prior period adjustment

During the year, UNICEF UK reviewed its accounting policy for the recognition of income from legacies. Previously, legacy income was recognised at the earliest of the point of notification of a lgeacy or when probabate was granted. Under the revised policy, legacy income is now recognised at the earliest of funds being received or when the estate accounts have been finalised, as this is the point at which entitlement can be measured reliabily and receipt is probable.

As a result of this change, a prior period adjustment has been made. The impact of this adjustment on the comparative figures is as follows:

	2023 (restated) (£'000)	2023 (perviously reported) (£'000)	Adjustment (£'000)
Legacy income	6,532	7,023	(491)
Charitable activities (Core UNICEF Programmes)	24,716	25,207	(491)
Net (expenditure)/ income for the year	457	457	-
Debtors (Accrued income)	9,344	15,466	(6,122)
Amounts due to UNICEF	12,439	18,561	(6,122)
Net Assets	9,215	9,215	-

The change in accounting policy of legacy income recognition has resulted in a reduction of income previously recognised in the prior periods. As all Net income for the year is owed to UNICEF, this adjustment has reduced the amount due to UNICEF as at 31/12/2023.

PLEASE SUPPORT OUR WORK TO BUILD A BETTER WORLD FOR EVERY CHILD.

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)

unicef.org.uk

THE UNITED KINGDOM COMMITTEE FOR UNICEF

England & Wales - Charity number 1072612

Accounts

THE UNITED KINGDOM COMMITTEE FOR UNICEF

2023 ANNUAL REPORT

UNITED KINGDOM
unicef
for every child

Aung Khin and Kham Li, age 7, play outside their classroom in Namtu, Shan, northern Myanmar. In 2023 UNICEF delivered humanitarian assistance for 1.8 million children in Myanmar.

© UNICEF/Htet

THE UNITED KINGDOM COMMITTEE FOR UNICEF

2023 ANNUAL REPORT

2023 Trustees Report and Consolidated Financial Statements

The UNICEF UK Board of Trustees (herein referred to as the 'Trustees') are pleased to present their annual report, strategic report and audited consolidated financial statements of UNICEF UK and its trading subsidiary, UNICEF Enterprises Limited.

CONTENTS

Message from the Youth Advisory Board 4
Introduction from Shatish Dasani, Chair 6
Introduction from Jon Sparkes, Chief Executive 7

2023 key outcomes 8

About UNICEF and UNICEF UK 10

Strategy and aims 12

The C stands for Children campaign 14

UK programmes for children overview 16
Rights Respecting Schools Award 18
Baby Friendly Initiative 22
Child-Friendly Cities and Communities 26

Early Moments Matter campaign 30

Foundational advocacy 33

Sport and child rights 34

Soccer Aid for UNICEF overview 36
Soccer Aid for UNICEF 2023 38

Humanitarian emergencies overview 44
Gaza crisis 46
Türkiye–Syria earthquakes 50
Sudan 54
Ukraine conflict 56
Children's Emergency Fund 60

Child health overview 62
Malaria vaccines 64
Futures at Risk campaign 65
Nutrition 66
HIV and AIDS 70
Mental health 72

Climate crisis 74
COP28 75
OutRight campaign 76

Water, sanitation and hygiene 78

Child education overview 82
Child education and climate shocks 86
Social innovation 87
Digital learning 88

Child protection overview 90
Family support, education and skills in Nigeria 92

Partnerships 94
7: The David Beckham UNICEF Fund 96

Strategy, finance and risk management 98
Strategic context 99
Strategic plan 2023–26 100
Financial review 2023 102
Risk management 108

Structure, governance and management 110
Structure 111
Governance 114
Management 119
Youth voice and influence 120
Complaints and feedback 121
Our people and the community 123

Auditor's Report 130

Accounts 136

Thank you 158

MESSAGE FROM THE YOUTH ADVISORY BOARD

Our Youth Advisory Board is at the heart of UNICEF UK's work. We are influenced by the Youth Advisory Board, and we amplify their voices in our work and on children's rights. Our Youth Advisers help us by:

- Being a voice on children's rights
- Providing insight about what matters to children and young people
- Raising awareness to help other young people understand our work

At the heart of UNICEF UK lies a steadfast commitment to protect and champion the rights of the child. As asserted by Article 12 of the UN Convention on the Rights of the Child, every child has the right to express their opinions on matters affecting them and an expectation that their views will be considered seriously.

Being a young person today is challenging. From climate change to the cost-of-living crisis, circumstances beyond our control have forced us to grow up fast, and, while dealing with these issues, young people's voices are often less respected and go unheard. This is why the Youth Advisory Board is so important. We are passionate about crucial contemporary issues and the imperative of fostering diversity and inclusion. The Youth Advisory Board hopes to make and influence meaningful change within these areas and beyond.

2023 is the first of two years for a new UNICEF UK Youth Advisory Board cohort. We are proud to reflect on the achievements of our predecessors and are devoted to continuing to build on their amazing impact.

UNICEF/Gifford-Mead

Above: 2023 Youth Advisory Board members Jonathan, Finn, Kaius, Ruby, Macey, Shafa.

Meeting the Minister for Children
In January, Youth Advisory Board members met with Claire Coutinho MP, then Minister for Children, to discuss key priorities for young people including mental health and climate change. This was an important step to influence government decision-making and to ensure that young people's voices were heard.

Periodic Review of children's rights
In March, members of the Youth Advisory Board took part in the Periodic Review of children's rights in the UK. They shared their views about the situation for children in the UK with the UN Committee on the Rights of the Child at the UN in Geneva.

Soccer Aid for UNICEF
In August, members of the Youth Advisory Board interviewed Soccer Aid for UNICEF players on the importance of play for children. They also performed an original, spoken-word piece on match day.

Internal influence
The Youth Advisory Board played an integral role in the development of UNICEF UK's new strategy, helping to ensure that youth voice was central. They also made recommendations for how the organisation tackled key priorities in 2023.

Looking forward
In 2024, we are excited to be part of Soccer Aid for UNICEF once more. We eagerly anticipate influencing UNICEF UK's decision making and are honoured to play a role in the recruitment of senior positions in UNICEF UK.

We also seek to work with UK elected representatives to place the needs of children at the heart of their decisions. 2024 is likely to be an election year and we hope that every political party includes the rights of children in their manifesto commitments.

INTRODUCTION
SHATISH DASANI, CHAIR

Throughout 2023, children around the world faced many devastating humanitarian crises. And as you will read in this report, UNICEF UK, enabled by our supporters and partners, strove to deliver vital funding and sustained action to uphold the rights of every child, across the world and in the UK.

In a difficult fundraising environment, we raised £161 million in income. This was below the record £179.5 million raised in 2022, which included some £55 million for the Ukraine emergency. Funded by our partners and delivered with communities, we implemented innovative projects and long-term programmes to adapt to our changing world. The report highlights some of these and our programmes for children in the UK.

We made great strides in delivering the first year of our 2023–26 strategy and are setting the base for our ambitions for the next three years. A critical part of our four-pillar strategy is our Organisation – we are striving to develop a highly effective, engaged, and diverse workforce that lives our values, supported to deliver our best work for children. Our colleagues reported greater engagement with our strategic direction and appreciation of support from our leadership, peer relationships and connection with our organisational values. 2023 saw our highest colleague engagement score since we began tracking in 2018. We also continued our efforts to build a more diverse and inclusive organisation, with Board oversight of the actions being implemented arising from the Equity, Diversity and Inclusion and the Anti-Racism reviews.

I am pleased to report that the Board continued to operate well and that all the key recommendations arising from the external Board Effectiveness review were implemented in the first half of 2023. This included a revamped Board agenda to focus on the key strategic areas of Income, Impact, Influence and Organisation. Furthermore we developed a Key Performance Indicators dashboard for review at each meeting and implemented a Trustee-Executive buddy system. Finally, we broadened the scope of the renamed Nominations & Engagement Committee to oversee people strategy and Equity, Diversity and Inclusion.

The Board has also continued to oversee changes designed to enhance the effectiveness of our talented leadership team, including the recruitment of a new Chief Marketing Officer and the creation of a new role of Chief Strategic Development Officer with responsibility for innovation, strategy, and organisation. We have recently initiated a process to recruit a new Chief Executive following the decision by Jon Sparkes to leave in June 2024 to take up a new Chief Executive role addressing learning disability in the UK. On behalf of the Board, I would like to take this opportunity to thank Jon for his leadership and commitment to UNICEF UK and wish him well in his future career.

We know we can never stand still. As ever, our achievements are only possible because of the generosity of our supporters and the incredible dedication of our UNICEF UK colleagues. Thank you to everyone for your extraordinary efforts as we keep working to build a better world for every child.

INTRODUCTION
JON SPARKES, CHIEF EXECUTIVE

2023 was an extremely volatile year for children as they bore the brunt of multiple crises around the world. Children and families felt the shocks of devastating earthquakes in Türkiye, Syria, Morocco, and Afghanistan. They faced the brutal conflicts in Gaza, Sudan and Ukraine, and endured climate events such as drought in East Africa, a cyclone in southern Africa, and catastrophic floods in Libya. For all these emergencies, with support from UNICEF UK and our supporters, UNICEF was on hand to provide humanitarian assistance.

The humanitarian crises have been compounded by the increasing impacts of climate change and a persistent cost of living crisis. The combination of these events has seen a faltering in progress towards the Sustainable Development Goals (SDGs) set for 2030. Against this backdrop, UNICEF UK pushed forward on all elements of our new strategy for children.

We saw outstanding fundraising, especially for children affected by the crisis in Gaza and the earthquakes in Türkiye and Syria. Our annual Soccer Aid for UNICEF event was again a high-profile success and has now raised more than £90 million for children since 2006.

The impact of our advocacy work continued to grow as our Futures at Risk campaign on child health reached more than 70,000 people during World Immunisation Week and delivered powerful and persuasive messages on the importance of child nutrition.

Our work in the UK also delivered landmark progress for children. We applauded a historic development as in January 2024, with support from UNICEF UK, Scotland became the first jurisdiction in the UK to incorporate the UN Convention on the Rights of the Child into its laws. Also in Scotland, the Rights Respecting Schools programme is now available to all state primary and secondary schools, thanks to funding from the Scottish Government. We also celebrated as Cardiff became the first UK city recognised as a UNICEF Child Friendly City. And we are proud that in 2023 our Baby Friendly Initiative supported 600,000 newborn babies in the UK. In September, we marked the first year of our Early Moments Matter campaign by handing in our petition to 10 Downing Street, with over 66,000 signatures calling for a Baby and Toddler Guarantee in the UK.

We also strengthened our internal systems, culture, and values to enable our talent to thrive and ensure we are equipped to deliver our best work for children. We continued to deliver on our commitment to create a working environment and culture that supports and promotes equity, diversity and inclusion.

All these achievements and more are due to our amazing colleagues, supporters and partners. Thank you for your extraordinary commitment and energy to build a better world for every child in 2023 and for laying the firm foundations for the great achievements ahead.

2023
KEY OUTCOMES

£161 MILLION

Income of £161 million to support a better world for every child.

See page 104

© UNICEF/Stella Pictures

SOCCER AID
itv unicef sky
PLAY FOR EVERY CHILD

£14.6 million

raised by **Soccer Aid for UNICEF** for children around the world to have the chance to play.

See page 36

Rights Respecting Schools

1.5 million children

in the UK attend a UNICEF Rights Respecting School.

See page 18

THE BABY FRIENDLY INITIATIVE

600,000 newborn babies

in the UK supported by Baby Friendly Initiative.

See page 22

949,844 children

Child Friendly Cities & Communities

in the UK growing up in areas taking part in Child Friendly Cities and Communities.

See page 26

£39.4 million

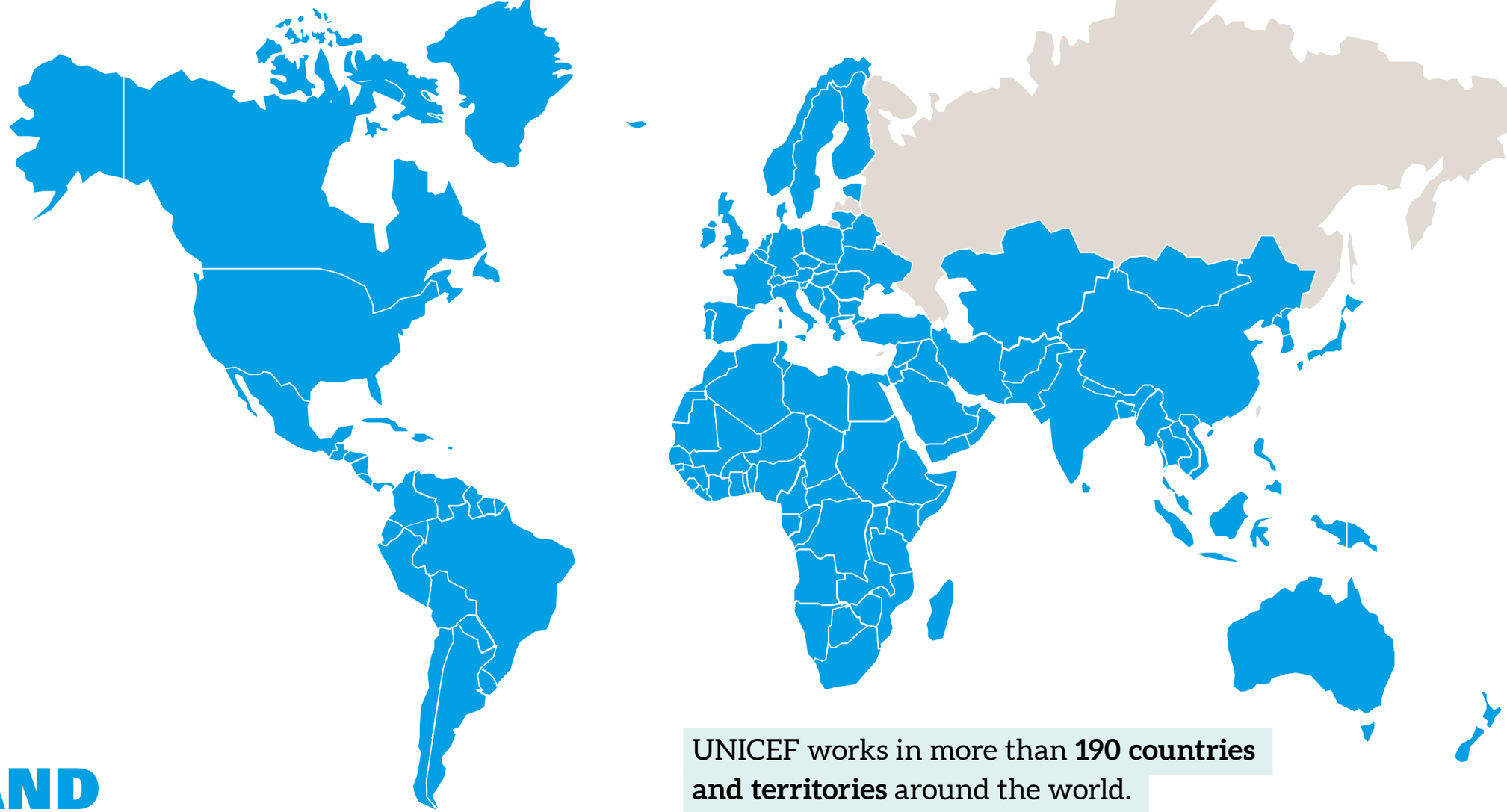
committed to support children and families affected by conflict and disaster.

See page 44

66,000 people

signed our petition for a Baby and Toddler Guarantee in the UK.

See page 30



ABOUT UNICEF AND UNICEF UK

UNICEF works to build a better world for every child. A world where every child has the chance to fulfil their potential and grow up healthy and safe.

UNICEF has 15,000 people working for children in more than 190 countries responding to emergencies and building long-term resilience. We save children's lives with vaccines, safe water, and therapeutic food. We protect children from violence, exploitation and abuse. We support quality education that provides the tools for children to reach their full potential. And we seek to create a safe and sustainable world where children can live, learn and grow.

UNICEF operates the world's largest humanitarian response for children. Reaching children whenever and wherever they need us most. We advise governments, influence businesses, and lobby leaders to create lasting change for children.

UNICEF works in more than **190 countries and territories** around the world.

UNICEF UK

The United Kingdom Committee for UNICEF (UNICEF UK) is a UK registered charity that raises funds for UNICEF's work for children around the world and advocates lasting change for children worldwide. 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, and advocate for and create change. These are our main charitable objectives.

UNICEF UK has been delivering programmes for children in the UK for more than 25 years. We work with the hospitals where children are born, the schools where they learn and grow, and the services that shape their lives. We reach around 2.5 million children each year through our Baby Friendly Initiative, Rights Respecting Schools and Child Friendly Cities and Communities programmes.

UNICEF UK is one of 33 UNICEF National Committees.

STRATEGY AND AIMS

Our vision:

A BETTER WORLD FOR EVERY CHILD

Our mission:

We put children first. We inspire and engage supporters to raise funds, promote children's voices and create lasting change for children. Our diverse, passionate, and determined team upholds the UN Convention on the Rights of the Child for children all over the world, including the UK.

Our strategy:

This was the first year of our 2023–26 strategy. The year saw great strides towards the goals we have set. We have summarised our key outcomes on page 98 and further details are provided in this report.

The 2023–26 strategy was developed in consultation with our colleagues and Trustees; represents our ambition to deliver even greater impact for children; and reflects these **four goals**:

Income
Sustainably grow income to raise £650 million over the strategic period and find efficiencies so that we generate more pence in the pound for programmes for children.

UK impact
Transform systems and services for children across health, education, sport and local communities that directly improve the outcomes and life chances of millions of children in the UK.

Influence
Secure strong commitment to child rights both in the UK and internationally, as well as the return to allocating 0.7% of UK Gross National Income on international development.

Organisation
Have a highly effective, engaged, and diverse workforce that live our values and are supported to deliver their best work for children.

The details of our strategy can be found on page 100 or at www.unicef.org.uk/strategy
We look forward to sharing our progress over the coming years.

© UNICEF/Mohamdeen

The war in Sudan forced Samar, age 11, to flee from her home in Khartoum. Samar and her family now live in a classroom at a primary school in Kassala. The war has separated Samar from her beloved violin.

"I didn't take my violin with me because we all thought we would return home soon. I want the war to end so I can get my violin back."

THE C STANDS FOR CHILDREN

In October 2022, we launched *The C stands for Children*, a brand campaign designed to showcase that children are at the heart of everything UNICEF does. In 2023 we continued to develop the campaign, building public understanding of our work for children and why people should support UNICEF.

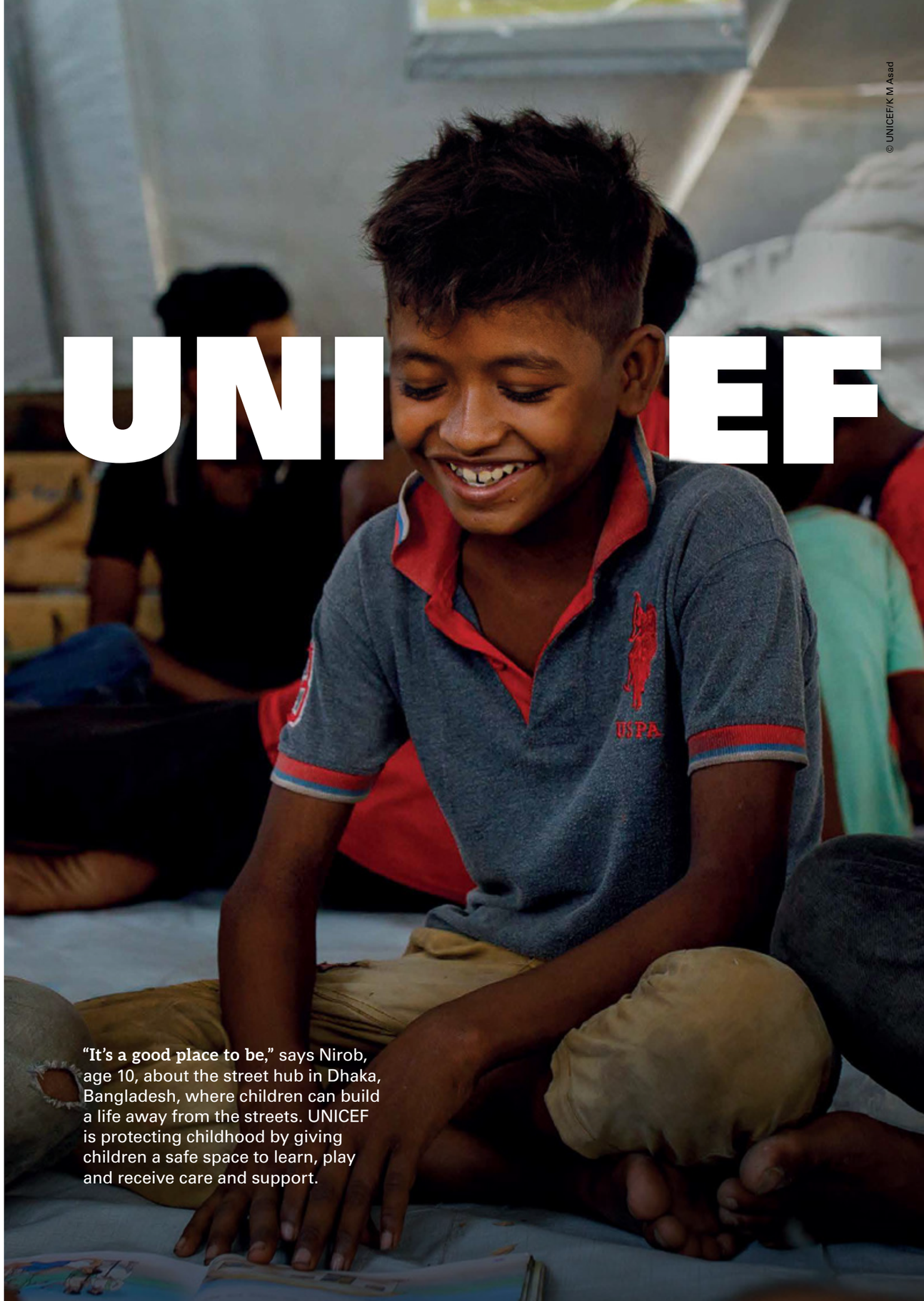
We built on 2022's strong foundation, showcasing UNICEF's role in protecting childhoods through relatable and nostalgic stories from the children we support. We delivered an integrated online and offline campaign, expanding into new environments like YouTube, Connected TV and Broadcaster Video On Demand to achieve additional reach and support among the UK public. The campaign included a special moment for World Children's Day, showcasing our life-changing work with children. Special thanks to our corporate partners who helped to amplify the campaign, including easyJet, Glasgow Rangers, and Outernet.

The C stands for Children campaign has seen record numbers of people regarding UNICEF as working for children – 58% of the UK population now recognise UNICEF as a children's charity.

The C stands for Children campaign has delivered:

- **Uplift in knowledge** of UNICEF among target audiences, from 78% in 2021 to 82% in 2023.
- An increase in those who claimed to know a lot about us – the most pronounced increase in the knowledge categories – from 16% in 2021 to 22% in 2023.
- **Increased brand consideration**, up from 60% in 2021 to 67% in 2023 among target audiences.
- **Record number of people recognising UNICEF works for children** – with 58% of the UK population recognising UNICEF as a children's charity, up from 45% in 2021.
- **Increased campaign awareness**, with nearly 1 in 4 people in the UK having heard of The C stands for Children campaign.

We will continue to build on these successes in 2024, with further brand campaigns to increase knowledge and support for UNICEF and our life-changing work for children.



"It's a good place to be," says Nirob, age 10, about the street hub in Dhaka, Bangladesh, where children can build a life away from the streets. UNICEF is protecting childhood by giving children a safe space to learn, play and receive care and support.

UK PROGRAMMES FOR CHILDREN

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 currently work in all four nations of the UK, reaching around 2.5 million children each year through our Baby Friendly Initiative, Rights Respecting Schools and Child Friendly Cities programmes.

2.5 MILLION CHILDREN

Reaching around 2.5 million children each year in the UK

Rights Respecting Schools

4,800 UK schools registered.

THE BABY FRIENDLY INITIATIVE

99% of maternity services

and

90% of health visiting services in the UK are working towards Baby Friendly accreditation.

Child Friendly Cities & Communities

Cardiff became the first city in the UK to be recognised as a UNICEF Child Friendly City.

UNICEF UK works with schools throughout the UK to create safe, inspiring places to learn where children are respected and can thrive.

RIGHTS RESPECTING SCHOOLS AWARD

The Rights Respecting Schools Award (RRSA) puts children's rights at the heart of schools in the UK. Using the UN Convention on the Rights of the Child as our guide, UNICEF UK works with more than 4,800 schools across the UK to create safe and inspiring places to learn, where children are respected, their talents are nurtured, and they can become empowered, responsible and active citizens. Many UNICEF National Committees around the world run Child Rights Schools programmes, but the UK has the greatest number of participant schools.

Rights Respecting Schools

> Programme now on offer to **all state primary and secondary schools in Scotland**, thanks to funding from the Scottish Government.

Record year for accreditations

During 2023, 201 schools achieved Gold: Rights Respecting for the first time or were reaccredited at Gold and 367 schools were accredited at Silver: Rights Aware. This year was also the first full year of the RRSA Membership Model, which sees most schools paying an annual subscription. Registrations remained high with 646 new schools signing up for the Award. Of these 332 were Scottish schools, where there is three-year funding from the Scottish Government for RRSA.

With around 4,800 schools currently registered, RRSA reaches over 1.5 million children and young people across the UK and in the Channel Islands.

Campaigning on lack of NHS dentists

Last year's OutRight campaign focused on children's rights to the best possible health care in the UK and around the world. We're delighted to provide an update from children at Whitleigh Primary School in Plymouth who led a campaign to highlight the lack of local dentists across the UK. As a result of actions taken, including interviewing local MPs and media appearances, their local dental school has offered free dental care until age 16 for all children at the school. Teacher Sarah O'Neill told us, "This is amazing news for all the children, not only from an oral health point of view, but also that they can see that their voices have been heard and they have effected real change."

School brings together families and the community

Above: Friendship Café at Boghall School, West Lothian.

Boghall Nursery and Primary School, West Lothian, took a rights-based approach to engaging with families and community. Children at the school meet regularly with their local community, bring people together through events, and promote dignity, respect and friendship in school and beyond. There are fortnightly 'biscuits and blether' sessions and a daily family breakfast club. The school's Friendship Café is a weekly intergenerational project that involves children and members of the local church who have felt lonely since COVID-19. Pupils and church members play games and chat over tea and cake.

© UNICEF UK/Flynn

CO-CREATION FILM

We produced a new film about the Award, which handed significant production power over to children and young people from four UK Gold Rights Respecting schools. Over two days, students developed their ideas on how best to showcase the impact of children's rights in their school. Taking part in workshops to build confidence, as well as research and interview skills, children generated the messages they would include in the film and decided who to interview within the school community.

The children interviewed teachers, senior school leaders and community figureheads as well as taking a leading role in setting up the filming, assisting on sound and directing scenes. The children also guided the UNICEF UK film crew on a tour of their school and reflected on their experience of the project.

The film is a funny and moving piece that shows the impact of child rights education from the perspective of students.

"I feel like this process of working together with UNICEF UK is more personal and will mean more to the schools that watch this film. I really hope adults listen to this and understand that it is important for kids to learn about their rights." Student

▸ Watch the film: youtu.be/GvIW_FUHN88

OutRight inspires children to act on food poverty

Above: MP Sarah Olney meets children in Kingston upon Thames campaigning against food poverty.

Taking part in OutRight started a ripple of campaign action at Alexandra Primary, a Gold: Right Respecting School in Kingston upon Thames. Campaigning in this school is pupil-led and involves children taking leadership roles, engaging with the community, supporting external campaigns, and advocating on social and health-related issues.

Being part of the UNICEF UK OutRight campaign on child health had a profound impact on advocacy work throughout the school leading to a passionate student commitment to support children's rights to good healthcare. MP Sarah Olney visited students at Alexandra Primary School after they wrote to urge her to support their campaign on food poverty.

Spotlight on RRSA

In August we launched *Spotlight on RRSA*, a new resource for schools, aimed at helping teachers deepen their colleagues' understanding of children's rights and of what it means to become Rights Respecting. The monthly packs have been very well received, with 1,769 downloads between launch in August and year end. Part of their success rests on the packs' inspiring stories such as Boghall Primary in West Lothian.

"I have had the opportunity to be part of creating a really special community, and I think it will stay with these children for the rest of their lives. I think they will remember being loved and being respected and being empowered."

Hannah Fitzpatrick,
Plymouth Grove Primary School

© UNICEF/Jennings

Sajanthini cuddles her son Aaron, age 6 months, at the Alder Hey Children's Hospital.

BABY FRIENDLY INITIATIVE

UNICEF UK's Baby Friendly Initiative works in UK maternity, neonatal, health visiting and children's centre services and universities. By enabling public services to better support families with feeding and developing close and loving relationships, it helps all babies get the best possible start in life.

The Baby Friendly Initiative was introduced to address a fall in breastfeeding worldwide and its impact on child and maternal health. Over the past 29 years, the programme has transformed healthcare for families in the UK as part of a wider, global partnership between the World Health Organization (WHO) and UNICEF. Baby Friendly works to improve healthcare for babies, their mothers, parents and families. Thanks to our work, keeping babies close and encouraging skin-to-skin contact are now routine practices in almost every hospital across the UK.

THE BABY FRIENDLY INITIATIVE

In the UK in 2023:

> **45% of maternity services and 66% of health visiting services** have full Baby Friendly accreditation

The NHS

The NHS Long Term Plan recommends that all services work towards full Baby Friendly accreditation. In 2023 the Baby Friendly team continued to work with NHS England to progress the plan to support maternity services to reach full accreditation or to re-accredit their services.

Recovery from the coronavirus pandemic and pressures facing the NHS, including workforce challenges, continued to impact full Baby Friendly accreditation. To address this, we continue to work with NHS England and services on their Baby Friendly journey and to overcome challenges.

The Designation Committee is an external group of clinicians, academics and others who provide quality assurance for all Baby Friendly accreditations and maintain consistency across the programmes. In addition, they provide a forum to discuss threats and opportunities to the Baby Friendly programme as a critical friend.

The team continues its well-regarded pilot for new Baby Friendly standards available in hospital-based children's services. Developed in response to calls from health professionals, voluntary sector workers and parents, they aim to improve care around infant feeding and relationship-building for babies and children admitted to hospital.

Education and outreach

Educational initiatives and resources
The Baby Friendly team continue to support health professionals to develop the skills and knowledge required to implement best practice in the fields of infant feeding and relationship building. Baby Friendly's suite of evidence-based courses, resources, guidance materials and 'Qualifications Framework' distance-learning programme are highly regarded and widely accessed by health professionals across the UK. In 2023, we piloted a new course for health professionals to support maternal and infant mental health and wellbeing in relation to infant feeding, which has received positive feedback.

National Infant Feeding Network (NIFN)
NIFN is a network of around 800 infant feeding specialists and academics responsible for the support and education of health professionals and students across the UK. The network is supported by UNICEF UK, with communication facilitated by local leads who provide representation of their members' views at a national, strategic level. UNICEF UK also provides support to the Scottish and Welsh networks (SIFAN & WIFN).

© UNICEF/Photo JMO

QUIET TIME FOR BREASTFEEDING

Amidst the lively atmosphere created by the nearly 900 delegates at the Baby Friendly Annual Conference, mother Siobhan enjoys a lovely quiet time to breastfeed with infant son, Oscar.

Both Siobhan and Oscar joined the two-day event in Harrogate on 22–23 November 2023, marking Baby Friendly's first in-person conference in three years, due to the COVID-19 pandemic. Siobhan and Oscar enjoyed the presentations, awards and cheer that filled the bustling venue, and also enjoyed quiet time together in the parent and baby room, alongside other parents who brought their infants to the event.

Annual Conference
The Baby Friendly Annual Conference marked its return to an in-person event in 2023. Welcoming nearly 900 delegates to the Harrogate Convention Centre, the two-day event featured 14 speakers, a range of exhibitors, a poster display, and more. The Baby Friendly team were overwhelmed with interest for the event, reaching maximum capacity in record time.

Baby Friendly conferences are aimed at health professionals and all those involved in the care of babies, their mothers, parents and families. Our events offer an important time for health professionals to come together to network and hear innovative and challenging presentations on infant feeding and relationship building.

© UNICDEF UK/Photo JMO

Above: Delegates enjoy the Baby Friendly Annual Conference.

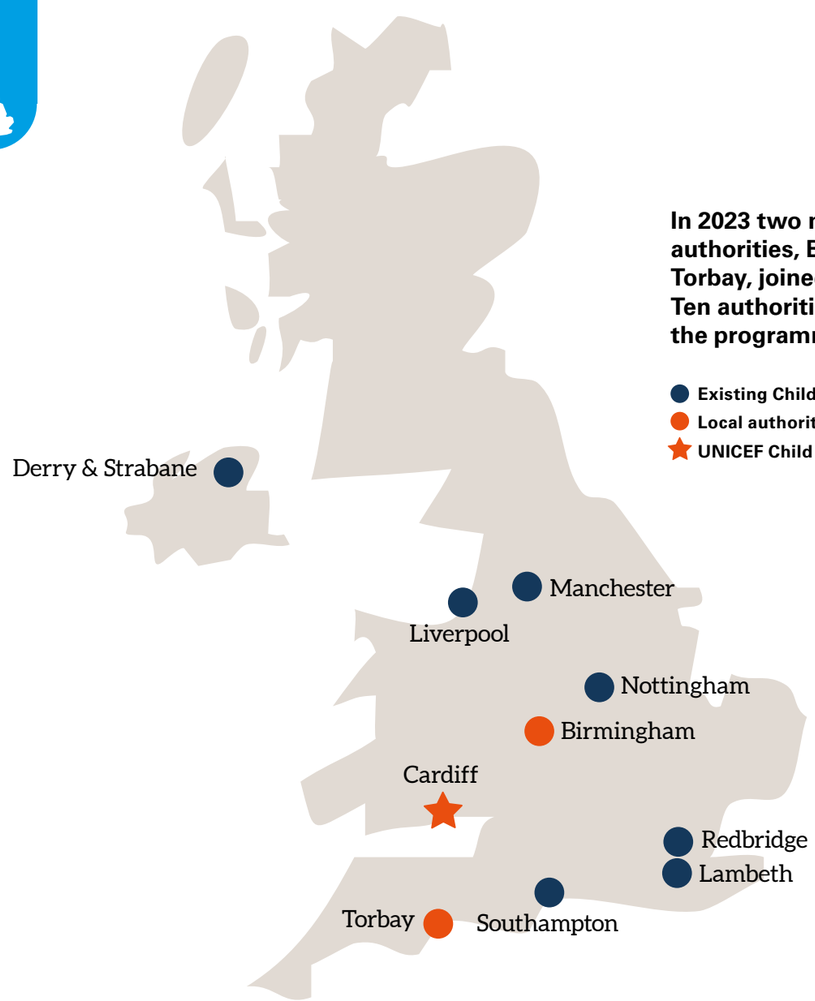
NHS Orkney

NHS ORKNEY AWARDED GOLD

NHS Orkney's journey to achieving the Baby Friendly Gold Award has meant embedding a quality improvement approach to maintaining compassionate mother- and baby-centred care.

"The Baby Friendly culture and ethos underpins all our work, and our staff feel proud to provide responsive and compassionate care. Celebrating improvements, big and small, and having the recognition that mothers, babies and their families here in Orkney feel supported, listened to and cared for is hugely satisfying."

Louise Brewer, Infant Feeding Improvement Specialist and Health Visitor. NHS Orkney



In 2023 two new local authorities, Birmingham and Torbay, joined the programme. Ten authorities are now part of the programme.

- **Existing Child Friendly local authorities**
- **Local authorities that joined in 2023**
- **UNICEF Child Friendly City**

CHILD FRIENDLY CITIES AND COMMUNITIES

Child Friendly Cities and Communities works with local authorities around the UK to put children's rights into practice. The programme aims to create cities and communities in the UK where all children – whether they are living in care, using a children's centre, or simply visiting their local library – have a meaningful say in, and truly benefit from, the local decisions, services and spaces that shape their lives.

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

Child Friendly status recognises progress, not perfection. It signifies that a council and its local partners have taken significant and sustainable steps in defined areas towards advancing the rights of children and young people growing up in their city or community.

In the UK in 2023:

> **949,844 children are growing up in areas taking part** in Child Friendly Cities and Communities.

Child Friendly Cardiff

In 2023, Child Friendly Cities and Communities celebrated a significant milestone as Cardiff became the first city in the UK to be officially recognised as a UNICEF Child Friendly City.

Cardiff's achievements are far-reaching and are already having a demonstrable impact on the lives of children and young people growing up in the city. The city's leadership has shown a strong and sustained commitment to children's rights, and core local strategies are now developed and framed using child rights. Initiatives like the establishment of a permanent Child Rights Unit, the introduction of new support services, and with over 70% of the city's schools taking part in UNICEF UK's Rights Respecting Schools programme, Cardiff's young people are better able to thrive now and in the future.

Cardiff's milestone status was marked by an event attended by over 300 children and young people, senior council staff and elected members. UNICEF UK President Olivia Colman delivered a short film celebrating the city's achievement.

Highlights of Cardiff's journey

> **42,245** children and young people accessing early help and support since 2019.

> **Over 700** opportunities for children and young people to take part in decision-making.

> **5,519** council and partner staff receiving child rights training.

> **3,595** children and young people receiving training to better understand their rights.

Above: Girl holds her cupcake celebrating Cardiff becoming the UK's first UNICEF Child Friendly City.

© UNICEF UK/Kelly

SHORUK AND THE YOUTH FORUM

“Everything here is youth-led,” says Shoruk, a member of Grange Pavilion’s youth forum.

During Cardiff’s journey to become a UNICEF Child Friendly City, children and young people took part in workshops and consultations. The youth forum was central in bringing to life the things young citizens said were most important. Thanks to a partnership between Cardiff Council, Cardiff University and Grange Pavilion, the Grangetown community space now offers the cafe, co-working space and room hire that children and young people requested. It also contains a biodiverse garden and green space for children to play in.

“The youth forum at Grange Pavilion is part of helping the area to grow and develop,” Shoruk explains. “This is a safe place where we can come to relax, socialise, but also explore different jobs or university courses.”

Above: Shoruk (left) enjoys her renovated local community centre, Grange Pavilion.

Two new joiners

Two new local authority partners officially joined the programme in 2023 – Birmingham in June, and Torbay in December. Despite the challenging context nationally, local authorities are increasingly seeing the value in working with UNICEF UK to embed children’s rights into their policy and practice.

Four enter delivery phase

Four local authorities successfully progressed to the programme delivery phase in 2023. Liverpool, the London Borough of Lambeth, Nottingham, and Southampton all worked closely with local partners and children and young people to determine the areas they will prioritise on their child-friendly journeys. They undertook UNICEF UK training, and created robust action plans, setting out how they will use a child rights-based approach to weave children’s rights into policy and practice.

Networking for research

The year also saw the launch of the Child Friendly Cities and Communities Research Network. The network seeks to enhance the connection between child rights research and the practical application of children’s rights in cities and communities across the UK.

Below: On 20 November 2023, Nottingham celebrated World Children’s Day by announcing their priority areas for becoming a UNICEF Child Friendly City.

© UNICEF/Whitefoot

©UNICEF/Gifford-Mead

Above: In September, we handed in our 66,000-strong petition to 10 Downing Street.

EARLY MOMENTS MATTER

In 2022, we launched a new, multi-year campaign working to improve early childhood development outcomes for children under age 5 across the UK. Early Moments Matter calls on the UK Government to commit to a National Baby and Toddler Guarantee that would guarantee basic services for every young child.

> **66,000 people sign** petition in support of a National Baby and Toddler Guarantee.

Campaign overview

The first five years of everyone's life are perhaps the most crucial, but across the country, babies and toddlers are missing out on essential support. For many families, support services don't exist or don't reach them. Life is harder for families who face inequalities based on their income, ethnicity, or background. Our polling shows that over half of parents of babies and toddlers in Britain have struggled with their mental health. 1 in 3 have struggled with the cost of childcare. And 1 in 3 struggled to get support.

National Baby and Toddler Guarantee
A national Baby and Toddler Guarantee would ensure that any child and parent can get the vital support they need and are entitled to, no matter who they are or where they live.

In 2023, following the publication of our flagship policy report in 2022, we set out to extend our evidence base and encourage decision makers to recognise the benefit of investing in early years. We needed to show how much the public care about this issue

Downing Street

On 12 September, we marked the first year of the campaign by handing in our petition with over 66,000 signatures to Number 10 Downing Street. We were joined by two Early Moments campaigners from Leeds and Birmingham as well as UNICEF UK Ambassador Cat Deeley.

We ended the year by publishing a report with Refugee Education UK on early education and childcare experiences of refugee and asylum-seeking families in England, giving clear recommendations to national and local government.

Throughout 2024, we will focus on the most disadvantaged and marginalised babies and toddlers, continue building pressure on the UK Government and opposition parties, and create opportunities for campaign supporters to engage directly with decision makers.

Letter to the Prime Minister

In June, we published an Open Letter to the Prime Minister calling for a Baby and Toddler Guarantee, signed by 80 organisations, 18 UNICEF Ambassadors and High-Profile Supporters, and experts in early childhood development. Number 10 Downing Street responded after media coverage in The Mirror, The Guardian, Times Radio, Sky, Channel 5 News, and a press ad in The Telegraph.

Early Years Mental Health Toolkit

In February, we published a toolkit on mental health in infancy and early childhood in collaboration with the Centre for Research on Play in Education, Development, and Learning (PEDAL) at the University of Cambridge. Key organisations reviewed it, such as the Anna Freud Centre and The Royal Foundation Centre for Early Childhood.

We briefed civil servants and over 1,000 professionals, including NHS England and the Local Government Association. The toolkit has been embedded across local and national government, professional bodies, and internationally. It informs the Government's early childhood policies, such as the early childhood outcomes framework, parent-infant relationship guidance, and commitments to early childhood and parental mental health.

Above: Camilla Thurlow supported our Baby and Toddler Guarantee.

Carers' voices

Parents and carers across the country recorded 300 voice notes on the lack of early childhood services and what a Baby and Toddler Guarantee could mean. Our multimedia package for UK media included parents' testimonies. MPs listened to the voice notes at a parliamentary event and 217 MPs viewed our microsite. We amplified these voice notes on social media, and they shaped our campaign and our responses to Government inquiries.

Over the summer, we grew the petition through social media influencers and paid marketing, getting the Baby and Toddler Guarantee into public conversations. Influencers including Camilla Thurlow and Chaneen Saliee helped reached over 970,000 people. Our new and diverse audiences include people whose children have special educational needs and disabilities.

YouGov findings

In September, we released our latest YouGov survey findings. 2,500 parents of children under 4 across Great Britain responded on the cost of living, how hopeful they were for their children's futures, and if parenting was getting harder and why. Sky News, The Guardian, ITV, Metro and LBC covered the findings, as well as Politics Home and The House magazine. Number 10 issued a separate response. Our media campaign had a reach of 43.2 million opportunities to see (OTS).

Social reach

Organic social content for the campaign achieved **418,557 views** and generated **12,690 clicks** to the petition page.

FOUNDATIONAL ADVOCACY

Scotland: child rights enter domestic law

The UN Convention on the Rights of the Child (UNCRC) is an international human rights treaty on the rights of every child. The UK ratified the Convention in 1991, but it is not yet part of domestic law, so children and young people are denied its intended protections.

In a historic development, Scotland is the first UK jurisdiction to make children's rights part of its laws in a process called incorporation. The UNCRC Bill passed in 2023, nearly four years after the Scottish Government announced its intention to deliver the legislation and over two years after the UK Government challenged and halted an earlier version. The amended Bill went before the Scottish Parliament in September, with the Minster for Children and the Cabinet Secretary praising UNICEF UK's supporting role.

The UNCRC Bill is hugely significant. Children in Scotland will have their rights protected and upheld in law. It is one of most progressive pieces of legislation in the world and includes mandatory child rights impact assessments. UNICEF UK has been working toward this milestone with partner organisations, children and the Scottish Government since 2012. And work continues. We will support the Scottish Government to prepare guidance and secondary legislation enabling public authorities to comply with the Bill.

We applaud UNICEF UK's Dragan Nastic who has been integral to this effort over 10 years. We are deeply proud of his contribution to the children of Scotland.

UN Committee review of child rights in the UK

In 2023, the UN Committee on the Rights of the Child completed its sixth periodic review of child rights in the UK. UNICEF UK played a key role in this two-year process, producing evidence reports and recommendations to the Committee, and supporting the UK Government in preparing its submission and participating in the formal dialogue process with the Committee.

In February, four members of UNICEF UK's Youth Advisory Board travelled to Geneva. They joined a delegation of nearly 40 children and a selection of UK organisations in a private discussion with the Committee on child rights in the UK. They shared their views on regional disparities in outcomes and access to mental health support for young people. This was the first time that UNICEF UK has facilitated children's participation in this process.

The Concluding Observations and Recommendations reflected a wide range of concerns and recommendations made by UNICEF UK, including how lack of support and poverty affect early childhood; the impact of the Illegal Migration Bill (now law) on child rights; and the UK's role internationally in supporting children's rights everywhere.

Since the report's publication, we have been working with the devolved nations on their action plans to address the key recommendations. On World Children's Day, the Children's Ministers in Scotland and Wales reaffirmed their commitments to child rights.

© itsapenalty.org

Above: FIFA Women's World Cup campaign on protecting every child from abuse and exploitation, particularly in sport.

SPORT AND CHILDREN'S RIGHTS

UNICEF celebrates the power of sport and play in helping to change children's lives. UNICEF UK's work focuses on protecting and promoting children's rights in, around, and through sport – for children everywhere.

2023 key achievements:

> **New online Safeguarding Essentials course** launched in English, Spanish and French, aimed at people working in sport, to support better understanding of child rights and safeguarding

> **Sports Advisory Board launched**, bringing together sector leaders to support and advise UNICEF UK on how to achieve the greatest impact for children through our sports partnerships.

Children's sport in the UK

As part of the Children's Coaching Collaborative, we have supported training and awareness raising about the pivotal role that coaches play in making sure sport promotes children's rights. Central to this was the launch of the Play their Way campaign – which placed the rights of children at the heart of coaching practice, and aims to build a movement of 'child-first' coaches.

We have also continued our work with young players on the pathway to professional football, training more than 50 staff and young players in football academies on children's rights and youth voice. We have also supported changes to the Premier League's Safeguarding Audit Framework, strengthening the child rights and youth voice components.

Embedding child rights in mega sporting events

Throughout 2023, we have been active in the review of the International Standard ISO20121, ready for launch during the 2024 Paris Olympics. Our focus was to take this existing standard for sustainable event delivery and introduce a new component – respect for child rights.

The changes will ensure that all future events that work to meet this standard, both within sport and beyond, will now be required to provide evidence on how they have considered their impact on people, alongside their impact on the planet. This will help make sure children are protected and are better positioned to access all the benefits these large sports events can bring.

International safeguards for children in sport

2023 saw the International Safeguards initiative, led by UNICEF UK, partner with Its a Penalty on their campaign around the FIFA Women's World Cup. Featuring England Goalkeeper Mary Earps, the #KeepKidsSafe campaign reached more than 5.4 million people on airlines flying to the event, with messages about safe sport.

On Safe Sport Day, International Safeguards partnered with the Commonwealth Youth Games, and local journalism students, to place the voices of young athletes at the centre of this year's campaign. Activities on the day reached millions of people with the words of young athletes about why safe sport is so important for them.

SOCCER AID FOR UNICEF

Created by UNICEF UK Ambassador Robbie Williams in 2006, Soccer Aid for UNICEF is the world's biggest celebrity football match, raising money to give children the best start in life. Once a year, England takes on the Soccer Aid World XI FC. Supported by passionate fans in an iconic stadium and broadcast live on ITV1, ITVX and STV, the event harnesses the power of football to help make sure that children can grow up happy, healthy and able to play.

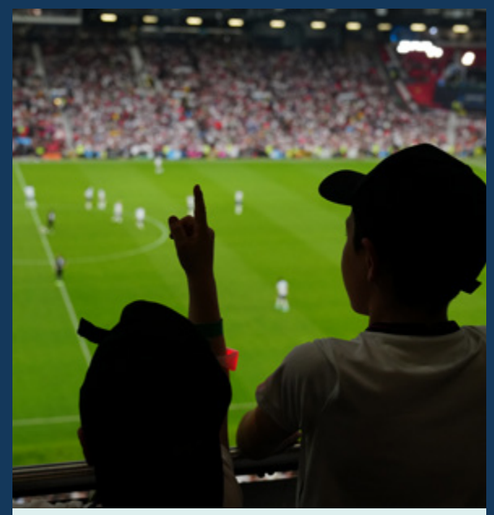
£90 MILLION

Over £90 million raised for children since the first Soccer Aid in 2006

In 2023, Soccer Aid for UNICEF:

Raised **£14.6 million** for children around the world.

17 corporate partnerships.



74,000 fans enjoyed the match live at Old Trafford.

13 programmes shown across Soccer Aid Week.

Peak of **4 million viewers** on ITV1.

SOCCER AID
itv unicef stv
PLAY FOR EVERY CHILD

© UNICEF/Stella Pictures
© UNICEF/Stella Pictures

SOCCER AID FOR UNICEF 2023

Soccer Aid for UNICEF 2023, broadcast live on ITV1, STV and ITVX from Manchester's Old Trafford stadium, raised a magnificent £14.6 million – all supporting UNICEF's vital work helping children around the world have happy, healthy, play-filled childhoods.

The Soccer Aid for UNICEF match on Sunday 11 June attracted peak television viewing figures of 4 million and a sell-out crowd at Manchester United's Old Trafford stadium. A thrilling contest ended in a 4–2 victory for the Soccer Aid World XI FC over England.

Lioness and Euro 2022 winner Jill Scott captained the England team, while Usain Bolt returned to lead the Soccer Aid World XI.

Tom Hiddleston and Tom Grennan

UNICEF UK Ambassador Tom Hiddleston addressed the Old Trafford crowd and viewers at home with a special half-time speech, galvanising donations for UNICEF. Tom was joined by Tom Grennan who captivated the crowd with a performance of his hit song *Here*.

Stormzy made his Soccer Aid for UNICEF debut as England co-manager alongside Harry Redknapp and Emma Hayes. UNICEF UK Ambassador Robbie Williams, Vicky McClure, David Seaman and Zavon Hines completed the coaching team. A similarly star-studded Soccer Aid World XI management team included Mauricio Pochettino and UNICEF UK High-Profile Supporter Martin Compston, with Daniel Bachmann, Jesus Perez, Robbie Keane and Sporty Spice Melanie C.

Usain Bolt scores for Soccer Aid

Usain Bolt of Soccer Aid World XI FC celebrates his goal.

Usain Bolt opened the scoring, marking a special moment for the Olympian and Manchester United fan in his fifth Soccer Aid for UNICEF appearance. England increased the tempo in the second half, with Asa Butterfield scoring the equalizer with his first touch. Manchester United legend Paul Scholes put the Three Lions ahead a few minutes later.

Robbie Keane restored Soccer Aid World XI's lead with two quick-fire goals before teammate Kem Cetinay sealed victory with the fourth goal, making him the all-time top scorer in Soccer Aid history.

Soccer Aid social

Over the match weekend, we reached over **1 million people** across our channels. Highlights included a Youth Advisory Board interview with Martin Compston and Alex Brooker.

Soccer Aid England player Jill Scott flanked by managers Emma Hayes and Vicky McClure.

© UNICEF/Stella Pictures

Women leaders

As the only official FA-sanctioned mixed gender match, Soccer Aid for UNICEF 2023 saw more women playing than ever before. Joining Jill Scott, Eni Aluko returned for England while Heather O'Reilly came back for the Soccer Aid World XI. Karen Carney, Kaylyn Kyle, Izzy Christiansen and celebrity players Scarlette Douglas and Maisie Adam all made their debuts. In a Soccer Aid for UNICEF first, the match officials featured an all-female line up, with Abi Byrne as referee, Georgia Ball and Nicoleta Bria as assistants and Jane Simms as the fourth official.

Soccer Aid on TV

The show was once again presented by UNICEF UK Ambassador Dermot O'Leary and UNICEF UK High Profile Supporter Alex Scott. Jermaine Jenas returned as pundit, joined by former Soccer Aid for UNICEF player Big Zuu and former Lioness captain Steph Houghton. Jermaine Jenas also co-hosted *Soccer Aid: Extra Time* alongside Joelah Noble which, for the first time, was broadcast straight after the match on ITV4 and ITVX.

UNICEF UK President Olivia Colman, UNICEF UK High-Profile Supporters Martin Compston and Alex Brooker, as well as supporters Suranne Jones, Lennie James and Indira Varma all presented short appeal films highlighting how the vital donations to Soccer Aid for UNICEF support children around the world. Martin Compston's half-time film focused on his trip to Bangladesh, where he saw how UNICEF is helping lone children living on the streets. He visited a UNICEF-supported child protection hub which provides a safe space for children to sleep, eat, learn and play. Alex Brooker's visit to UNICEF's disability inclusion programmes at Za'atari Refugee Camp in Jordan was covered by three national media outlets.

Soccer Aid Week on ITV, saw Soccer Aid specials of some ITV favourites. Each programme featured a Soccer Aid appeal film, inviting viewers to donate to Soccer Aid. The programmes featured many celebrities, including Sanjeev Bhaskar, Brian McFadden and Joel Corry.

ELAN'S CHANCE TO PLAY

After fleeing war in Syria, Elan and her family found sanctuary at Za'atari Refugee Camp in Jordan. Elan was born missing four fingers on her left hand. Through a UNICEF partnership, she has been fitted with a prosthetic hand, 3D-printed in the camp. Elan's new hand has boosted her confidence and hopes for the future. TV presenter and Soccer Aid player Alex Brooker grew up with a similar condition. Elan told him: "I want to show the girls who make fun of my hand. Sometimes it upsets me when they say things. But my mum taught me I have to be strong and have courage."

Thanks to your support for Soccer Aid, UNICEF can work for every child to reach their full potential.

© UNICEF/Boushnak

"When I play, I just feel happy."

Elan high-fives Adam Brooker with her new prosthetic hand at the Za'atari refugee camp in Jordan.

©UNICEF/Boushnak

Landiwe snuggles her son Yandisa at the Mbabane Government Hospital in Eswatini.

Matching your donations with UKaid

SOCCER AID FOR UNICEF SUCCESS

Funds raised for Soccer Aid for UNICEF 2019 were matched by the UK Government, enabling UNICEF to provide ventilators and other support for the new Neonatal Intensive Care Unit (NICU) at the Mbabane Government Hospital in Eswatini.

In 2022 Landiwe gave birth to triplets at the Mbabane Government Hospital. They were born at just 25 weeks. Yandisa was the only one to survive, weighing just 730 grammes.

"He was quiet, very small. Sometimes I would cry. The nurses told me I should just be patient," Landiwe recalls.

In Eswatini, prematurity is a leading cause (35%) of all under-five deaths. Sister Jane Shongwe, who heads the neonatal ward, knew that with the right resources her team could save many precious lives. "The equipment that we needed most were the ventilators that would support the respiratory system for the newborn babies. We were losing a lot of them."

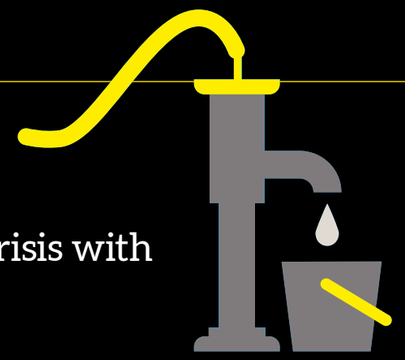
With this life-saving equipment, the neonatal team can now provide better care and support for premature babies and mums like Landiwe. Yandisa and Landiwe spent five months in the NICU. Today, bonny in his blue teddy bear onesie, Yandisa is a happy, healthy little boy.

HUMANITARIAN EMERGENCIES

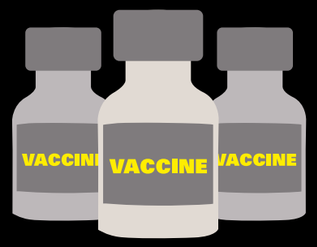
During an emergency, UNICEF's role is to deliver life-saving support for children and communities in water, sanitation and hygiene, health and nutrition, education and child protection. Our humanitarian assistance always supports our long-term programmes that build local capacity and provide sustainable solutions in the continuous pursuit of a better world for every child.

UNICEF responded to more emergencies in 2023 than in any previous year. Millions of children were confronted by humanitarian crises including 460 million children living in conflict zones. Wherever violence occurred – from the State of Palestine to Ukraine, from Haiti to Sudan – children suffered first, and they suffered most. Many were injured, killed or abused. They lost family and friends. Some were recruited and used by armed forces or groups. And many were displaced multiple times, risking separation from their families, losing critical years of education and fraying ties with their communities.

In 2023 UNICEF:



Reached over **25 million people** in crisis with **safe drinking water**.



Helped vaccinate 27 million children against measles, in emergency contexts.

Supported **treatment for more than 3 million children** with **severe acute malnutrition**.

Provided nearly **14 million children** with **access to education in emergencies**.

Supported services to prevent, reduce and respond to **gender-based violence** for 9 million women and children.

In 2023, UNICEF UK committed **£39.4 million** for children in emergencies. This supported humanitarian efforts in **more than 80 countries and territories**.

GAZA CRISIS

On 7 October, attacks from Gaza into Israel killed around 1,200 people and seized around 250 hostages, including 35 children. The events triggered a concerted military response by Israel, with waves of bombing followed by a ground invasion of Gaza, one of the world's most densely populated areas. More than 1 million children in Gaza are caught in the conflict, marked by widespread destruction, relentless attacks, displacement, and severe shortages of essential necessities such as food, water, and medicine.

Since October, reports state at least 29,000 Palestinians have been killed in Gaza, 70% of them women and children, and more than 67,000 injured, including at least 11,400 children. Thousands more children are reported missing and are likely to be under the rubble of destroyed buildings.

Around 1.79 million people have been forced to leave their houses, with many of them sheltering in schools, hospitals and other informal shelters. More than 370 schools have been damaged in the attacks, as well as 27 of the 39 hospitals.

Recent analysis indicates that more than half a million people are facing catastrophic conditions in Gaza, experiencing extreme lack of food and exhaustion. As the risk of famine continues to increase, all children under five – an estimated 335,000 children – are at high risk of severe malnutrition and preventable death.

In 2023 UNICEF and partners:

> Provided over **1.3 million people** with access to safe, clean water

> Delivered medical supplies for over **500,000 people**

> Reached over **65,000 children** and caregivers with protection and psychosocial support

> Ran recreational activities to support over **50,000 children**

> Provided emergency cash transfers to help meet the critical needs of over **70,000 households**.

UNICEF was already engaged with emergency response in the State of Palestine, both in Gaza and the West Bank, and continues to work tirelessly to address the escalating needs of children and families affected by the crisis.

Media landscape

Our social media channels played a vital role in driving awareness of our Children in Gaza appeal. We highlighted UNICEF's calls for a ceasefire, to release hostages and protect all children from harm. We also shared content from Gaza to inform viewers and provide updates on how UNICEF was helping in the crisis. Eighteen UNICEF Goodwill Ambassadors, UNICEF UK Ambassadors and High-Profile Supporters reshared UNICEF content on the Gaza crisis, with a combined reach of 136 million.

Over the appeal period, Instagram followers increased by 2,866 and Facebook followers by 1,338. Our posts reached 827,778 people, with over 1,700 link clicks to our donation page.

> **£7 million** for families

By the end of 2023, UNICEF UK had raised £7 million for the State of Palestine emergency appeal, enabling UNICEF to respond dynamically to the evolving requirements of the crisis through the humanitarian pauses, interruptions of water and power, ongoing bombardment of health facilities, mass displacements and other events that affected the needs of children.

Since the escalation of the conflict, UNICEF has featured across mainstream news on an almost daily basis, securing around 2,230 pieces of coverage in 2023. Highlights include UNICEF Executive Director Catherine Russell on BBC Radio 4's *Today* Programme, briefings from UNICEF Spokesperson James Elder with Channel 4 News, Sky News and The Guardian. As the crisis evolved, we worked on bespoke packages for ITV, securing headline coverage on the News at 6 and News at 10, and working with The Telegraph to cover maternal and neonatal health inside Gaza.

Fundraising campaign

Our fundraising campaigns on digital channels, press, email, SMS and mail raised £6 million for the Gaza appeal in 2023, with a further £1 million being raised through our partnerships. We expanded to new channels, running radio ads and gained high-impact television advertising spots such as Channel 4 News and ITV News. More than 66,000 people kindly and generously donated to support children in Gaza in 2023.

Advocacy

Following the initial escalation of the conflict, we started providing regular briefings on the humanitarian situation in Gaza to parliamentarians from all the major parties. We also helped to facilitate meetings between UNICEF colleagues in Egypt and Jordan, and high-profile UK politicians during their visits to the region.

> Our fundraising campaigns raised £6 million for children affected by the Gaza Crisis. A further £1 million was raised through our partnerships.

> Our social posts reached 827,778 people, with over 1,700 link clicks to our donation page.

©UNICEF/El Baba

RAZAN’S STORY

Aged 11, Razan’s life changed course forever. She lived with her family in Al Zaytoun, the Olive Trees Quarter in Gaza City. A few weeks into the conflict, her family was waiting in her uncle’s house for a taxi so they could evacuate.

“We were sitting on the mattress, suddenly, everything around me was filled with dust and stones. Then they took me to the hospital and amputated my leg.”

Her parents, a brother and two sisters were killed, and she was badly injured by the explosion. Doctors were forced to amputate her left leg because they couldn’t treat it appropriately. It became infected. Razan was treated first at Al-Shifa Hospital – which later was forced to close – and then she had to move to Deir Al-Balah further south, and then to Rafah, southern Gaza.

Her uncle and aunt are taking care of her in their latest home in a tent. UNICEF State of Palestine Chief of Communication Jonathan Crickx, met Razan and other children who’ve lost parents in the war. “Razan, like most of the children who went through such a traumatic experience, is still in shock. Each time she recalls the events, she falls in tears and gets exhausted. Razan’s situation is also particularly distressing since her mobility is severely limited and specialised support and rehabilitation services are not available.”

UNICEF and partners have provided mental health and psychosocial support for more than 40,000 children and 10,000 caregivers since the beginning of the conflict. Jonathan said, “It is really a relief to see children play, draw, dance, sing and smile. It helps them to cope with the terrible situation they are going through.”

”I wish this war reaches an end soon, and I could get good treatment that would help me live my life as normal as it can be again.”
Razan, age 11

©UNICEF/Secker

Above: Semiha comforts her granddaughter Sidra, age 10. Sidra's father and sister died in the devastating earthquakes in Türkiye. Sidra and her mother, Sernaz, were trapped beneath the rubble for 18 hours. Despite having a broken back, Sernaz comforted her daughter with songs and stories and tried to keep her warm.

TÜRKIYE–SYRIA EARTHQUAKES

On 6 February 2023, a devastating 7.8 magnitude earthquake and a series of strong aftershocks struck Türkiye and Syria, killing more than 55,000 people. Millions were affected by the deadliest natural disaster in the region for centuries.

The earthquakes left more than 1.5 million people homeless and caused widespread damage to schools and other essential infrastructure. Children were without access to essential services including safe water, education and medical care. In Syria, where children already faced one of the most complex humanitarian situations in the world, more than 2,100 schools were affected by the earthquakes, disrupting the education of hundreds of thousands of children.

By early August, an estimated 1.6 million people were still living in informal sites, in tents or makeshift shelters with limited or no access to services. An additional 800,000 people were living in tents or containers in more formal settlements across earthquake-affected areas.

In 2023 UNICEF:

> **Provided 2.5 million people** with water, sanitation and hygiene supplies

> **Supported nearly 400,000 children** to access education, including early learning

> **Distributed education materials** for 1.1 million children.

In 2023 UNICEF UK:

> **Raised £19.2 million** for children and families in Türkiye and Syria, including £2.9 million through digital, SMS, email, press, and mail.

UNICEF's response for children and families

In the immediate aftermath of the earthquakes, UNICEF mobilised supplies and services to support the urgent needs of children and families. Since then, UNICEF has been working to meet families' immediate needs, providing life-saving assistance such as safe water, hygiene kits, and vaccines, as well as psychosocial support and temporary learning centres.

Despite these efforts, the needs of the affected population remain enormous, and the challenges are many and complex. For instance, humanitarian support was vital to support displaced children and families through the cold winter months.

easyJet

Within 72 hours of the devastating earthquake hitting Türkiye and Syria, easyJet and UNICEF had launched an emergency appeal across easyJet's entire European network. The appeal rapidly raised £391,000 for UNICEF's emergency response, providing life-saving supplies for children and families in urgent need.

easyJet's emergency appeals formed the backbone of our successful partnership in 2023, with the partnership raising more than £800,000 for emergencies around the world as well as for UNICEF's global education programmes supporting knowledge and skills development.

RECOVERING FROM SHOCKS

The market in Atmeh, northwest Syria, near the border with Türkiye, is bustling with traders striving to make ends meet as they recover from the catastrophic earthquakes and aftershocks that rocked the region in early February 2023.

As you exit the marketplace, a new sound fills the air – children singing. It spills from classes designed to bring fun, learning and a sense of safety and structure for children affected by the earthquakes and long-running conflict.

Hanan, 10, says “My teachers have given me more courage to be here and to play with other children with no problems or the fear that I used to have.”

Teacher Safa, “When Hanan first came she found it difficult to interact with her peers”. Like so many children here, Hanan has been trying to come to terms with the devastation wrought by the earthquakes. Learning spaces like these are providing a vital lifeline back to happiness and play.

Right: Hanan (right) and Sara, age 10, are best friends. Despite the earthquake and conflict, they are continuing to learn at a UNICEF-supported informal school in Atmeh, Syria.

© UNICEF/Fricker

“My teachers have given me courage to be here and to play with other children with no problems or fear that I used to have.”

Hanan, 10, Idlib, 2023.

© UNICEF/Mohamdeen

Above: Rahaf, 10, plays with UNICEF worker Sara Awad at a gathering point in Madani, east-central Sudan. Rahaf is one of about 4 million children displaced by the emergency in Sudan.

SUDAN

In April 2023, conflict escalated between the Sudanese Armed Forces (SAF) and Rapid Support Forces (RSF), forcing over 7.6 million people, half of them children, to flee devastating violence and produce the world's largest child displacement crisis. 13.6 million children are in desperate need of humanitarian support. Children in Sudan were already critically vulnerable, with the highest rates of life-threatening severe acute malnutrition in the world. Frequent droughts and highly variable rainfall drive one of the highest rates of climate risk for children. The protracted conflict fuels a crisis that has received little media or donor interest throughout 2023 – only 18% of the funding needed has been donated.

UNICEF mobilised swiftly in both Sudan and Chad. We're providing water, essential medicines and malnutrition treatment for children, helping with immunisation and providing child protection services.

In 2023, despite multiple challenges with underfunding and restricted access, UNICEF and partners reached:

> **More than 6.4 million people** with health supplies

> **5.9 million people** with safe drinking water

> **5.4 million children** with malnutrition screening – almost 313,400 received life-saving treatment

> **870,100 people** with psychosocial counselling, learning, and protection support

> **300,000 people** with cash, information and services.

RAODA FLEES WITH BABY KOUKAÏ

When conflict escalated in Sudan, the Government of Chad and humanitarian agencies made plans to accommodate displaced people. More than 550,000 Sudanese people arrived. Many have harrowing stories, like Raoda, who reached the refugee site in Adré, eastern Chad, close to the border.

"[The militia] attacked my village in Darfur. They shot at everyone, including children, especially boys. My husband was not at home. I gathered my children. We hid, then fled.

"We just followed other people on the road. We had only the clothes we were wearing. Without water or food, we walked all day and night. I still don't know where my husband is."

We met Raoda with her youngest child Koukaï, age 7 months, at the UNICEF nutrition unit in the Adré refugee site.

© UNICEF/Dejongh

Above: Raoda comforts her daughter Koukaï.

"When my youngest child was ill, I went to the UNICEF-supported mobile clinic, and they referred me here. Koukaï was malnourished. I was allowed to sleep here with her during the treatment and I received a meal three times a day for nine days. Thank God she has now recovered, so today we will leave the unit. I don't quite know what to do. My first goal is to survive and take care of the children. And I hope for peace."

Bohdan, age 11,
in Izyum, Ukraine

In 2023 UNICEF:

> **Reached 8.76 million people** with humanitarian assistance

> **Over 5 million children** able to access primary health care

> **5.4 million people** provided with safe water

> **2.5 million people** reached with mental health support

> **1.3 million children** supported to access education.

In 2022 UNICEF:

> **Raised £55.7 million for families** affected by the war.

BOHDAN KEEPS WARM

Bohdan, age 11, lives in Izyum, eastern Ukraine. The city has been almost totally destroyed by two years of conflict. Last year, his school was shelled and is now closed.

"The war changed my life. I avoid places where there could be mines. Before the war, everyone was happy and kind. Now everything is broken, and there's no one left. Many of my friends have fled. Sleeping in the kitchen is warmer because of the stove."
Bohdan

Most of Bohdan's grandmother's pension is spent buying firewood to heat the family home. Thankfully, Bohdan received a set of winter clothes from UNICEF to help him stay warm.

UKRAINE

In February 2022 the conflict in Ukraine escalated, with devastating impact for children and families. Nearly 8 million people have been forced to abandon their homes and seek refuge across Europe. A further 3.7 million people are internally displaced within Ukraine. In the chaos of war, many families have been forced to separate.

In 2023, despite declining media attention, the war in Ukraine continued to have horrific consequences for children. More than 4.1 million children are still in need of humanitarian assistance across the country. Public services including schools, hospitals, and water supply have been damaged and destroyed. More than 2,300 schools are closed for safety reasons, and half of all students are reliant on online or blended education. Intensified attacks from December 2023 have cut off water and electricity for hundreds of thousands of people.

In June 2023, UNICEF launched an immediate response to the destruction of the Kakhovka Dam, providing life-saving support to more than one million people. We also ramped up our response for the freezing winter months, reaching 45,416 children with winter clothing kits and 14,548 children with cash assistance to meet critical needs, such as heating, food and blankets.

KIRA AND STELA

Kira, 16, and her Romanian friend Stela, 15, have become best friends at a hub for Ukrainian refugees supported by UNICEF in Cluj-Napoca, Romania. The hub became a haven for Ukrainian children, who come to study and take part in activities.

"We came to school at the start of the year, but we didn't talk to each other at the beginning." Their friendship began at a football game. Kira was seriously impressed by Stela's goal. "Wow, that was cool," Kira said.

"I like that this friendship is based on honesty. Even though we are similar in many ways, we are also kind of different. For example, I am calmer sometimes, and Kira has more energy," Stela explains.

© UNICEF/Holerga

© UNICEF/Benekire

Above: Mwayuma and her daughter collect water from a pump installed by UNICEF close to their home in Tanganyika, eastern DR Congo. Mwayuma has been displaced by conflict from her village several times over the past 10 years.

CHILDREN'S EMERGENCY FUND

The Children's Emergency Fund provides flexible, dynamic funding, allowing UNICEF to deliver humanitarian support whenever and wherever needed, even when crises don't make the news. The Fund allows us to prepare for emergencies, pre-position supplies in vulnerable regions, assess and respond rapidly when an emergency happens, and support communities to recover quickly and build resilience to future emergencies. It is absolutely essential for UNICEF's ability to reach the most vulnerable, crisis-affected and forgotten children.

In 2023 UNICEF UK:

> **Committed over £7 million** for the Children's Emergency Fund, supporting children in countries such as Afghanistan, Chad, the Democratic Republic of the Congo, Haiti, Myanmar, South Sudan and Yemen.

In 2023, the Children's Emergency Fund supported children across a wide range of emergencies, allowing UNICEF to respond equitably and ensure that children caught in under-reported emergencies received assistance. Among these were countries such as Afghanistan, Chad, the Democratic Republic of the Congo, Haiti, Myanmar, South Sudan and Yemen. Many of which often end the year with huge funding gaps, limiting UNICEF's capacity to respond for children in these crises.

Overall, UNICEF UK saw further positive steps forward for flexible emergency funding in 2023, with the Children's Emergency Fund being the fourth-highest funded appeal, raising just under £26 million. UNICEF UK was the second highest National Committee donor to this fund, committing over £7 million for the Children's Emergency Fund.

HEALTH CARE IN HAITI

© UNICEF/LeMoyne

Anne-Djounaïka, 9 months, is weighed at a UNICEF-supported health clinic and vaccination centre in Toirac, western Haiti. Her dad Claudy cuddles her as she gets her vaccinations. The home Claudy built was destroyed in a 2021 earthquake, and the family live in a temporary shelter.

"I'm doing everything I can to offer my daughter a good childhood. She may not have everything, but she will have what she needs."

CHILD HEALTH

Every day, around 6,300 babies die in their first month.

In 2021 there were 18 million children without any vaccinations, up 5 million since 2019.

In the 15 countries worst affected by the global food and nutrition crisis, 8 million children have severe wasting, the deadliest form of undernutrition.

Worldwide, 10–20% of children and adolescents experience mental disorders. Only 35% of countries have national child or adolescent mental health policies.

£12.6 MILLION

In 2023, UNICEF UK committed £12.6 million for UNICEF's child health programmes around the world.

In 2022 UNICEF helped provide:

80% of life-saving **therapeutic food** for malnourished children around the world.

Vaccines for 45% of the world's children. Vaccines save the lives of 3–5 million children every year.

Trained almost 405,000 health workers to improve essential maternal, newborn and child health services.

Reached more than **4.5 million children** with **mental health services** and programmes.

© UNICEF/Begue

FIRST MALARIA VACCINES

Rollout of the world's first malaria vaccine began on 21 November 2023, with 331,200 doses arriving in Yaoundé, Cameroon. This historic step could be a game-changer in tackling malaria, hopefully saving the lives of hundreds of thousands of children each year.

Every minute, a child under five dies of malaria, transmitted through bites from infected female *Anopheles* mosquitoes. In 2021, there were 247 million malaria cases globally, which led to 619,000 deaths. Of these deaths, 77% were children under the age of 5, mostly in Africa.

In 2023, UNICEF delivered 6.23 million doses of the malaria vaccine to seven countries – Burkina Faso, Ghana, Kenya, Malawi, Niger and Sierra Leone. UNICEF plans to make 18 million doses available over the next three years.

Above: On 22 January 2023, Eyenga Abodo, held by her mother Mbazoa, was one of the first children in Cameroon to be vaccinated against malaria.

In 2023 UNICEF UK:

> **Reached more than 70,000** supporters during World Immunisation Week.

> **13,000** people supported our petition calling for action to protect child health.

FUTURES AT RISK CAMPAIGN

The systems that keep children alive and healthy are cracking under the pressure of global crises. The combined effects of conflict, climate change and the rising costs of living around the world have taken hold, especially in lower-income countries.

The evidence shows us that without swift action – investing in vaccines and health, nutrition, water and sanitation – 40 million children and young people will die over the next seven years. *Our Futures at Risk* campaign calls on the UK Government to make long-term strategic commitments and allocate funding to strengthen child health systems around the world.

UNICEF UK worked throughout 2023 to influence the UK Government's commitments to protect child health globally, starting with a milestone policy briefing on actions to avert preventable child deaths.

World Immunisation Week

In April, we formally relaunched the Futures at Risk campaign to coincide with World Immunisation Week and the publication of UNICEF's *State of the World's Children* flagship report that focused on declining rates of immunisation. There was widespread newspaper and broadcast coverage, with UNICEF UK Ambassador David Harewood fronting the campaign and advocating for the power of vaccines on ITV's *Good Morning Britain*. We also reached more than 70,000 supporters, 1,724 of whom communicated with their MP.

White Paper on International Development

In our submission to the UK's International Development White Paper, we strongly advocated for anticipatory action and substantial commitments to strengthen essential services, such as health, education, social protection, water and sanitation. In November, we welcomed the new White Paper on International Development.

Above: Birke is nine months pregnant and goes for her check-up with health-worker Workitu in Oromia, Ethiopia. Earlier in her pregnancy she was tired, weak, and had blurred vision. Workitu gave her multiple micronutrient supplements. "Within a week, all symptoms vanished," says Birke.

NUTRITION

Undernutrition is responsible for nearly half of all deaths of children under five, so this was a key focus for the *Futures at Risk* campaign in 2023.

In 2023 CIFF and UNICEF:

> **Supported $100 million co-investment** in the Child Nutrition Fund

Advocacy for child nutrition

In early April, we hosted four parliamentarians on a trip to Ethiopia to witness first-hand the challenge of child malnutrition. On return, two of them spoke at a Westminster Hall debate on the East Africa crisis. We then focused our influencing efforts on the Global Food Security Summit, co-hosted by the UK, that took place on World Children's Day (20 November). In the run-up to this key event, we hosted two policy roundtables, bringing together sector and Government colleagues to discuss sustainable ways to invest in child nutrition. In December, we co-hosted an event showcasing the Fight Against Global Malnutrition in Parliament. UK Minister of State for Development and Africa, Andrew Mitchell, gave opening remarks at the event that also featured speeches from Baroness Liz Sugg and UNICEF Somalia Representative Wafaa Saeed, a video from UNICEF UK President Olivia Colman, and a photography exhibition. We also submitted written evidence to the International Development Committee's inquiry into the UK Government's work towards achieving SDG2: Zero Hunger.

Meanwhile, UNICEF UK's Chief Executive Jon Sparkes and Vice-President Lord McConnell visited nutrition and climate programmes in Kenya, where they saw ready-to-use therapeutic food being made at a local factory and met parents and their children receiving this treatment for malnutrition. They also saw the work of community health promoters who focus on preventing and detecting malnutrition as early as possible. This trip brought to life some of the key priorities of the Child Nutrition Fund, jointly managed by UNICEF, to which the UK Government pledged £16 million.

Children's Investment Fund Foundation

In 2023, UNICEF UK continued to grow its transformational partnerships with the Children's Investment Fund Foundation (CIFF), helping to protect children from hunger and malnutrition. UNICEF and CIFF are co-investing $100 million into the Child Nutrition Fund focused on reducing child wasting, the most extreme form of malnutrition. The Child Nutrition Fund specifically aims to reach 250 million children around the world with services for the early prevention and detection, as well as treatment, of child wasting by 2030.

In addition to the Child Nutrition Fund, work also continued in Ethiopia, where CIFF is aiming to provide 400,000 pregnant women with multiple micronutrient supplementation.

UNICEF is strengthening the food and nutritional resilience of families in Tanganyika, eastern DR Congo. Local farmers are supported to grow soya beans, corn, sorghum and wheat. And UNICEF is also supporting a processing plant to make high-nutrient flour from the grains to prevent and treat malnutrition.

© UNICEF/Benekire

THE POWER OF NUTRITION

In 2023, The Power of Nutrition partnership generated over US$6 million (around £5.1 million), creating huge impact for children and families across Benin, DR Congo, India, Liberia, Bangladesh, and Ethiopia.

In December 2023, the three-year Working to Improve Nutrition at Scale (WINS 2) programme in Liberia ended. WINS 2 brought a co-investment of $10 million in services across every stage in a child's development, including antenatal care:

- community and hospital treatment for Severe Acute Malnutrition (SAM)
- adolescent counselling services on nutrition
- maternal nutrition and antenatal care services
- community-based mothers' groups focusing on infant and young child nutrition support.

Liberia
Colleagues from UNICEF UK and The Power of Nutrition visited the UNICEF Liberia nutrition team in March to see the impact of the WINS programme. They met local and national Government personnel and celebrated the achievements of the Scale Up Nutrition Network. UNICEF chairs the Network, which now reports to the Vice President's Office.

DR Congo
In December, the partnership launched a new programme in the Democratic Republic of the Congo (DR Congo). This work will promote sustainable diets, services and practices to reduce malnutrition among women, adolescent girls and children. The programme is set to generate a co-investment of $8 million to the partnership, aiming to reach over 2.5 million women, girls and children over three years.

Bangladesh
In September, colleagues also visited the programme in Bangladesh which focuses on improving maternal nutrition services. Delegates saw community and clinic-based activities for low birthweight babies, and community-based activities for antenatal care, nutrition counselling and kangaroo care (skin to skin). They saw innovative satellite clinics working with existing health services to include antenatal care. The visit coincided with the first National Conference on Maternal and Adolescent Nutrition organised by UNICEF and the Government, in Dhaka. The hugely successful conference highlighted the Government's engagement in nutrition across Bangladesh.

Catarina and her five-year-old son Wilter live in Matola, southern Mozambique, where she is a peer mentor. She helps adolescent girls and young women who are living with HIV to access services.

While pregnant with Wilter, Catarina received anti-retrovirals enabling Wilter to be born without HIV.

© UNICEF/Schermbrucker

HIV AND AIDS

Around 2.6 million children and adolescents have HIV. Girls and young women account for three-quarters of all new infections globally among those aged 10–19. More than 80% of new infections occur in sub-Saharan Africa, where it is a leading cause of death among young people.

UNICEF estimates that 3.4 million HIV infections in children have been prevented since 2000. Coverage of HIV testing and treatment for infants has improved dramatically. New testing tools are more widely available, and the introduction of paediatric dolutegravir anti-retroviral formulations mean that children's treatment options match the best adult medicine. However, children and adolescents still fare worse than adults. Globally, only 57% of children with HIV (aged 0–14) have access to life-saving anti-retroviral therapy, compared to 77% of adults.

The Paediatric Breakthrough Partnership

ViiV Healthcare Positive Action continued to support the Paediatric Breakthrough Partnership that further enhances UNICEF's HIV and AIDS programmes in Mozambique, Nigeria and Uganda. The Partnership aims to improve access to HIV testing services, including community-based testing and counselling services, to reduce HIV-related stigma and discrimination, and to prevent the virus passing from mother to child. It also supports the strengthening of health systems, the development of national HIV strategies, and the expansion of HIV prevention and treatment services. With ViiV Healthcare's investment, we have made significant progress in these areas. In 2023, we supported 168,525 people.

BREAKTHROUGH IN UGANDA

In Karamoja, north-east Uganda, tests showed that four-year-old 'AB' had an unsuppressed viral load of 6,000 viral copies per millilitre of blood. With Breakthrough Partnership support, the clinical team traced the child's address and contacted their parents. A social worker and peer supporter made a home visit and noted the challenges facing the family so they could improve and enable AB's care plan. Their family received training and counselling on caring for a child with HIV. AB now has a suppressed viral load of fewer than 50 copies/ml.

Elena, left, a former Youth Advisory Board member, and Arlo Parks collaborating on a poem for World Mental Health Day, 10 October.

© UNICEF/Flynn

MENTAL HEALTH

Half of all mental health conditions start by the time a child reaches the age of 14. Most cases are preventable, not inevitable.

Globally, more than 1 in 7 adolescents aged 10–19 are living with a diagnosable mental disorder, and the COVID-19 pandemic has only exacerbated concerns about the mental health of a generation of children.

However, while most cases are treatable, many go undetected and untreated. Access to mental health services for children is limited.

World Mental Health Day

UNICEF High Profile Supporter Arlo Parks collaborated with three members of our Youth Advisory Board to co-author a poem on the theme of healing for World Mental Health Day. Drawing on Arlo's distinct poetic style, this piece helped to elevate the voices and priorities of young people around mental health. A special animation of the poem, read by the Youth Advisory Board, featured alongside an exclusive interview with Arlo in GUAP magazine.

Jo Malone London

In 2023, we were delighted to launch a new, multi-million-pound partnership with Jo Malone London, providing $4.5 million over two years to support UNICEF's work to protect and promote mental health and wellbeing for children, young people and caregivers around the world. Jo Malone London customers can also support children's mental health by purchasing charity candles and donating at checkout. Employees are also involved in fundraising activities.

In September, as a member of the UNICEF-led Global Coalition for Youth Mental Health, Jo Malone London also participated in a panel event during the UN General Assembly in New York, supporting efforts for children's mental health.

To mark World Mental Health Day on 10 October, influencer @itslennnie produced original social media content for the partnership, which was shared with millions of people around the world.

NAGHMA BEGINS TO HEAL

Naghma, age 7, enjoys being with her friends at the child-friendly space in Paktika, eastern Afghanistan, set up following the June 2022 earthquake.

Naghma lost her father and her home in the earthquake. The UNICEF child-friendly space is helping her heal, with toys, friends, games, and lessons to occupy her.

"It makes me sad when I think about how I lost my house, but now I have this class to go to. I have learned many things. I go there every day and I am happy. My brother is also happy and is going to school. I even received coloured pencils and a notebook, but I would really like a bag."

Immediately after the earthquake, UNICEF deployed 30 social workers to help children and families cope with trauma, and to provide psychological support. One year later, these social workers are still active at 24 child-friendly spaces in earthquake-affected communities.

© UNICEF/Bidel

© UNICEF/Maged Helal

Above: On 6 December 2023, UNICEF Goodwill Ambassador and Ugandan climate activist Vanessa Nakate introduces a press conference by UNICEF Youth Advocates during the UN Climate Change Conference (COP28) in Dubai, United Arab Emirates.

CLIMATE CRISIS

One billion children – nearly half of the world's children – live in 33 countries that are at extremely high risk from the impacts of climate change. Children are least responsible for the crisis yet bear its greatest impacts. They are demanding urgent action. While progress has been made developing child-sensitive, climate and disaster resilience policies and programmes, funds to implement these are needed.

UNICEF analysis (2022) shows that:

- More than three-quarters of UN humanitarian appeals involve an extreme weather event, up from just over one-third in 2000.
- In 2021 23.7 million people were displaced due to disasters.
- Around 600,000 children under age 5 die each year from respiratory infections related to air pollution.

In 2023 UNICEF UK:

> **committed £1.2 million** for a safer and cleaner environment for children.

UNICEF is the global leader in climate action for children.

Reaffirming our commitment, we launched our global Sustainability and Climate Change Action Plan 2023–2030 setting a new strategic direction, based on three objectives:

1. Protect children's lives and the resilience of their communities by adapting essential services to a changing planet.
2. Support every child with the developmental opportunities, education and skills to be a champion for the environment.
3. Reduce UNICEF's environmental footprint, support partners to do the same, and advocate for the fulfilment of ambitious international sustainability and climate change agreements.

Engaging children and young people on climate, environment, sustainable energy and Disaster Risk Reduction action is one of UNICEF's most widespread programmes, reaching 122 countries by 2023.

COP28

The 28th UN Climate Change Conference (COP28) in Dubai saw UNICEF lay the foundations to achieve our ambition to make COP30 in Brazil (2025) the first Children's COP. COP28 was a success for children. UNICEF played a crucial role in ensuring that all key decisions made around the three key pillars of climate action – mitigation, adaptation, and loss and damage – included extensive references to the need to consider the unique vulnerabilities and needs of children in climate policy and practice.

For the first time, a global goal on climate change adaptation was defined, recognising the importance of making essential services such as water and sanitation, education, food security, and health resilient to climate change.

In 2024 the first official expert dialogue on children and climate change will take place, paving the way for further concrete decisions on child-sensitive climate action at COP29 and COP30.

Wellcome Trust

With Wellcome Trust's support, UNICEF seeks to leverage the post COP28 momentum and in advance of COP29 to ensure that children's health is at the forefront of the agenda for key decision-makers. We will help advance this agenda by producing an impactful, data-driven advocacy product focused on the impacts that climate hazards and environmental degradation have on children's health. Messages and calls to action will be disseminated to key stakeholders across a range of communication channels, as well as through UNICEF National Committees and/or country offices in targeted countries to drive engagement with government, the private sector, and civil society organisations. UNICEF will also support youth advocacy efforts to ensure that the voices of those whose health is most affected by climate change are well represented.

OutRight

Our annual OutRight campaign aligned with our broader climate campaign, focusing on children's rights in a changing climate and the importance of finding solutions to the climate crisis. Over 1,800 teachers and youth workers signed up to OutRight, supporting more than 54,000 children and young people across the UK to learn about their rights and speak out on issues they care about.

Our campaign was filled with hope and solutions, and children and young people found innovative ways to embed climate solutions into their settings. Graeme High School in Falkirk used the learning from OutRight as part of The Green Team Eco Group and outlined how they have been defending their rights and calling for action. They have been speaking with local MPs to support more bins in the local area and encouraging other schools to take part in local litter picks. They explained that they feel compelled to act because "we are the children of the world, and this is the country we are going to grow up in." UNICEF UK High-Profile Supporter Cel Spellman continued his support for OutRight, filming guided meditations for schools to encourage students to take a breath and spend more time outdoors.

Above: Primary school teachers' pack for OutRight.

World Children's Day

To mark World Children's Day (20 November) around 5,000 children and young people taking part in OutRight joined our interactive online event. This year's event included learning about youth involvement in climate-adaptation action in the Philippines and Mozambique. A Rights Respecting School joined us to present the local actions they've been taking in their community and answer questions from the audience. The event also included a lively Q&A on climate adaptation with UNICEF UK's Senior Policy Adviser Debora Leao.

Advocacy

We started sharing evidence of the impacts of climate change on children with parliamentarians and officials. In our submission to the UK's International Development White Paper, we strongly advocated for anticipatory action and substantial commitments to improving the resilience of essential services, such as health, education, social protection, water and sanitation. In November, ahead of COP28, children sent 'Good luck' cards to the Minister of State for Climate, along with a letter setting out our main asks of the Conference.

SOK MOM AND CLIMATE SMART

In Cambodia, Sok Mom and her family were struggling to find clean water in the face of floods and droughts. In the villages around the mighty Mekong River, the impact of the climate crisis has become all too clear. "The dry season is longer and hotter than ever," says Sok Mom, who lives close to the riverbank with her young family. "The rainy season is becoming more and more unpredictable."

Last year, floodwaters from the Mekong poured into her home. Her two sons, Seyha and Vatana, became badly ill with diarrhoea. "We were so worried," Sok Mom says today. Working with local partners, UNICEF installed a new climate-smart system system for the community that means safe water is now always on tap, regardless of flood or drought.

© UNICEF/Plus Creations

Above: Thokozani Aliki, age 11, and Joyce Peter, 13, draw safe water from a solar-powered water pump at Chitole Primary School, Malawi.

WATER, SANITATION AND HYGIENE

Growing up in a clean and safe environment is every child's right. Every day, more than 1,000 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 can be nearly 20 times more likely to die from diarrhoeal disease than from conflict itself.

UNICEF works to keep children safe by improving water supplies and sanitation services in schools, health facilities and communities in more than 100 countries, as well as promoting safe hygiene practices.

In 2023 UNICEF UK:

> **committed £3.5 million** to water, sanitation and hygiene for children and families.

Water solutions

UNICEF is working on innovative solutions to tackle the impacts of climate change on water supply and quality. From 2019 to mid 2023, UNICEF constructed more than 6,100 solar-powered water systems, providing sustainable and climate-resilient services for communities, health-care facilities and schools.

Two of UNICEF UK's partners are part of this exciting global effort and are helping drive the work forward. Support from the technology company Arm has enabled 11,569 people in 25 villages in Malawi, including 3,693 students from three schools, to gain access to solar-powered water supplies. Sensors have also been installed to monitor underground water levels, to signal early warnings of drops in the water table that can lead to water shortages. Data is sent via satellite to a central hub where breakdowns or drops in service can be monitored remotely and rectified quickly by dispatching a team of engineers to investigate and repair any fault.

In Madagascar, the Eleva Foundation supports the installation of solar-powered water supplies in three villages, as part of the innovative eco-villages programme, aiming to create fully climate-resilient communities by the end of 2024. The systems in these villages provide drinking water and support household livelihoods and nutrition by including additional micro-irrigation schemes for small scale agriculture, helping to combat drought induced by climate change.

Valuing sanitation workers in India

In 2018, Domestos-Unilever and UNICEF began a collaboration to support the Government of India's work to extend safely managed sanitation services to the entire population.

The ongoing management of existing services is as important as installing new infrastructure. A key challenge is the social status and working conditions of the people who carry out this vital work.

During 2023, more than 2,300 senior trainers across 16 States gained knowledge on community sanitation and the requirements needed for communities to gain open-defecation-free status. These senior trainers upskilled 14,886 sanitation workers on maintaining toilets. This has also helped progress towards a professionalisation of the roles to reduce stigma and related discrimination.

Throughout 2023, UNICEF supported the Government's campaign to promote healthy – and life-saving – sanitation choices, including through social media and youth groups, helping to reach 21 million people.

ODISHA'S WASTE WARRIORS

The UNICEF and LIXIL Make a Splash! partnership is working to build a viable sanitation and hygiene ecosystem for 3.5 million people in the states of Bihar and Odisha, eastern India. From 2018 the partnership helped to improve sanitation and hygiene for 2.9 million people in Ethiopia, Kenya, and Tanzania. In 2022 it expanded to India, Indonesia, and Nigeria.

In India, UNICEF is working to make sure every community is served by safely managed, sustainable sanitation systems – including 180 million rural households. Key to the programme is a large network of women-led, self-help networks.

In Odisha, Lili (left), Summati Mohapatra and Baby Mohrana play a crucial role in the hygienic and environmentally safe management of waste collected from household and community toilets in their village. This protects children and families from life-threatening diseases.

© UNICEF/Singh

CHILD EDUCATION

Around the world, millions more children go to school than in decades before; but not every child is learning. And not every young person is prepared with the skills they need to secure their futures.

Globally, over 600 million children struggle with basic reading and arithmetic. The lack of trained teachers, inadequate teaching materials and poor infrastructure prevent learning. These deprivations are compounded when students are hungry, forced from their homes, or arrive for their lessons tired from work or household chores.

Education and skills training are powerful drivers of economic growth. But many children and young people do not receive the training they need to join the workforce, become entrepreneurs and contribute to their families, communities and the world.

Nearly **260 million** children and adolescents are **out of school** across the world.

Pre-primary education creates a vital learning foundation in children's early years. But more than one in three children are not accessing education at this vital stage of life.

Marginalised children, such as children with disabilities and those living in poverty, are much less likely to attend school.

Two thirds of school-aged children do not have internet access at home, creating a digital divide.

In 2022:

37.9 million out-of-school children accessed education, including 251,565 children with disabilities, 3.1 million children on the move, and 18.6 million children in humanitarian settings.

UNICEF provided **28.3 million children with learning materials.**

13.6 million children accessed education through **digital platforms**.

UNICEF programmes reached **16.1 million adolescents** across 89 countries, including nearly 345,000 adolescents in humanitarian settings.

SHARLYNE AND SOLAR POWER AT SCHOOL

Sharlyne, age 14, recently graduated from Nabulon Girls Primary School in Turkana, northwest Kenya.

Sharlyne shows us around the school's solar-powered water system installed by UNICEF. "These are the tanks. They hold 10,000 litres each," she says, pointing to two large water tanks on a high platform. "It's plenty of water. Once they're full, the tanks can last for three months. Then they pump the water again."

The pump at Nabulon Girls Primary School also provides safe water for a health centre and the local community.

Before the solar-powered system
The solar powered water system has made a huge difference to Sharlyne and her fellow students. "Before the borehole, we used to go and collect water from the river. But we could see crocodiles there and we used to be afraid. Students would get sick because of the dirty water. Once I got so sick that I had to go to hospital for two weeks. I felt so bad. I missed a lot of school."

Next, Sharlyne takes us to the school vegetable garden. "This is our kitchen garden," she says. "We always enjoy watering the plants."

Finally, at the water point, Sharlyne is keen to show off the quality of the drinking water. She leans over and turns on the tap. "The water is so clear and pure," she says. "It tastes so good. Try it!"

Impact of climate change
Despite her upbeat mood, the past few years have been hard for Sharlyne. Her aunt Sophia has taken care of her since her mother died in childbirth, and Sharlyne calls her mum. "It hasn't rained properly for three years," Sophia says. "I used to have five goats, but they all died and now I struggle to find meals. Sometimes the children go to sleep hungry."

Sharlyne also saw the impact of the drought at her school, as girls stopped coming to class. "Some of my friends dropped out because of poverty," she explains. "They were forced into child marriage or got pregnant. I felt so sad for them. I thought that I might have to drop out too but my mum managed to keep me in school."

UNICEF's support
UNICEF has installed 56 solar-powered water systems in schools across Turkana, providing safe water for over 112,000 people. Solar power allows for deeper drilling than hand pumps, providing safe water all year round.

Sharlyne is looking to a brighter future. "I feel so happy that I've joined secondary school and I just hope that I can finish very well," she says with a smile.

"The water is so clear and pure. It tastes so good."
Sharlyne, 14, Kenya.

© UNICEF/Kidero

Climate shocks and education

Every year, 40 million children have their education interrupted because of disasters exacerbated by climate change.

Extreme weather events can damage or destroy schools. Illnesses caused by climate impacts keep children out of school. Hazards such as droughts and floods that are intensified by climate change pose immediate risks to children's lives and health. They also lead to scarcity of resources – which can cause conflicts – and result in children being displaced from their homes and having their education disrupted.

In areas affected by water insecurity, droughts have a direct impact on children's attendance, reducing their time in school to spend more time fetching water, or dropping out of school completely. Even where schools remain open and children continue to attend, climate change can affect children's ability to learn. Scorching heat and inadequate drinking water supplies disturb concentration.

Every child has a right to learn and receive the developmental opportunities, education and skills to be a champion for the environment and the ability to pursue green livelihoods. At the 28th UN Climate Change Conference (COP28) in Dubai, a whole day was dedicated to 'Youth, Children, Education and Skills.' UNICEF called for greater climate finance for education. We demonstrated our commitment and technical expertise to make green skills accessible to marginalised populations, including young people on the move and children with disabilities.

People's Postcode Lottery

Since 2017, players of People's Postcode Lottery have been supporting UNICEF in protecting children's rights across East and Southern Africa. Continuing to learn is critical in a region where conflict, climate change and inequality disrupt children's access to education alongside unequal and limited access to digital learning.

In the arid and semi-arid regions of Kenya, funding from the Postcode Education Trust helped to address the significant drop in school enrolment partly caused by the longest drought in the region for over 40 years. Together, we are supporting at least 10,000 children and adolescents by providing water in schools, supplying teaching and learning supplies and strengthening disaster risk reduction in local systems. We aim to significantly support enrolment and retention in schools and reduce the cost of education on vulnerable households and caretakers.

Schools built from recycled plastic

Across Côte d'Ivoire, there are around 1.6 million children currently out of school. One of the reasons is a lack of facilities. Even when children are in school, the lack of classrooms results in overcrowding which also hinders their ability to learn. At the same time, plastic waste pollution is a major issue, with 288 tonnes of plastic waste produced every day in Côte d'Ivoire.

© UNICEF/Dejongh

Above: Children enjoy learning at their new school made out of recycled plastic bricks in Tchebakro, southwest Côte d'Ivoire.

© UNICEF/Bseiso

Above: Yara, age 13, attends a digital skills class at a UNICEF-supported Makani centre in Jordan. She wants to be a psychologist when she grows up.

To address both these challenges, UNICEF is working with the Eleva Foundation and individual donors to harness the power of innovation to improve access to education. By converting plastic waste into bricks, our aim is to increase school enrolment and retention and help children to complete their basic education.

Working with the government and national partners, UNICEF is helping to build 528 classrooms, as well as toilets and washing facilities that especially support girls to stay in school. Following extreme weather events, the classroom designs have been adapted to ensure that they are more resilient to the impacts of climate change in Côte d'Ivoire. This included adapting the roof design to resist high winds. This project is also improving learning outcomes for children through teacher training and the provision of school kits.

Next generation of social innovators and entrepreneurs

Children and young people in Lebanon and Jordan continue to experience a wide range of challenges, including economic downturn and regional and political instability. Coupled with the ongoing conflicts in Syria and Gaza, they face high levels of unemployment and an uncertain future. Those most marginalised in society – women, refugees and children with disabilities – face the greatest barriers to realising their rights and their potential.

Over the past seven years, UNICEF's partnership with a Scottish donor has been helping to transform the lives of young people in Lebanon and Jordan and find hope for their future. This partnership is delivering social innovation and entrepreneurship training, mentorship and seed funding

so that young people across Jordan and Lebanon can gain the skills, opportunities and confidence they need to thrive.

In 2023 in Lebanon, we supported over 1,000 young people with training. We provided seed funding and incubation support for 16 teams of young people, enabling them to prototype solutions in areas ranging from climate change and clean energy to sustainable cities and quality education. In Jordan, we supported nearly 1,500 young people with training and seed funding for 139 new micro-businesses, so that young people are part of building inclusive, sustainable, resilient and economically thriving communities.

Digital learning

The growth of technology and the increasing number of providers offering online learning opens the possibility of learning anywhere at any time. Yet more than half of the world's children and young people are on the wrong side of the digital divide. Millions of children and young people are not developing the skills they need to break out of poverty.

UNICEF leads on global initiatives to link millions of children and young people with world-class digital solutions. When conflict, disaster, poverty, gender or disabilities keep children from classrooms – digital education can help them leapfrog to a brighter future.

With key partners, we are closing the digital gender divide, connecting every school to the internet, and bringing accessible technologies to children's fingertips – whether they're at home, in school or on the move.

Supporting national education systems
Digital learning is central to the transformation of education systems, but most are unable to leverage technology effectively. The UNICEF and UNESCO Gateways to Public Digital Learning Initiative helps countries create and strengthen national platforms; identify and share best practices; and establish standards to advance national and international goals for education.

Learning Passport
The Learning Passport is UNICEF's flagship digital learning programme. It launched in 2018 to democratise access to quality education resources through a highly flexible and portable digital education platform. It provides the full range of educational content in different contexts, including formal and nonformal educational settings, with and without internet connectivity. The personalised and accessible learning experience, supports diverse learners, including in remote or marginalised communities, to continue learning anywhere, at any time.

The Learning Passport programme now serves 38 countries, with more than 6 million registered users and offers more than 13,500 courses. In 2023, it launched in seven new countries (Brazil, Eswatini, Ghana, Guinea, Jamaica, Philippines, and São Tomé and Príncipe) and saw significant increases in the number of trained users (2.73 million) and course completions (2.49 million).

It reached children and young people with inclusive, uninterrupted education in conflict zones (such as Sudan and Syria), natural disaster areas (such as the Philippines) and supported refugee learners (including in Egypt and Poland). The Learning Passport now offers two new initiatives: Digital School in the Box, and LP on the Move.

UNICEF UK partners Formula 1, BT and donors in Scotland are generously supporting the global expansion of the Learning Passport so that every child has access to quality digital learning.

© UNICEF/Al Daher

DIGITAL LEARNING IN SYRIA

"Digital learning has made the children more excited about coming to class and more engaged in the learning. Their caregivers are as excited as the children about it," says Hatem, a teacher at a home-based learning point in Al-Hasakeh, northwest Syria.

UNICEF is using the Learning Passport to support learning points based in homes or community spaces. Teachers and community volunteers help children catch up on the learning they missed due to ongoing conflict. In 2023 more than 2,200 children took part across the province of Al-Hasakeh, including in camps for displaced people.

"I've been attending the classes for six months. I like learning here and using the tablet. At home, I use my dad's mobile to revise my lessons. English and Arabic are my favourite subjects."
Ahmad, age 10

CHILD PROTECTION

UNICEF works in more than 150 countries to protect children from violence, exploitation and abuse. We partner with governments, businesses, civil society organizations, and communities to prevent all forms of violence against children and to support survivors. Our efforts strengthen child protection systems to help children access vital social services.

During a humanitarian crisis, UNICEF provides leadership and coordination. We focus on protecting children from explosive weapons and remnants of war; reunifying separated children with their families; releasing and reintegrating children associated with armed groups; preventing and addressing gender-based violence; and safeguarding children from sexual exploitation and abuse. We also work with United Nations partners to monitor and report grave violations of children's rights in armed conflict.

Alongside communities, UNICEF accelerates the elimination of harmful practices, such as child marriage and female genital mutilation. We also support governments with policy, legislation and regulatory frameworks that give more children access to social services and justice.

1 in 3 girls around the world will experience physical and or sexual violence in their lifetime

In 2022, **the UN verified 27,180 grave violations against 18,890 children** committed by parties to conflict, including children killed, maimed, abducted, and recruited to armed groups.

One in four children under 5 have not had their births registered and lack proof of legal identity.

In 2022:

UNICEF worked with governments and partners to strengthen service delivery systems, enabling **4.7 million children** who had experienced violence to receive health, social work, or justice/law enforcement services.

UNICEF-supported programmes to address gender-based violence benefited almost **9 million people in 75 countries.**

UNICEF helped nearly **10 million children** affected by landmines and explosive weapons.

Family support, education, and skills in Nigeria

The UN Convention on the Rights of the Child recognises the centrality of families in the care of children.

Nigeria has the highest rate of children out of school (10 million) of any country in the world. Many of these children are in the Almajiri system, which requires children to live away from their families to study the Qu'ran. The conditions they live in can be unsafe and exposes them to harms like child labour and exploitation.

UNICEF Nigeria, with support from the Eleva Foundation, has a programme with three aims.

1. Reunite children with their families or find alternative care where this is not possible.

2. Help children access formal education and improve their vocational skills.

3. Provide family- and community-based support and specialised protection services.

1. Family reunification

- UNICEF facilitated the family tracing and reunification of 4,753 Almajiri children across five Nigerian states.
- A further 5,635 children were found alternative care arrangements, including foster and kinship (extended family or friends) care.

2. Education and skills

- Trained social workers assessed the needs of over 72,000 children.
- 13,150 children have accessed formal education and 13,630 children enrolled in vocational skills training.

3. Community-based support

- Construction has started on two model community-based service hubs in Sokoto, northwest Nigeria. These will provide integrated services including mental health support, recreational activities and life-skills training.
- 553 community-based child protection groups established to provide prompt response to child protection issues at the community level and a defined package of services for children and their families.
- 387,000 community members reached with messages on preventing family separation and highlighting the value of formal education. Media campaigns will be launched in 2024 to help reach more people.
- Over 9,000 parents reached with information to prevent violence against girls and child marriage, including keeping girls in school.

UNICEF Nigeria is also working to reform the Almajiri system, ensuring minimum learning standards and safeguarding protocols are integrated into the Qu'ranic school curriculum.

New National Guidelines on Alternative Care have been validated, outlining minimum standards for Almajiri children not being cared for by family members. A child safeguarding policy has also been drafted with a framework for monitoring compliance. This review is to be carried out periodically by the regulatory body responsible for Islamic schools.

This year, 700 Mallams (Qu'ranic teachers) have received training on the safeguarding policy and have endorsed the minimum standards for alternative care.

Haulatu, age 13, gets sewing advice from her teacher Atika at her tailoring house in Zamfara, northwest Nigeria.

© UNICEF/Boman

PARTNERSHIPS

UNICEF UK is proud to partner with more than 30 leading businesses in the UK to create lasting change for children and raise vital funds for our work. These ambitious and innovative partnerships work to deliver the greatest impact for the largest number of children.

Arm

2023 marked the eighth year of collaboration between UNICEF and Arm, who supported UNICEF with grants to connect young people to the benefits of technology through innovation. The funding supported UNICEF's Office of Innovation's Learning Innovation Hub and technology-based programmes in Malawi, including the African Drone and Data Academy and a solar-powered water supply system. In September, Arm visited Blantyre and Nsanje, southern Malawi, to witness the achievements (see page 79). At the end of 2023, UNICEF and Arm signed another two years of partnership, exploring how artificial intelligence can make a positive impact for children.

AstraZeneca

Since 2019, UNICEF has partnered with AstraZeneca's Young Health Programme (YHP) to protect adolescents around the world from unhealthy lifestyles and risky behaviours. The partnership facilitates a global advocacy movement led by and for young people aged 10–24. Its aim is to reduce the prevalence of non-communicable diseases (NCDs) such as cardiovascular disease, type 2 diabetes, and cancers. The partnership calls for governments to prioritise NCD prevention, so that young people can live healthy lives. In 2023 alone, the partnership reached more than 4 million young people with NCD messaging, provided support for more than 240,000 young people to advocate for their health, and helped to shape four NCD-related policies.

Tackling smoking in Indonesia
In Indonesia, the partnership focused on youth-led action to advocate for a tobacco-free lifestyle. We facilitated young people to share knowledge on smoking trends, the harmful effects of this habit, and the impact on their quality of life. Our partnership also led to progress on anti-smoking policy in Indonesia. Twenty young advocates influenced a policy review on tobacco-free environments and strengthened the legal framework against tobacco use among young people. Young people taking part felt empowered and the initiative joined broader health promotion efforts.

In 2023 UNICEF UK:

> **Raised more than £35 million for children** through corporate partnerships

> Welcomed our first corporate partner for UNICEF UK's **new Emergency Alliance**, due to launch in 2024

> Celebrated the **renewal of our partnership with easyJet**, which in 11 years has raised more than £16 million

> **Formed four new, multi-year partnerships** worth over £3 million per year for children.

> **Raised £4.3 million** through our sports partnerships

Clipper

The Clipper Race is a biennial event that takes amateur crews on a circumnavigation of the globe in 11 specially designed sailing boats. In 2023 the race again raised money for UNICEF's work for the world's most vulnerable children. Since the start of our partnership in 2015, the partnership has raised over £1.2 million.

After the floods
In the aftermath of the Pakistan floods of 2022, flexible funding like Clipper's played a key role in supporting the recovery and reconstruction of communities.

UNICEF was able to invest in resilience and disaster preparedness, working with the Government of Pakistan to generate crucial data and evidence on the impact that the floods had on children so as to reduce the potential impact from floods in the future.

"We do not know exactly when the next natural disaster will strike, so preparedness is front and centre of our ongoing response to the catastrophic floods. Together with the Government of Pakistan and other partners, we are investing in children and families to strengthen the resilience of communities and to ensure a more sustainable future. Thanks to all our donors, a liveable planet for every child is not just a slogan, it has become the driving force behind all our work."
Abdullah A. Fadil, UNICEF Representative in Pakistan

Sports partnerships

UNICEF welcomed Formula 1 as our newest global sport partner in 2023. This relationship, which grew from their support during the Ukraine crisis, will contribute to the Learning Passport and the Children's Emergency Fund for the next three years. We also received continued support from Formula E, Clipper, Vitality and Outright Games.

7: The David Beckham UNICEF Fund

7: The David Beckham UNICEF Fund is committed to helping children, especially girls, break down the barriers that hold them back. The programmes are tackling violence, bullying, child marriage and missed education. They focus on helping the most vulnerable children in the poorest communities. In the face of ongoing and emerging global challenges, these programmes are a lifeline for keeping children safe, healthy and learning.

© UNICEF/Mukherjee

Above: In November 2023, UNICEF Goodwill Ambassador David Beckham visited UNICEF-supported programmes that are closing the gender gap for girls and women in Gujarat, India.

UGANDA

In Uganda, more than **23,400 children** have gained critical life-skills in 7 Fund supported schools.

Right: Patricia, age 23, helps run the Life Skills Club at her secondary school in Adjumani, northwest Uganda.

© UNICEF/Abdul

EL SALVADOR

© UNICEF/Leiva

In El Salvador, we reached **36,965 children** with our programmes to tackle violence against children.

Above: Fernando, age 9, plays football regularly at his local Bibliotineca - a safe child-friendly space in San Martín, El Salvador.

NEPAL

© UNICEF/Ngakhusi

In Nepal, the success of the Girls' Access to Education programme has seen **96% of girls remain in school** after progressing from non-formal education centres.

Above: Roshani, age 12, took part in the Girls' Access to Education programme and returned to school in Dhanusha, Nepal.

STRATEGY, FINANCE AND RISK MANAGEMENT

Strategic context

The world we live in has continued to change profoundly over the past 12 months, with further domestic and international political and social instability creating more emergencies on top of the climate crisis and the after-effects of COVID-19 that are already threatening child rights. The UK will hold a General Election before the end of January 2025, and its result will shape opportunities to influence duty bearers to progress and uphold child rights.

The economic crisis and continued higher cost-of-living, compounded by the impact from years of austerity and hardship, is reversing previous reductions in child poverty globally. The speed and complexity of 'polycrises' has grown and adapting to the unknown has become the new norm.

Despite the challenging context, there are opportunities and reasons for optimism. During 2023, we made strides toward our four-year income goal, exceeding our target. Through our foundational and thematic international and UK advocacy work, we sought to ensure that children and their rights are at the centre of government decision-making and we played a lead role in supporting the incorporation of the UN Convention on the Rights of the Child in Scotland. We continue to influence and transform services and systems for children across the UK by raising standards of practice and care in hospitals, schools and communities, in line with the UN Convention on the Rights of the Child. Inside our organisation, our colleague engagement scores are the highest they have ever been, equalling the sector benchmark and we've made considerable progress on our key strategic initiatives.

Bringing our strategy to life

We use our strategy to inform the strategic actions we take, the capabilities we continue to develop, and the investments we make.

In 2024, we will continue our efforts towards our income goal of raising £650 million over four years with a focus on insight-led innovation and donor experience. For our influence goal, we will influence the priorities of major parties across the devolved nations to centre upon child rights in the run up to the General Election (to be held by 28 January 2025). We will establish influential relationships with the new Government, and continue to deliver our domestic campaigns and foundational advocacy work. For our UK impact goal, we will continue to influence and transform services and systems for children. For our organisation goal, we aim to meet or exceed our targets for an effective, engaged, inclusive, and high-performing workforce who live our values and feel safe and supported to do their best work for children.

We will continue to track our progress and adjust appropriately, keeping our strategic goals and outcomes in mind. We will use our strategy to help us deliver our best contribution to create a better world for every child.

Strategic plan 2023–26

Our UNICEF UK 2023–26 Strategy is founded in ambition – ambition for children and ambition for our organisation. As predicted, we find ourselves operating in an increasingly competitive and complex landscape, bringing new challenges to navigate with our audiences and partners.

As UNICEF UK, we are here to deliver impact for children through our global and UK programmes and the influencing work we do. Our strategy helps us achieve this.

Our values

PUTTING CHILDREN FIRST

We put children first in everything we do.

FINDING SOLUTIONS

We work from an evidence-based, solution-focused approach.

MUTUAL TRUST AND RESPECT

We take time to build trust and take care to treat others with respect.

INCLUSION AND BELONGING

We embrace diversity and take proactive steps to be inclusive.

COMPASSION

We care about each other, our wellbeing, and our development.

COLLABORATION

We seek ways to work together better to increase our impact for children.

Strategic goals

Our strategic goals tread a fine balance between what children need us to achieve, and what is achievable in the context we are operating in. They set out what we intend to do over the next four years to deliver more for children than ever before.

INCOME

Sustainably grow income to raise £650 million over the strategic period and find efficiencies so that we generate more pence in the pound for programmes for children.

INFLUENCE

Influence the UK Government and Nations to secure strong commitment to Child Rights both in the UK and internationally, incorporating the UN Convention on the Rights of the Child and return to allocating 0.7% of Gross National Income on international development.

IMPACT IN UK

Transform systems and services for children across health, education, sport & local communities that directly improve the outcomes and life chances of millions of children in the UK.

OURSELVES

Have a highly effective, engaged, and diverse workforce that live our values, and feels safe and supported to reach their potential to deliver their best work for children.

Strategic outcomes

Our strategic outcomes are the result or effect of our actions taken towards our goals. These outcomes guide the actions we set ourselves.

OUR WORK ON CHILD RIGHTS

We champion children's rights in the UK and around the world, elevating children's voices and supporting their active participation.

OUR SUPPORTERS

We motivate and empower our supporters to donate their money, time, resources, or voice, and together we create a better world for every child.

OUR PEOPLE

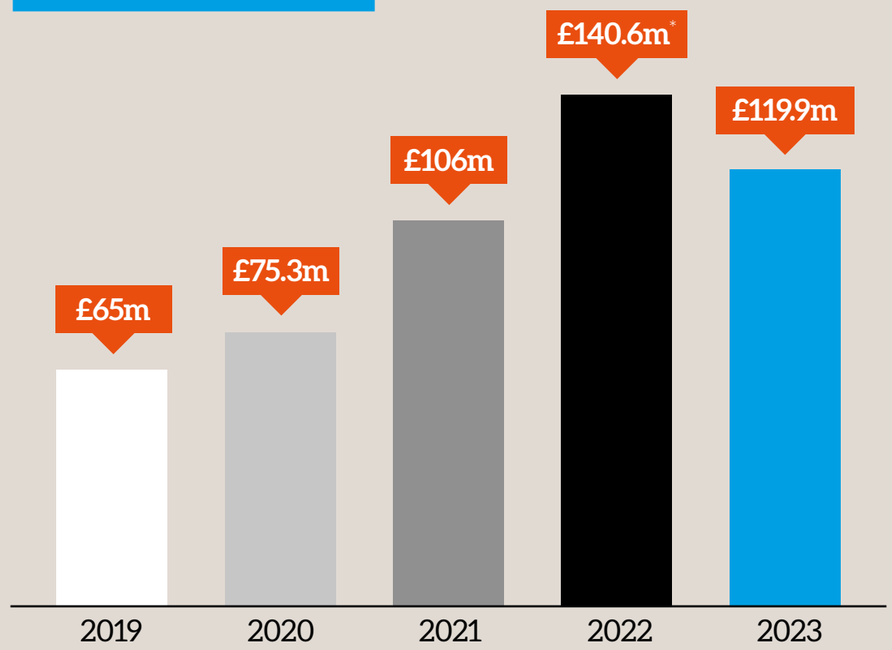
We unite through our values. We have an inclusive, engaged, values-based culture that nurtures and enables talent to thrive and deliver their best work for children.

OUR ORGANISATION

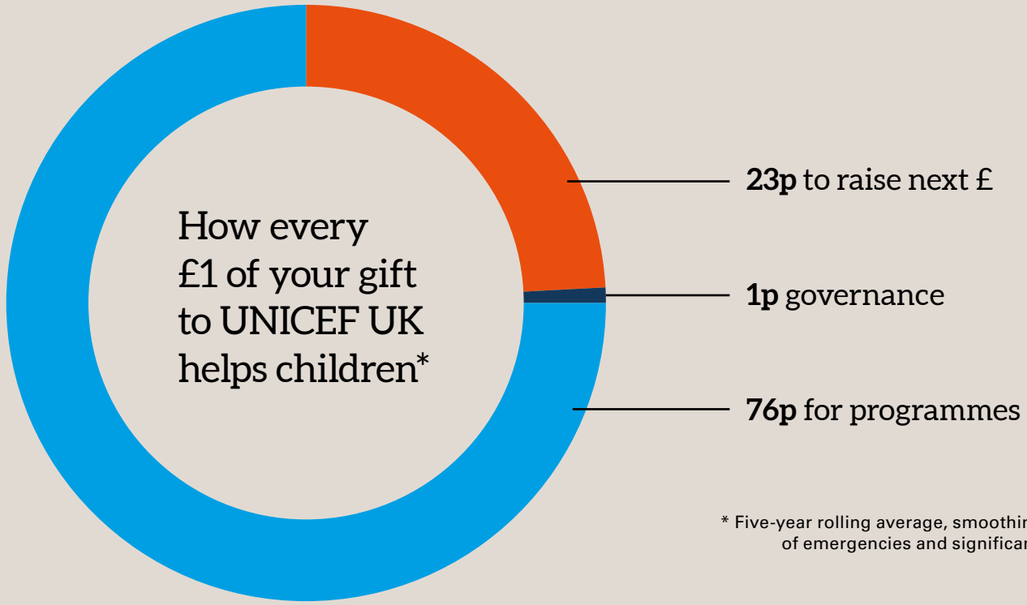
We improve our ways of working and our data and digital infrastructure, providing a strong foundation for sustainable growth.

FINANCIAL REVIEW

In 2023 we made £119.9 million available to programmes for children.



*2022 figure includes £55 million raised for Ukraine emergency



* Five-year rolling average, smoothing effects of emergencies and significant events.

FINANCIAL REVIEW

Income

In describing our activities and achievements above, we have reported that UNICEF UK delivered a total income of £161 million in 2023. This was 10% down compared to the £179.5 million raised in 2022 due to the exceptional response to the Ukraine emergency campaign in 2022 which raised £55.7 million. There were 11 emergency campaigns in the year, which started with the earthquakes in Türkiye and Syria, and ended with the crisis in Gaza. The incredible support of the UK public and our new and existing partners for such emergencies, along with a strong performance of our core work, resulted in us exceeding our budget for 2023 by £23 million. It was challenging for our teams to manage so many emergencies, while also keeping focused on core income. We are very proud of this achievement and its impact for children.

In line with our strategy, our overall income profile has changed over the past five years, gradually increasing the proportion of income generated by our Partnerships and Philanthropy teams (including Corporate Partnerships, Major Donors, Foundations and Trusts, and Government Grants as per Note 2), from 39% in 2019 to 53% in 2023. This shift has increased diversity and resilience in our income streams at a time when we are seeing a continued trend for individuals to give higher value, one-off donations rather than entering the traditional monthly giving programme.

Core resources for results

Core resources, or unrestricted funding, is the foundation of UNICEF's commitment to build a better world for every child.

It provides UNICEF with three key tools:
1. the predictability to plan and implement long-term programmes for children
2. the flexibility to address challenging and often rapidly changing contexts to achieve real, lasting results, and
3. the efficiency that comes from reducing transaction costs and thereby maximising the resources that can go directly to children.

Raising unrestricted funding remains challenging, with donors increasingly seeking opportunities to fund specific programmes. Despite this, Corporate Support for core resources grew in 2023, with multi-year partnerships with the Keller Group and Outright Games as well as fundraising with small and medium enterprises.

Strengthening the generation of core resources is a key priority for our fundraising strategies.

Costs of raising funds

Charities must spend money to raise money. Over the past five years, excluding fundraising development funds provided by UNICEF, UNICEF UK has spent an average of 23 pence to raise the next pound. This covers the costs of raising funds through mail campaigns, supporting our existing donors and recruiting new donors. By aiming to maximise the return on our fundraising investment, we ensure each pound raised goes further to support children around the world.

Expenditure required to raise funds amounted to £34.1 million and increased by 20% on 2022. This was due to a combination of factors including inflationary pressure, increase in volume of direct costs to support income growth, investment in new systems as detailed below, and a one-off cost of £2.1 million in relation to the overall profitable success of the Soccer Aid for UNICEF event.

We are midway through a period of investment in some of our key systems that support the efficient functioning of the organisation and help it to adopt more efficient work practices. This includes a financial transformation project to replace our old legacy system and a review of the digital and data practices within the organisation. 2023 and 2024 are higher spend years as the organisation seeks to build a stronger platform to grow, evolve, take advantage of new technology, and embed efficient processes. Spending money today to secure the future ensures that we can continue to maximise the impact we have for children around the world.

It is our ambition to continue to reduce the cost of fundraising but without sacrificing innovation and transforming to be more digital and data led.

Charitable expenditure

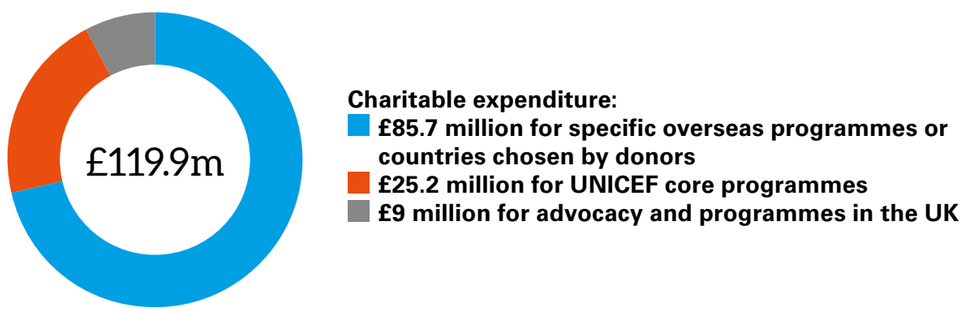
Of the total income raised in 2023, £119.9 million was available for programmes to benefit children. This was down £20.7 million (15%) compared to 2022 due to the exceptional emergency response for Ukraine. Of this, £85.7 million was for specific overseas programmes or countries chosen by our donors, £25.2 million for UNICEF core programmes funded through unrestricted donations, and £9 million for UNICEF UK's advocacy and programmes in the UK, such as our Baby Friendly Initiative and Rights Respecting Schools Award.

Funds available for children

Excluding fundraising development costs provided by UNICEF, on average, over the past five years, 76 pence in every pound of UNICEF UK's gross income was available for programmes, after costs of fundraising, sales and administration.

Governance costs

On average over the past five years, governance costs have amounted to exactly 1% of total income and was 1% in 2023.



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 £41,000 (2022: £138,000) was raised from event registration fees, corporate cause-related marketing arrangements, commissions and royalties. The income is significantly less than in previous years as we have temporarily closed our online gift shop and are working on its relaunch in 2024. After allowing for associated expenditure and management charges, £31,000 (2022: £108,000) 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 types of corporate partnerships that involve an element of licensing. The reduction in income and net donation to its parent charity is consistent with the expectations of the company and is not considered to be cause for concern.

Reserves

Total funds at the year-end amounted to £9.2 million (£5.6m million unrestricted, £2.5 million designated for specific purposes and £1.2 million restricted). UNICEF UK's policy on reserves is as follows:

UNICEF UK's policy on reserves is to maintain a general fund at a level that ensures UNICEF UK can 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 based on 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 is 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 £5.6 million, covering the net book value of our fixed assets and four months of unfunded expenditure from our unrestricted funds in the event of a 40% fall in income, which is consistent with the reserves policy.

To drive further increased outcomes for children, a designated reserve of £2.5 million is being held for investment in information and technology, including a new finance platform, improved data and digital capabilities (£1.2 million), and investment in strategic innovation projects (£1.3 million), to identify new ways of generating income and impact.

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

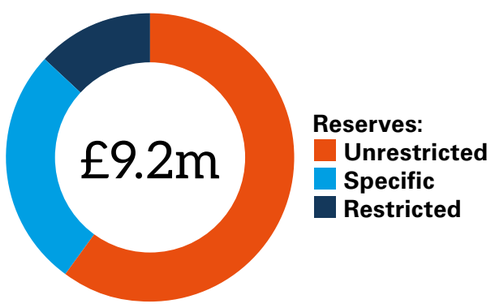
The cash at bank held by the group at the year-end amounted to £25.5 million, compared to £27.1 million at the end of 2022. A large percentage of income is received in the last month of the accounting period and year-on-year fluctuations in the bank balance arise depending on the days the December bank holidays fall, which affects the timing of payments for overseas programmes and UK suppliers around the year end.

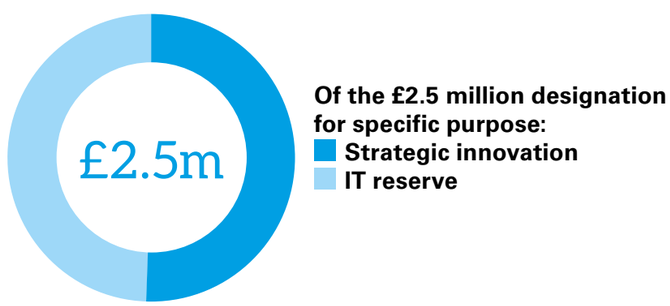
Going concern

The financial statements have been prepared on a going concern basis that the Trustees consider to be appropriate. The Trustees have considered the following when arriving at this conclusion:

- Level of reserves
- Cash position
- Four-year strategy and financial plans
- Systems of financial and risk management, including the financial reforecast process

The Trustees are confident that UNICEF UK will have adequate resources to continue to meet its liabilities for the foreseeable future, and therefore have prepared the financial statements on a going concern basis.





RISK MANAGEMENT

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, especially 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 effective management and control of risks for UNICEF UK. This includes overseeing the culture for risk management and ensuring risks are appropriately mitigated. The Board has a standing item on risk at each of its meetings, and reviews UNICEF UK's risk appetite statement every year. The Board is supported in these duties by the Audit and Risk Committee, who scrutinise and advise on risk and internal control policies and procedures.

Day-to-day risk management is led by the Executive, who are supported by the Risk Management Group comprising key senior staff from across UNICEF UK. The Group meets quarterly to oversee, review, mitigate and report on progress with the management of key strategic risks to the charity. The Group reports to the Audit and Risk Committee (ARC) and the risk register it maintains is also shared with the Executive Team and Board of Trustees. Additionally, risk management is an integral part of planning processes at a strategic, departmental and project level.

Risk mitigation in 2023

The principal risks and uncertainties impacting UNICEF UK in 2023 were as follows:

1. The past few years have seen a significant increase in income to support emergencies, whilst the performance of our regular marketing campaigns has been lower than our expectation. As we look to the future, this may jeopardise our ability to be there "for every child" as less income is directed to situations that are classed as "non-emergencies".
A new marketing strategy was developed in 2023 that creates a greater focus on new product innovation and donor engagement. Together with our new digital and data strategies, we will look to improve conversion rates, donor journeys and make donor experience the best in the sector.

2. The outlook for children in the UK and globally is possibly the worst it has been for generations. The deteriorating situation for child rights combined with a political environment characterised by crises, polarisation, increased nationalism and the distorting influence of social media on both content and tone of public debate, creates risks to our ability to be perceived as politically impartial.
A major focus of our strategy is to influence the main UK parties to promote policies for children in their election manifestos and in the political programme beyond the election. Our success with our early years campaign highlighted that all UK political parties agree on the importance of ensuring all children get the best start in life. We will continue to campaign for a UK baby and toddler guarantee and continue to play an important role in sector debates on child rights in the UK and advocating for a return to 0.7% GNI.

3. We are committed to taking all reasonable measures to ensure the safety and welfare of all children, colleagues and anyone that comes into contact with our work. The risk of harm being caused to a child, colleague or other people associated with our work continues to be of paramount consideration.
During 2023, there was a systemic safeguarding audit to review UNICEF UK's safeguarding practices and an action plan developed for recommendations. Throughout the year, UNICEF UK upheld our legal safeguarding obligations and appropriately managed any safeguarding related risks in line with our safeguarding policies.

4. A new enterprise resource planning (ERP) system is scheduled to go live in 2024 as the existing system is solid but inefficient. It requires our key platforms like Salesforce to seamlessly integrate with it and a whole redesign of how we track and manage the flow of donations through our systems.
A dedicated project team is led by a programme director and a governance oversight committee. The team includes a mix of existing colleagues stepping out of their roles and fixed-term change experts. A full tender was conducted to select the ERP vendor and the governance team meets them monthly. Regular progress reports are issued to the Treasurer and Chair of the Audit and Risk Committee, and to the Board. A key focus is on change management to ensure that the new system fully fits user expectations and users are supported with new ways of working.

5. 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.
The data strategy and data governance group has developed a series of actions to continue to strengthen UNICEF UK data management practices. This has included a significant data migration project to improve the security and organisation of our data, ongoing data security training and close engagement with the financial transformation project to improve the flow of key financial data across the organisation once it goes live.

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 (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 and a charity registered in England, Wales and Scotland. 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, who are all volunteers, 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 Chief Executive and the Executive Team.

Registered Charity details

United Kingdom Committee for UNICEF (UNICEF UK)

Registered Charity number
1072612 (England & Wales)
SC043677 (Scotland).

Company number
03663181

Trading subsidiary
UNICEF UK Enterprises Limited,
Company number 02736690

Registered Office
1 Westfield Avenue,
London E20 1HZ

Trustees

The Trustees who served during 2023 were as follows:

Trustees	Committees*
Shatish Dasani (Chair)	F, N, R (Chair)
Sarah Davis (Vice Chair)	F, R
Alex Connock (Vice Chair)	N (Chair), R
Sean Carney (Treasurer)	F (Chair), ARC, R
Usama Al-Qassab	N
Richard Hawkes	ARC
Maggie Atkinson	ARC
Matt Ferguson	F
Aneil Jhumat	ARC (Chair), F
Zamila Bunglawala	N

* Committee membership on 31 December 2023
F = Finance Committee
ARC = Audit and Risk Committee
N = Nominations and Engagements Committee
R = Remuneration Committee

Executive team

Jon Sparkes	Chief Executive
Steven Waugh	Chief Financial Officer
Anna Kettley (on Early Moments Leave from 30 November 2022)	Deputy Executive Director, Advocacy, Programmes and Safeguarding
Jo Rea (from 1 December 2022 to 31 July 2023)	Interim Deputy Executive Director, Advocacy, Programmes and Safeguarding
Jillian Popkins (appointed 21 August 2023)	Interim Deputy Executive Director, Advocacy, Programmes and Safeguarding
Mohini Raichura-Brown	Deputy Executive Director, Partnerships and Philanthropy
Mike Flynn (until 10 November 2023)	Deputy Executive Director, Public Engagement

Professional advisers

UNICEF UK's principal professional advisers include:

- Independent auditor: Crowe U.K. LLP, 2nd Floor, 55 Ludgate Hill, London EC4M 7JW
- Internal auditor: MHA MacIntyre Hudson, 2 London Wall Place, London EC2Y 5AU
- 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

Steven Waugh

GOVERNANCE

Statement of compliance with section 172(1) of the Companies Act 2006

The Board of Trustees have acted in the way they consider, in good faith, would be most likely to promote the success of the charitable company for the benefit of the organisation as a whole. In doing so, the Trustees have had regard to the matters set out in section 172(1) (a–f) of the Companies Act 2006, as detailed below; page references have been provided for information to support the Trustees' compliance to their duties in these areas.

a) The likely consequences of any decision in the long term: Pages 98–101 (Strategy, Finance and Risk Management)

b) The interests of the company's employees: Pages 123–125 (Our People and the Community)

c) The need to foster the company's business relationships with suppliers, customers and others: Pages 119–122 (Management)

d) The impact of the company's operations on the community and the environment: Pages 126–128 (Our People and the Community)

e) The desirability of the company maintaining a reputation for high standards of business conduct: Pages 114–118 (Governance)

f) The need to act fairly as between members of the company: Pages 114–118 (Governance)

Public benefit

The Trustees confirm that they have complied with the duty in Section 4 of the Charities Act 2011 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.

Trustees' responsibilities

The Trustees 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 that give a true and fair view of the situation 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 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 on 31 December 2023 was 36 (2022 – 37). The Trustees have no beneficial interest in the charity or the group.

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 are 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 Chief Executive and Executive Team. In 2023, the Board held five formal meetings with the Executives to review performance against the four-year strategy, to assess the charity's financial health, and to consider policies and procedures in areas such as risk management and legal and regulatory compliance.

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 assuring 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, independence and objectivity. The work of the Committee is supported by an Independent Member, James Allen.
- **The Nominations and Engagements 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 Committee has responsibility for oversight of the People strategy and actions to enhance Diversity, Equity and Inclusion, reporting to the Board.
- **The Remuneration Committee** assists the Board in determining pay awards to staff and Executive remuneration. It oversees remuneration strategy reporting to the Board.

Remuneration statement

Remuneration arrangements for all colleagues at UNICEF UK are aligned with the principles of Our Shared Commitment (our values). Pay and benefits are reviewed annually to support the recruitment and retention of talent and promote equality, diversity and inclusion while balancing the responsibility to deliver the best possible results for children.

We benchmark salaries against similar roles in comparable organisations in the voluntary sector to support fairness. Pay and benefits for the Chief Executive and Deputy Executive Directors are determined by the Remuneration Committee. When deciding pay and benefits for the Executive team, the Remuneration Committee considers salary survey data, increases provided across UNICEF UK, and affordability.

Individual Executive team member salaries and employee costs are set out in note 13 of the accounts. In April 2023, a 6% across-the-board increase was provided to eligible colleagues – and 150 colleagues received an additional pay increase to align with the external benchmarks.

Maintaining a reputation for high standards of business conduct

In addition to a strong set of newly articulated values and behaviours, Our Shared Commitment, which 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. In 2023, we introduced a new Adult Safeguarding Policy to demonstrate our commitment to safeguarding all adults we may interact with during our course of work and to create a safe culture by upholding the best safeguarding practice. Mandatory training courses on safeguarding and data protection are also provided.

Trustees' succession and development

Eight Trustees due for election in 2023 and two Trustees co-opted in 2022 were elected by UNICEF UK members at the Annual General Meeting in June 2023, expanding the membership of the Board from eight to ten.

New Trustees underwent an induction programme that included meetings with the Chair, Trustees and the Executive Team members, a briefing on their role and responsibilities, and a comprehensive set of documents that included detailed information about UNICEF and UNICEF UK 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.

Trustees are also given an opportunity to see UNICEF programmes in action and talk to staff involved. During 2023, this included visits to Namibia, a Rights Respecting School in the UK, Baby Friendly Initiative at a NHS hospital, and induction visits to the Europe regional UNICEF office in Geneva. The Chair and the Chief Executive also attend the annual global meeting of all UNICEF National Committees and the senior leadership team.

Charity Governance Code

The Board of Trustees aspires to best practice in governance, particularly as set out in the Charity Governance Code. In 2023, the Board completed implementation of the key recommendations made in October 2022 by the Centre for Charity Effectiveness,

following their Board Effectiveness Review. Some of these recommendations included the amendment of the scope of the Nominations and Engagement Committee to include oversight of people-related issues such as well-being, colleague engagement and EDI, and the redesign of the Board agendas and papers to be structured around the new four-year strategic objectives.

Engaging with our stakeholders

We believe that in order to have the greatest impact for children we must understand what is important to our stakeholders. We proactively engage each of our key stakeholders in a way best suited to them and consider their needs and concerns, in accordance with s172 of the Companies Act 2006. By understanding our stakeholders, we can factor the potential impact of our decisions on each stakeholder group into Board discussions.

External audit

A resolution that Crowe U.K. LLP will continue as the group and charity auditors for the next financial year will be proposed at the forthcoming annual general meeting.

Related parties and connected organisations

UNICEF UK raises funds for UNICEF international programmes, and as such, UNICEF is a related party.

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 attract 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 pages 140–143).

MANAGEMENT

The Executive Team has delegated responsibility from the Board of Trustees for the day-to-day operational management of UNICEF UK. It comprises the Chief Executive supported by the Executive Team with responsibilities across fundraising, advocacy, communications, finance, technology and programme work.

Managing our fundraising

Throughout 2023, UNICEF UK continued with its diversified approach to fundraising to secure the greatest amount of income possible for children worldwide.

UNICEF UK exceeded its income budget by £23 million and raised £161 million, with £39.4 million committed for children in emergencies.

In 2023, our main sources of income were as follows:

- Public Engagement fundraising activities included digital fundraising on paid social media and online, television appeals, direct marketing and public fundraising activities.
- Corporate and foundation partner income had a strong year with new, long-term programmes from new and existing partners, as well as new emergency partnerships. This included sums donated by the partners, their employees and clientele.
- Individual philanthropists and their families supported a large variety of restricted and unrestricted programmes, as well as emergency campaigns.
- The annual Soccer Aid for UNICEF event, held at Old Trafford stadium in 2023, was another record-breaking televised event that raised £14.6 million.

Fundraising compliance

UNICEF UK is committed to ensure the highest standards in all our fundraising and fundraising delivered on our behalf by third party fundraising agencies. We are registered with the Fundraising Regulator, adhere to the Code of Fundraising Practice, and follow best practice guidance from the Charity Commission and other bodies such as the Chartered Institute of Fundraising, the Prepaid Phone Services Authority, Advertising Standards Association, the Data and Marketing Association and the Information Commissioner's Office. We participate in advisory groups and compliance forums to ensure we are not only aware and in full compliance with current regulatory obligations, but also to help shape the changing regulatory landscape to better serve charities and their supporters. Fundraising Compliance provides support across the organisation by providing an advisory service, training and monitoring to reduce reputational and financial risk to the charity.

Safeguarding

Keeping children, adults, and our colleagues safe is core to UNICEF UK's vision to build a better world for every child. With a newly expanded Safeguarding Team, the Interim Director for Safeguarding on our Senior Leadership Team, and an active cross-organisational safeguarding and youth voice champions group, safeguarding increased in visibility and impact across the organisation throughout 2023.

Internally, we have broadened our scope to support colleague wellbeing and safety, holding wellbeing sessions in response to global emergencies. We have been reviewing our lone working and domestic abuse policies, increasing wellbeing and safety for our staff. Safeguarding Specialists have also been actively involved in the UNICEF UK inclusion network and anti-racism working group to ensure safety is embedded into our equity, diversity, and inclusion work.

We strengthened our safeguarding systems by launching a new risk assessment framework, digital safeguarding case management system, and re-designing our onboarding safeguarding training for all new colleagues. We completed the compliance and culture pieces of our Safeguarding Audit, and recommendations will inform our new Safeguarding Strategy to 2026.

Increased team capacity allowed us to expand our safeguarding presence and influence externally through supporting and presenting at events including the Early Moments Matter Parliamentary exhibition, Rights Respecting Schools Award Conference, and the UNICEF National Committee Child Safeguarding Meeting.

Youth voice and influence

We grew our youth work with children and young people across the UK and around the world in 2023, elevating their voices and supporting their active participation:

- Raising awareness of all children's rights through our youth advocacy campaign OutRight (pages 21 and 76) and our Youth Advisory Board (pages 4–5)
- Facilitating exchanges with decision-makers and supporters, including the UN Committee on the Rights of the Child, the Minister for Children, at the Formula E London E-Prix and during Soccer Aid for UNICEF.

We continue to be influenced by the views of children and young people, for example:

- Members of the Youth Advisory Board participated in multiple colleague recruitment processes and co-created our updated Youth Voice and Influence strategy
- We collaborated with Youth Marketing Agency Voxburner at our All Colleague Away Day, hosting a Gen Z panel for colleagues to hear from and be inspired by potential future supporters

We brought UNICEF Youth Advocates from the USA; Carribean; UK; Europe; South Asia, and Southeast Asia, together to collaborate with us on our Storytelling Project:

- 12 young people from nine countries played a crucial role, in our efforts to develop a decolonial and anti-racist approach to our storytelling.
- Young people have shared their views about the way we speak about children and our work, participated in the narrative analysis process, and provided comment on the proposed principles and practices for this work.

Complaints and feedback

★★★★☆

4 out of 5 supporters rate our service as excellent.

Complaints down 8%

Responded to over 47,400 direct enquiries

At UNICEF UK we're committed to putting our supporters at the heart of our fundraising activities and we aim to provide the best possible experience and demonstrate the transformative power of donations.

"It makes me feel happier inside to know people are doing something to care about the children around the world. ★★★★★"

UNICEF UK supporter

We are registered with the Fundraising Regulator and follow their Code of Fundraising Practice. There may be times when we don't reach our highest standards and when this is the case, we are committed to investigating and learning from every complaint in line with our Complaints Policy.

In 2023, UNICEF UK received a total of 527 complaints, a decrease of 8% from 2022 (568). In Q4 we saw an increase in contact, complaints, and people wishing to know how best to support our Children in Gaza Crisis Appeal. We received 158 complaints relating to the Gaza Appeal, primarily related to our emergency response rather than specific fundraising activity and as such fall out of scope of our report to the Fundraising Regulator.

We report all fundraising related complaints each year to the Fundraising Regulator to be fully transparent on how our fundraising is being experienced by our supporters. The report is approved by our Executive team and Trustees using our complaint data. In 2023 we had no complaint investigations by the Fundraising Regulator.

We follow the Charity Commission's Serious Incident Reporting Process to comply with our Charity governance requirements. Our Trustees maintain transparent accountability for our legal, compliance and fair operations at UNICEF UK.

We also recognise the wishes of supporters to stop any future contact from UNICEF UK. In 2024, alongside our privacy adherence, we received 56 requests from people to stop future contact via the Fundraising Preference Service.

Treating our supporters fairly

It is our commitment to deliver the best possible experience for all, and so we apply a rigorous policy framework to this area of activity. We are guided by our Complaints and Privacy policies that are published on our website. These outline our high standards and what people can expect in terms of their experience from UNICEF UK. In addition, we follow our Adults in Vulnerable Circumstances and our Accepting, Refusing and Returning Donations Policies.

In 2023 we updated our Adults in Vulnerable Circumstances policy. Our Vulnerable Circumstances Policy incorporates updates and guidance published by the Chartered Institute of Fundraising. Our policy outlines the process we follow when we are alerted to a person in potentially vulnerable circumstances, the steps we take to clarify this, and the situations in which we may cancel or return a gift.

We train our staff and fundraisers on best practice when working with adults in vulnerable circumstances, including characteristics to look for. If these characteristics are noted, our fundraisers are trained to end the conversation without taking a donation. All telephone calls are recorded to help facilitate a peer review process of donor interactions.

Where there has been a suggestion that a donor is in a potentially vulnerable circumstance, these are escalated to our Supporter Care team for assessment. This will normally include contacting the donor to check their understanding of any commitment they have made, and that this was a free and informed choice.

In our fundraising materials and activities, we always aim to illustrate the transformative power that donations can have while giving our donors information to support their decision making. We set clear expectations and training for both UNICEF UK and our agency staff on the standards we expect them to uphold when engaging with our supporters.

Supporter care

At UNICEF UK we aim to make supporting and engaging with us as straightforward as possible. We monitor the channels that our supporters use to engage with us and resource and enhance each channel as appropriate. We operate a 24/7 contact service, meaning that our supporters can call us at a time that best suits them.

UNICEF UK seeks every opportunity to improve our experience and service. We aim to learn from the feedback and stories our supporters share with us, so that we can continue to deliver amazing service.

In 2023, we responded to over 47,415 direct enquiries from our supporters and members of the public on our work for children. This ranged from how people can support our work in emergencies to looking for help in relation to child rights.

“All the very best to you and the team at UNICEF UK. It’s been a pleasure to support the excellent work you do.”

UNICEF UK supporter

OUR PEOPLE AND THE COMMUNITY

Our Shared Commitment

Our goal is to have a highly effective, engaged, and diverse workforce that live our values, and are supported to deliver their best work for children. We believe in the power of fulfilled colleagues who share the same values and goals, enjoy their work, and are motivated and united in our drive to create a better world for every child. This belief is key to our continued success and enables us to meet our income, impact, and influence goals. To continue to attract and retain the best talent, UNICEF UK needs to be an organisation that supports our workforce to thrive.

In 2023 we introduced a number of new and improved initiatives to further support our colleagues. In January we moved to a new Health Cash Plan. We also changed pension provider, allowing wider investment options for colleagues, an easier platform for engagement and a new default fund with an environmental, social and governance (ESG) overlay.

We also refreshed and improved a number of our policies over the year, including our Early Moments Policy. This policy, first launched in 2019, speaks directly to our commitment to children, giving everyone access to the same time off and pay regardless of route to parenthood, gender or sexual orientation. The improved policy now increases our support to 26 weeks full pay (followed by 13 weeks statutory pay) and offers more transition support for parents such as webinars and mentoring.

Employee engagement

We survey our colleagues on their engagement levels six times a year, and act on the findings. Our engagement scores saw a notable rise in 2023, reaching our highest overall score since we started using our survey platform in 2018. This has been fuelled by colleagues’ increased engagement with our strategic direction and strong appreciation of management support, peer relationships and connection with our organisational values.

In addition to regular team meetings, all colleagues are invited to monthly all staff briefings to keep them informed, achieve a common awareness of the factors affecting UNICEF UK's performance and to give them an opportunity to ask questions. In September 2023, we saw a record attendance at our annual All Colleague Away Day, providing an important opportunity for interaction between colleagues.

Employee voice

We believe that open, honest and timely communication is key to our success. To further improve the ways that we listen to colleagues, seek their input into organisational decisions, and act on what we hear, we undertook a project to improve employee voice.

This project led to a number of tangible improvements in line with our values, including improved management training and support, an updated internal communications strategy and a strengthening of our existing employee networks. Part of the project also considered whether to pursue a possible partnership with a trade union. However, following information sessions, an indicative vote showed that the interest was quite low and we did not pursue this further. As a result, we have instead further strengthened our Staff Association, a colleague body consisting of employee volunteers, which acts as a formal channel for dialogue and works to safeguard the rights, interests and welfare of all UNICEF UK colleagues.

Equity, diversity and inclusion

UNICEF UK is committed to creating a working environment and culture that supports and promotes equity, diversity and inclusion (EDI). In 2023 we focused on collaboration, participation and ownership of inclusion across the organisation.

As an organisational strategic priority, inclusion and equity are seen as intrinsic to our mission. Over the past year, inclusion and equity has become more deeply embedded and integral to our culture, ways of working and systems and processes, enacted through our relationships, roles and responsibilities. The EDI Team has collaborated with colleagues across the organisation to make progress on the following key areas:

1. Inclusion strategy
We defined and agreed a new scope for the next EDI strategy, a progressive, bold and ambitious plan that gives us a new, shared understanding of EDI sitting across all that we do. This was developed following a cross-sector analysis of EDI strategies in the sector.

2. Anti-racism
We have begun our work toward becoming an anti-racist organisation through delivering on our five initial commitments. Looking forward, we have co-developed a comprehensive anti-racism action plan for the next three years with allocated budget and resource.

We have defined how we will resource and recognise the work of our colleague networks, ensuring that marginalised groups are not disproportionately taking on additional work without recognition and support. We have also reviewed, updated and promoted our reporting mechanisms and secured a comprehensive learning and training menu for 2024.

Our Communications Team has also led a significant piece of work on storytelling, looking at how we embed anti-racism through the stories that we tell.

3. Inclusive language
Colleagues now have a shared framework that aims to help them to feel more confident in engaging in EDI discussions, promoting collective understanding across the organisation. Workshops have been developed for delivery in 2024, based on focus groups conducted with colleagues with lived experience, helping us to define the language that we want to use.

4. Accessibility and disability inclusion
UNICEF UK is now signing up as a disability confident employer. We have embedded disability equity into our recruitment process, guaranteeing interviews for disabled candidates who meet minimum criteria and making sure that appropriate adjustments can be made at every step of the recruitment process. We also conducted a disability audit of our building and audited our website to ensure we meet required accessibility standards. We have additionally partnered with Leonard Cheshire on launching an apprenticeship scheme for 2024.

5. Inclusive talent and culture
We continued to support our Colleague Networks to celebrate and raise awareness of different cultures throughout the year. We also put on open sessions for colleagues to share and reflect on their experiences of ongoing external world events.

6. Inclusive design
We supported each team across the organisation to continue to develop and deliver their own inclusion action plans, identifying ways to enhance inclusion within every part of UNICEF UK. As part of this process, every team also identified an inclusion champion, who attend regular meetings together to share best practice and receive ongoing support from our EDI team.

Our facilities

In 2023, we observed a consistent increase in the number of our colleagues returning to the office after the COVID-19 pandemic, with midweek averages ranging from 75 to 85 people. Our Hybrid Working Guidance, which requires our colleagues to work from the office on average one day a week, has been well-received and observed.

In September 2023, a tenant occupying 7,637 square feet of our London office's 19th floor, terminated their lease and returned the space to UNICEF UK. This space is currently being marketed alongside the remaining 3,894 square feet of the 19th floor, with the latter currently under offer. When we successfully sublet these parts of our office, any cost savings will be directly invested in improving our work for children.

Impact of operations on the environment

Climate change is changing our world and the lives of children. The climate crisis is a child rights crisis that harms children's rights to health, education, and protection. UNICEF UK knows that our internal processes, procurement practices and travel create an impact, which we are committed to reducing through the implementation of our environmental policy.

ISO14001 certification
In 2023 we engaged an external consultancy to measure UNICEF UK's carbon footprint and to identify environmental improvement opportunities across the organisation. Following this review, we are working towards the establishment of an environmental management system (EMS) certified to the internationally recognised ISO14001:2015 Standard. The EMS will provide a framework for us to manage and reduce our environmental impact across all of our activities, including monitoring and measuring progress against newly established environmental targets. We aim to achieve our ISO14001 certification by Q4 2024.

Responsible sourcing
Throughout 2023, we maintained our commitment to responsibly source our suppliers by taking into account social, ethical, and environmental considerations. We used our Supplier Code of Conduct and Ethical Purchasing Questionnaire to identify and collaborate with suppliers who share our values and are taking positive steps in this area.

Colleague awareness and action
2023 saw the re-launch of our colleague Green Group, with volunteers from across UNICEF UK engaging colleagues on environmental topics such as waste and recycling and identifyfing initiatives that support the delivery of our environmental objectives.

Energy use
Our London office has attained an Excellent Rating in New Construction under BREEAM, the world's leading sustainability assessment. And in December 2023 the building achieved the BREEAM In Use Very Good rating.
The landlord purchases renewable, green energy backed by Guarantees of Origin and certified as sustainable electricity through the EKOenergy scheme.

In accordance with the Streamlined Energy and Carbon reporting (SECR) requirements, UNICEF UK's energy usage and emissions for the year 2023 were as follows:

UK Greenhouse Gas emissions and energy use data for the period 1 January 2023 to 31 December 2023	2023 Current Reporting Year	2022
Total Energy consumption in kWh	254,913	297,619
Electricity	231,297	297,619
Transport fuel	23,616	-
Scope 2 emissions in metric tonnes CO_2e: Electricity	47.896	57.554[1]
Scope 3 emissions in metric tonnes CO_2e:	5.726	-
Total gross emissions in metric tonnes	53.622	57.554
Intensity ratio (tonnes of CO_2e per staff member)	0.155	0.19

[1] 2022 emissions recalculated using Defra 2022 conversion factor

Our methodology follows the 2019 HM Government Environmental Reporting Guidelines and the GHG Reporting Protocol – Corporate Standard. We have used the 2023 UK Government's Conversion Factors for Company Reporting for our calculations. For 2023, we have included energy use from transport fuel for the first time.

Energy efficiency
We have implemented energy-saving measures from our ESOS report, for example increasing server-room temperature from 20°C to 25°C, adjusting lighting settings, and engaging staff on energy efficiency measures. Further work such as heating and cooling periods and mothballing unused equipment have improved energy efficiency.

Carbon footprint, emissions metrics and targets
Our carbon footprint for 2023 is 439.771 tonnes.

	2023 tCO_2e	2022 tCO_2e
Gross Scope 1 (Direct emissions)[1]	0.000	10.463
Gross Scope 2 location-based energy (Indirect emissions)[2]	47.896	57.554
GHG reductions from renewable energy[2]	47.896	57.554
Net Scope 2 market-based energy (Indirect emissions)[2]	0.000	0.000
Gross Scope 3 emissions (Indirect emissions)[3]	439.771	340.405
Total gross Scope 1,2 & 3 emissions	487.667	408.422
Total net Scope 1,2 & 3 emissions	439.771	350.868
Tonnes CO_2e per employee (net emissions)	**1.271**	**1.143**

[1]Gross scope 1 accounts for direct GHG emissions

[2]Scope 2 accounts for indirect GHG emissions associated with the generation of imported / purchased electricity, heat or steam (location-based reflects grid average emission factor, market-based reflects emission factors from purchased renewable energy)

[3]Gross scope 3 accounts for other indirect GHG emissions associated with business travel, water, waste disposal, working from home and staff commute

The overall footprint has increased in 2023 due to increased business travel in the post-pandemic period and a more accurate measurement of emissions from colleagues commuting to and from the office. Our new environmental targets, going live in 2024, will help us to manage and reduce GHG emissions and wider environmental impacts across our operations. Progress against these targets will be reported going forward.

We have engaged a consultancy firm in 2024 to measure, for the first time, emissions from purchased goods and services. We will also seek to measure aspects of our footprint more accurately, such as staff commute. These improvements will be included in our carbon footprint reporting going forward.

Impact of the charity's operations on the community

Our extensive programmes in the UK (see page 16) 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 over 10,500 children in 19 schools in Newham, and we work with local NHS Trusts 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.

Volunteers

Our volunteers contribute in many important ways to UNICEF UK's success and achievements. Volunteers – including our Trustees, regional UNICEF groups, special advisers, Ambassadors and High Profile Supporters – donated thousands of hours of their time during 2023. Thank you.

Above: UNICEF UK colleagues enjoying our away day in September 2023.

The report of the Trustees including the Strategic Report was approved by the Trustees on 15 May 2024 and signed on their behalf by Shatish Dasani.

Shatish Dasani

Shatish Dasani, Chair of the Board of Trustees

[1] 2022 emissions recalculated using Defra 2022 conversion factor

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND THE TRUSTEES OF THE UNITED KINGDOM COMMITTEE FOR UNICEF

Opinion

We have audited the financial statements of The United Kingdom Committee for UNICEF ('the charitable company') and its subsidiaries ('the group') for the year ended 31 December 2023 which comprise Consolidated Statement of financial activities, the Consolidated and Charity Balance sheets, the Consolidated cash flow statement and notes to the financial statements, including 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 the charitable company's affairs as at 31 December 2023 and of the group's income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

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 trustee's 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 charitable company's or 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 contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. 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.

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 this gives rise to a material misstatement in the financial statements themselves. 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 our audit

- the information given in the Trustees' Report, which includes the Directors' Report and the Strategic 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' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception
In light of the knowledge and understanding of the group and charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report or the Directors' Report included within the Trustees' Report.

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

- adequate and proper accounting records have not been kept; or

- the 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

As explained more fully in the trustees' responsibilities statement, 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 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 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

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

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.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

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.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members including internal specialists. We then designed and performed audit procedures responsive to those risks,

including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company and group operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102) 2019. We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's and the group's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company and the group for fraud. The laws and regulations we considered in this context for the UK operations were General Data Protection Regulation (GDPR), Anti-fraud, bribery and corruption legislation, and Taxation legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of recognition of grant, voluntary and legacy income, and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, internal audit and the Audit & Risk Committee about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, detailed reviews of a sample of funding agreements for income and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

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, and to the charitable company's trustees, as a body, in accordance with 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 and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

N. Hashemi

Naziar Hashemi

Senior Statutory Auditor

For and on behalf of
Crowe U.K. LLP
Statutory Auditor
London

17 May 2024

FINANCIAL STATEMENTS

Consolidated statement of financial activities

(incorporating an income and expenditure account)

For the year ended 31 December 2023

	Notes	Unrestricted £'000	Restricted £'000	2023 Total £'000	Unrestricted £'000	Restricted £'000	2022 Total £'000
Income from:							
Donations and legacies	*2*	54,016	95,252	**149,268**	51,107	117,761	**168,868**
Charitable activities:							
UK Programmes	*3*	2,676	-	**2,676**	2,154	-	**2,154**
Other trading activities	*4*	14	-	**14**	91	-	**91**
Investments	*5*	983	-	**983**	198	-	**198**
Other income	*6*	1,166	6,743	**7,909**	1,428	6,764	**8,192**
Total income		58,855	101,995	**160,850**	54,978	124,525	**179,503**
Expenditure							
Expenditure on:							
Raising funds	*7*	27,248	6,831	**34,079**	19,485	8,872	**28,357**
Charitable activities							
Core UNICEF programmes	*8*	25,207	-	**25,207**	25,893	-	**25,893**
Specific UNICEF programmes	*8*	-	85,735	**85,735**	-	107,610	**107,610**
UK programmes, advocacy & programme engagement	*8*	6,366	2,611	**8,977**	5,725	1,372	**7,097**
		31,573	88,346	**119,919**	31,618	108,982	**140,600**
Other expenditure	*9*	-	6,395	**6,395**	734	6,839	**7,573**
Total expenditure		58,821	101,572	**160,393**	51,837	124,693	**176,530**
Net income for the year		34	423	**457**	3,141	(168)	**2,973**
Transfers between funds		-	-	**-**	59	(59)	**-**
Net movement in funds		34	423	**457**	3,200	(227)	**2,973**
Total funds brought forward		8,012	746	**8,758**	4,812	973	**5,785**
Total funds carried forward		8,046	1,169	**9,215**	8,012	746	**8,758**

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.

Company number: 3663181

Balance sheets

As at 31 December 2023

		Group		Charity	
		2023	2022	2023	2022
	Notes	£'000	£'000	£'000	£'000
Fixed assets					
Tangible assets	*14*	**1,409**	1,565	**1,409**	1,565
Investments	*15*	**-**	-	**20**	20
		1,409	1,565	**1,429**	1,585
Current assets					
Debtors	*17*	**15,466**	17,770	**15,493**	18,116
Cash at bank and in hand		**25,498**	27,113	**25,451**	26,747
		40,964	44,883	**40,944**	44,863
Current Liabilities					
Creditors: amounts falling due within one year	*18*	**14,000**	13,965	**14,000**	13,965
Amounts due to UNICEF		**18,563**	23,130	**18,563**	23,130
		32,563	37,095	**32,563**	37,095
Net current assets		**8,401**	7,788	**8,381**	7,768
Total assets less current liabilities		**9,810**	9,353	**9,810**	9,353
Creditors: amounts falling due after one year	*19*	**595**	595	**595**	595
Total net assets	*21*	**9,215**	8,758	**9,215**	8,758
Funds	*22*				
Unrestricted funds					
General funds		**5,552**	5,552	**5,552**	5,552
Designated funds		**2,494**	2,460	**2,494**	2,460
Restricted funds		**1,169**	746	**1,169**	746
Total funds		**9,215**	8,758	**9,215**	8,758

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 £457,000 (2022: net income £2,973,000).

The notes on pages 140 to 156 form part of these financial statements.

These financial statements were approved and authorised for issue by the Trustees on 15 May 2024 and were signed on their behalf by:

Shatish Dasani
Chair

Sean Carney
Treasurer

Consolidated statement of cash flows

For the year ended 31 December 2023

	2023	2022
	£'000	£'000
Net income for the reporting period (as per the Statement of Financial Activities)	**457**	2,973
Adjustments for:		
Interest from investments	(983)	(198)
Depreciation charges	287	324
Loss/(profit) on the disposal of fixed assets	5	-
Foreign exchange rate (gains)/losses	473	(1,392)
(Increase)/decrease in debtors	2,304	(2,310)
Increase/(decrease) in creditors	(4,532)	2,349
Net cash provided by operating activities	**(1,989)**	1,746
Cash flows from investing activities		
Interest from investments	983	198
Purchase of fixed assets	(136)	(76)
Net cash provided used in investing activities	**847**	122
Effect of foreign exchange rate fluctuations on cash and cash equivalents	(473)	1,392
Increase in cash and cash equivalents	**(1,615)**	3,260
Cash and cash equivalents at the beginning of the year	27,113	23,853
Cash and cash equivalents at the end of the year	**25,498**	27,113

Notes to the financial statements

For the year ended 31 December 2023

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.

d) Significant estimation uncertainty and key judgments

The trustees have considered 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 items in the accounts where these judgements and estimates have been made include:

- The treatment of deferred income balances relating to the timing of grant income;
- Provisions such as the dilapidations or bad debt involve assumptions and estimation techniques. These are based on the experience and knowledge of management and past evidence;
- The cost allocation methodology requires a judgement as to what are the most appropriate bases to use to apportion support costs.
- The recognition and valuation of legacy income requires significant judgement and estimation techniques - see note 1e for further details.
- In assessing the lease obligations related to office space we have reviewed the extent to which unavoidable costs exceed the economic benefits and assessed that it is not currently necessary to provide for onerous lease obligations.

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.

Legacies and bequests are recognised when the conditions of entitlement, probability and measurement are met. Entitlement is deemed to be the point of notification of a legacy or when probate has been granted.

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 (Gifts in kind)

Donated services and facilities are treated as gifts in kind and are included as income (with an equivalent amount in resources expended) at the estimated value to the Charity. Income is recognised if the benefit to the Charity is reasonably quantifiable, measurable, and material, the Charity is entitled to the donation in that control over the expected economic benefit has passed and it will more than likely flow to the Charity.
Judgement has been applied in the consideration of what gifts in kind are included in the Charities accounts. Gifts in kind are accounted for where the actual expenditure incurred by a supporting organisation/partner can be measured reliably and the Charity has received the benefit. If elements of support cannot easily be quantified as they are not discrete activities but embedded within wider arrangements, full value of support is not included in the Charity's Statement of Financial Activities.

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

i) Expenditure and irrecoverable VAT

Expenditure is recognised on an accruals basis 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 grants payable to UNICEF for international programmes and costs incurred directly by UNICEF UK in the furtherance of its charitable objectives through UK programmes and advocacy work, along with associated support cost. Grants payable to UNICEF and other third parties are considered to be a part of the cost of activities in furtherance of the objects of the charity. This is because such grants support programmes providing long-term sustainable benefits for children and emergency relief at times of crisis;
- Other expenditure represents those items not falling into any other heading.

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 estimates' (based on space, usage or time spent) of the amount attributable to each activity.

- Raising funds 74% (2022: 74%)
- UK programmes and advocacy 16% (2022: 16%)
- Governance costs 10% (2022: 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 are held separately from the charitable company in independently administered funds. The charge in the Statement of Financial Activities is the amount of contributions payable to the pension scheme in respect of the accounting period.

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

	Unrestricted	Restricted	2023 Total	Unrestricted	Restricted	2022 Total
	£'000	£'000	**£'000**	£'000	£'000	**£'000**
Gifts (by source):						
Direct marketing	35,580	19,789	**55,369**	35,727	25,174	**60,901**
Corporate partnerships	2,208	32,981	**35,189**	1,555	42,351	**43,906**
Major supporters, charitable trusts and foundations	3,072	37,840	**40,912**	1,792	38,705	**40,497**
Fundraising initiatives and regional fundraising	431	609	**1,040**	607	2,554	**3,161**
Special events	5,458	5	**5,463**	4,603	1,632	**6,235**
Other	66	-	**66**	101	30	**131**
Legacies	7,201	66	**7,267**	6,722	9	**6,731**
Government grants:						
Foreign, Commonwealth & Development Office (FCDO)	-	2,236	**2,236**	-	2,970	**2,970**
Jersey Overseas Aid (JOA)	-	163	**163**	-	563	**563**
Guernsey Overseas Aid & Development Commission	-	60	**60**	-	10	10
Isle of Man International Development Committee	-	678	**678**	-	733	733
The Scottish Government	-	310	**310**	-	2,685	**2,685**
Donated services	-	515	**515**	-	345	**345**
Total income from donations and legacies	**54,016**	**95,252**	**149,268**	**51,107**	**117,761**	**168,868**

3 Income from charitable activities

	Unrestricted	Restricted	2023 Total	Unrestricted	Restricted	2022 Total
	£'000	£'000	**£'000**	£'000	£'000	**£'000**
UK Programmes:						
Fees for Baby Friendly Initiative materials and services	1,473	-	**1,473**	1,394	**-**	**1,394**
Fees for Rights Respecting Schools materials and services	923	-	**923**	509	**-**	**509**
Child Rights Partners fee	280	-	**280**	251	**-**	**251**
Total income from charitable activities	**2,676**	**-**	**2,676**	2,154	**-**	**2,154**

4 Income from other trading activities

	Unrestricted	Restricted	2023 Total	Unrestricted	Restricted	2022 Total
	£'000	£'000	**£'000**	£'000	£'000	**£'000**
UNICEF cards and gifts						
Sales of cards and gifts	14	-	**14**	91	-	91
Total income from other trading activities	**14**	**-**	**14**	**91**	**-**	**91**

5 Income from investments

	Unrestricted	Restricted	2023 Total	Unrestricted	Restricted	2022 Total
	£'000	£'000	**£'000**	£'000	£'000	**£'000**
Interest on bank deposits	983	-	**983**	198	**-**	198
Total income from investments	**983**	**-**	**983**	**198**	**-**	**198**

6 Other income

	Unrestricted	Restricted	2023 Total	Unrestricted	Restricted	2022 Total
	£'000	£'000	**£'000**	£'000	£'000	**£'000**
Foreign exchange gains	-	-	**-**	1,041	-	1,041
UNICEF fundraising development	-	6,743	**6,743**	-	6,764	6,764
Share of profit in joint venture	904	-	**904**	-	-	-
Rental Income	262	-	**262**	387	-	387
Total other income	**1,166**	**6,743**	**7,909**	**1,428**	**6,764**	**8,192**

7 Expenditure on raising funds

2023 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2023 Total
	£'000	£'000	£'000	£'000	**£'000**
Direct marketing	2,820	9,866	4,083	654	**17,423**
Corporate partnerships	2,267	606	3,092	233	**6,198**
Major supporters, charitable trusts and foundations	1,635	267	3,029	193	**5,124**
Fundraising initiatives and regional fundraising	-	41	-	2	**43**
Special events	1,426	1,296	1,200	153	**4,075**
Legacies	266	370	526	45	**1,207**
UNICEF cards and gifts	-	9	-	-	**9**
Total expenditure on raising funds	**8,414**	**12,455**	**11,930**	**1,280**	**34,079**

2022 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2022 Total
	£'000	£'000	£'000	£'000	**£'000**
Direct marketing	2,420	8,663	3,137	496	**14,716**
Corporate partnerships	1,958	727	2,218	171	**5,074**
Major supporters, charitable trusts and foundations	1,428	215	2,195	134	**3,972**
Fundraising initiatives and regional fundraising	-	132	-	5	**137**
Special events	1,147	1,219	873	113	**3,352**
Legacies	249	316	437	35	**1,037**
UNICEF cards and gifts	-	68	-	1	**69**
Total expenditure on raising funds	**7,202**	**11,340**	**8,860**	**955**	**28,357**

8 Expenditure on charitable activities

2023 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2023 Total
	£'000	£'000	£'000	£'000	**£'000**
Core UNICEF programmes:	**-**	**25,207**	**-**	**-**	**25,207**
Specific UNICEF programmes:					
Humanitarian emergencies	**-**	**39,432**	**-**	**-**	**39,432**
Health	**-**	**12,576**	**-**	**-**	**12,576**
HIV & AIDS	**-**	**-**	**-**	**-**	**-**
Water, sanitation and hygiene	**-**	**3,478**	**-**	**-**	**3,478**
Nutrition	**-**	**23,880**	**-**	**-**	**23,880**
Education	**-**	**3,848**	**-**	**-**	**3,848**
Child protection	**-**	**397**	**-**	**-**	**397**
Social inclusion	**-**	**603**	**-**	**-**	**603**
Safe and clean environment	**-**	**1,189**	**-**	**-**	**1,189**
Gender equality	**-**	**332**	**-**	**-**	**332**
	-	**85,735**	**-**	**-**	**85,735**
UK programmes, advocacy & programme engagement:					
Development education and youth work	1,738	449	865	119	**3,171**
Baby Friendly Initiative	769	400	456	64	**1,689**
Campaign and parliamentary work	1,397	502	844	107	**2,850**
UNICEF programme engagement	706	33	481	47	**1,267**
	4,610	**1,384**	**2,646**	**337**	**8,977**
Total expenditure on charitable activities	**4,610**	**112,326**	**2,646**	**337**	**119,919**

Expenditure included in Core and Specific UNICEF programmes represents grants paid to UNICEF for international programmes.

2022 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2022 Total
	£'000	£'000	£'000	£'000	**£'000**
Core UNICEF programmes:	**-**	**25,893**	**-**	**-**	**25,893**
Specific UNICEF programmes:					
Humanitarian emergencies	**-**	**69,861**	**-**	**-**	**69,861**
Health	**-**	**7,602**	**-**	**-**	**7,602**
HIV & AIDS	**-**	**755**	**-**	**-**	**755**
Water, sanitation and hygiene	**-**	**3,684**	**-**	**-**	**3,684**
Nutrition	**-**	**21,736**	**-**	**-**	**21,736**
Education	**-**	**2,218**	**-**	**-**	**2,218**
Child protection	**-**	**3**	**-**	**-**	**3**
Social inclusion	**-**	**-**	**-**	**-**	**-**
Safe and clean environment	**-**	**1,520**	**-**	**-**	**1,520**
Gender equality	**-**	**231**	**-**	**-**	**231**
	-	**107,610**	**-**	**-**	**107,610**
UK programmes, advocacy & programme engagement:					
Development education and youth work	1,477	279	630	83	**2,469**
Baby Friendly Initiative	719	261	328	46	**1,354**
Campaign and parliamentary work	1,186	395	596	76	**2,253**
UNICEF Programme Engagement	614	17	357	33	**1,021**
	3,996	**952**	**1,911**	**238**	**7,097**
Total expenditure on charitable activities	**3,996**	**134,455**	**1,911**	**238**	**140,600**

9 Other expenditure

2023 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2023 Total
	£'000	£'000	£'000	£'000	**£'000**
UNICEF fundraising development (note 12)	244	6,151	-	-	**6,395**
Share of loss in joint venture	-	-	-	-	**-**
Total other expenditure	**244**	**6,151**	**-**	**-**	**6,395**

2022 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2022 Total
	£'000	£'000	£'000	£'000	**£'000**
UNICEF fundraising development	285	6,554	-	-	**6,839**
Share of loss in joint venture	-	734	-	-	**734**
Total other expenditure	**285**	**7,288**	**-**	**-**	**7,573**

10 Analysis of support and governance costs

2023 Expenditure	Basis of allocation	Core team costs	Governance costs	2023 Total
		£'000	£'000	**£'000**
Finance *	Income and expenditure	4,124	458	**4,582**
Information technology	Headcount	3,946	438	**4,384**
People and development	Headcount	1,727	192	**1,919**
Facilities management	Headcount	2,096	233	**2,329**
Supporter care	Staff time	459	51	**510**
Directorate	Staff time	2,222	247	**2,469**
Total support and governance costs		**14,574**	**1,619**	**16,193**

Support and governance costs include £7,238k of staff costs. In addition, £896k of non-staff costs relating to IT infrastructure projects, which includes transformation projects required to replace legacy systems and processes.

* Includes write off of loan balance to SAP Ltd - see note 23 for further details.

2022 Expenditure	Basis of allocation	Core team costs	Governance costs	2022 Total
		£'000	£'000	**£'000**
Finance	Income and expenditure	2,208	245	**2,453**
Information technology	Headcount	2,969	330	**3,299**
People and development	Headcount	1,414	157	**1,571**
Facilities management	Headcount	1,975	219	**2,194**
Supporter care	Staff time	499	55	**554**
Directorate	Staff time	1,705	189	**1,894**
Total support and governance costs		**10,770**	**1,195**	**11,965**

11 Net income for the year

This is stated after charging:

		2023	2022
		£'000	**£'000**
Depreciation		287	324
Loss on disposal of fixed assets		5	-
Operating lease rentals:	Property	1,438	1,387
Auditors' remuneration:	Audit	49	43
	Other services	20	4
Foreign exchange losses/(gains)		424	(1,041)

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.

	2023	2022
	£'000	**£'000**
Fundraising development programme		
Legacy development	1,023	734
Major donor development	207	190
Other donor recruitment	5,047	5,800
Mid-level donor recruitment	52	17
Business development	-	22
Other funding	414	-
Total funding given in year	**6,743**	**6,763**
Unutilised funding to return to UNICEF	-	**502**
Total funding in year (Note 6)	**6,743**	**7,265**

Movements on UNICEF fundraising development programme funds:

	Total 2023	Total 2022
	£'000	**£'000**
At the start of the year	**12**	88
Funding received	**6,743**	7,265
Funding available	**6,755**	7,353
Funding utilised (Note 9)	**(6,395)**	(6,839)
Funding to return to UNICEF	**-**	(502)
At the end of the year	**360**	**12**

13 Staff costs

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

	2023 Number	2022 Number
Fundraising	**134**	132
UK Programmes and Advocacy	**132**	131
Support teams	**92**	77
Total	**358**	340

Staff costs were as follows:

	2023 £'000	2022 £'000
Salaries and wages	**16,111**	13,579
Redundancy and termination costs	**92**	13
Social security costs	**1,745**	1,592
Pension contributions	**1,138**	891
Total salary costs	**19,086**	16,075
Other staff costs	**527**	562
Total staff costs	**19,613**	16,637

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 employer's pension contributions) paid to key management personnel was £966,306 (2022: £671,276). 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:

	2023 Number	2022 Number
£240,001 - £250,000	**1**	**0**
£160,001 - £170,000	**1**	0
£140,001 - £150,000	**0**	1
£120,001 - £130,000	**3**	0
£110,001 - £120,000	**0**	3
£100,001 - £110,000	**0**	2
£90,001 - £100,000	**10**	3
£80,001 - £90,000	**6**	7
£70,001 - £80,000	**4**	3
£60,001 - £70,000	**33**	10

There were 58 employees in the year (2022: 29 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 £355,161 (2022: £135,795)

13 Staff costs *(continued)*

Executive Remuneration

The executive team's actual remuneration (gross pay and employers pension contributions) in 2023 was as follows:

Name	Position	Gross Pay	Employer's Pension Contribution	Employer's Social Security costs	2023 £ Total
Joanna Rea	Interim Deputy Executive Director for Advocacy, Programmes and Safeguarding	122,500	7,350	15,222	145,072
Mohini Raichura-Brown	Deputy Executive Director, Partnerships and Philanthropy	124,904	10,290	14,891	150,085
Anna Kettley	Deputy Executive Director, Advocacy, Programmes and Safeguarding	38,516	5,983	4,269	48,768
*Michael Flynn	Deputy Executive Director, Public Engagement	246,281	20,688	17,472	284,441
Steven Waugh	Chief Financial Officer	127,500	10,230	15,717	153,447
Jonathan Sparkes	Executive Director	152,613	12,819	19,061	184,493

** The above disclosure for Michael Flynn includes termination payments. His annual salary for the year was £105,454*

The executive team's actual remuneration (gross pay and employers pension contributions) in 2022 was as follows:

Name	Position	Gross Pay	Employer's Pension Contribution	Employer's Social Security costs	2022 £ Total
Anna Kettley	Deputy Executive Director, Advocacy, Programmes and Safeguarding	113,560	6,814	15,197	135,571
[1] Joanna Rea	Interim Deputy Executive Director for Advocacy, Programmes and	9,583	575	1,218	11,376
[2] Jonathan Sparkes	Executive Director	145,000	11,165	19,754	175,919
Michael Flynn	Deputy Executive Director, Public Engagement	113,560	9,464	15,074	138,098
[3] Mohini Raichura-Brown	Deputy Executive Director, Partnerships and Philanthropy	57,500	4,830	7,749	70,079
Steven Waugh	Chief Financial Officer	117,421	7,045	15,766	140,232

1Appointed on 1st December 2022 to provide interim cover for the permanent post holder. The remuneration in the table above is for the period from 1st December to 31st December 2022.
2 Appointed on 1st January 2022
3 Appointed on 1st July 2022. The remuneration above is for the period from 1st July 2022 to 31st December 2022.

Remuneration Ratio

The remuneration of the highest-paid employee in UNICEF UK was 3:7:1 (2022: 4.1:1) times the median remuneration of the workforce.

Pension and retirement benefits

The charity operated one defined contribution pension scheme during the year with Aviva (which came to an end at the end of February 2023) and switched to Hargreaves Lansdown (HL) from 1st of March 2023. The pension cost charge for the year represents contributions payable to the scheme and amounted to £1,138,000 (2022: £891,000).

There were £nil outstanding contributions at the end of the financial year (2022: £nil).

Trustees

The charity trustees were not paid and did not receive any other benefits from employment with the charity in the year (2022: £nil). No charity trustee received payment for professional or other services supplied to the charity (2022: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £8,617 (2022: £3,429) incurred by 7 (2022: 7) 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	2,213	582	557	**3,352**
Additions in year	4	-	132	**136**
Disposals in year	(9)	-	-	**(9)**
At the end of the year	2,208	582	689	**3,479**
Depreciation				
At the start of the year	792	520	475	**1,787**
Charge for the year	184	62	41	**287**
Eliminated on disposal	(4)	-	-	**(4)**
At the end of the year	972	582	516	**2,070**
Net book value				
At the end of the year	**1,236**		**173**	**1,409**
At the start of the year	1,421	62	82	1,565

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).

	2023 £'000	2022 £'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:

	2023 £'000	2022 £'000
Turnover	**41**	138
Gross profit	**41**	138
Administrative expenses	**(10)**	(30)
Operating profit	**31**	108
Profit on ordinary activities	**31**	108
Gift Aid payment to parent undertaking under deed of covenant	**(31)**	(108)
Net result for the financial year	**-**	-
The aggregate of the assets, liabilities and funds was:		
Assets	**57**	380
Liabilities	**(37)**	(360)
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 2023 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 2023 is a net profit of £904k which has been recognised as UNICEF UK's share of the profit for the year ended 31 December 2023 (2022: net loss £734k).

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:

	2023 £'000	2022 £'000
Gross income	**160,809**	179,365
Net income for the year	**457**	2,973

17 Debtors

	Group		**Charity**	
	2023 £'000	**2022 £'000**	**2023 £'000**	**2022 £'000**
Trade debtors	**501**	576	**501**	576
Other debtors	**2,820**	2,662	**2,820**	2,662
Prepayments	**1,944**	5,161	**1,944**	5,161
Accrued income	**10,201**	9,371	**10,191**	9,357
Amounts due from subsidiary undertaking	**-**	-	**37**	360
Total debtors	**15,466**	17,770	**15,493**	18,116

18 Creditors: amounts falling due within one year

	Group		**Charity**	
	2023 £'000	**2022 £'000**	**2023 £'000**	**2022 £'000**
Trade creditors	**5,266**	566	**5,266**	566
Taxation and social security	**652**	1,139	**652**	1,139
Provisions	**215**	1,354	**215**	1,354
Other creditors	**169**	130	**169**	130
Accruals	**4,816**	4,939	**4,816**	4,939
Deferred income	**2,882**	5,837	**2,882**	5,837
Total creditors	**14,000**	13,965	**14,000**	13,965

19 Creditors: amounts falling due after one year

	Group		**Charity**	
	2023 £'000	**2022 £'000**	**2023 £'000**	**2022 £'000**
Provision for dilapidations	**595**	595	**595**	595
	595	595	**595**	595

Provisions for other liabilities

The group & charity	Dilapidations	Other	**Total 2023 £'000**	Total 2022 £'000
Provisions falling due under one year (note 18)				
At the beginning of the year	-	1,354	**1,354**	33
Additions	-	15	**15**	1,354
Releases	-	(1,154)	**(1,154)**	(33)
Provisions at the end of the year	-	215	**215**	1,354
Provision falling due more than one year (note 19)	595	-	**595**	595

Dilapidations provision represents an obligation to cover the cost of restoring office property to its original condition when the lease terminates. The provision is expected to be utilised in 2030, the year the lease terminates.

Other provisions include potential repayments relating to Gift Aid and donors. These provisions are expected to be utilised in the next 12 months.

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 and Child Friendly Communities that have been invoiced for but services not yet provided to the party.

	Group		**Charity**	
	2023 £'000	**2022 £'000**	**2023 £'000**	**2022 £'000**
Balance at the beginning of the year	**5,837**	1,884	**5,837**	1,884
Amount deferred in the year	**2,900**	5,489	**2,900**	5,489
Amount released to income in the year	**(5,855)**	(1,537)	**(5,855)**	(1,537)
Balance at the end of the year	**2,882**	5,836	**2,882**	5,836

21 Analysis of group net assets between funds

	General unrestricted £'000	Designated funds £'000	Restricted funds £'000	**Total funds £'000**
Tangible fixed assets	1,565	-	-	**1,565**
Current assets	41,677	2,460	746	**44,883**
Current liabilities	(37,095)	-	-	**(37,095)**
Non- current liabilities	(595)	-	-	**(595)**
Net assets at the end of the year 2022	**5,552**	**2,460**	**746**	**8,758**
Tangible fixed assets	1,409	-	-	**1,409**
Current assets	37,301	2,494	1,169	**40,964**
Current liabilities	(32,563)	-	-	**(32,563)**
Non- current liabilities	(595)	-	-	**(595)**
Net assets at the end of the year 2023	**5,552**	**2,494**	**1,169**	**9,215**

22 Movements in funds

2023 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	5,552	58,855	(57,590)	(1,265)	**5,552**
Designated funds:					
IT Infrastructure reserve	2,460	-	(1,231)	-	**1,229**
Strategic investment	-	-	-	1,265	**1,265**
Total designated funds	2,460	-	(1,231)	1,265	**2,494**
Total unrestricted funds	8,012	58,855	(58,821)	-	**8,046**
Restricted funds:					
Specific UNICEF programmes	-	91,797	(91,797)	-	**-**
Youth Justice Pilot (Children's Rights In Scotland)	35	-	-	-	**35**
Rights Respecting Reserve (Clarks)	15	-	(15)	-	**-**
Rights Respecting Reserve (RLWC)	6	-	(6)	-	**-**
Rights Respecting Reserve (Nord Anglia)	-	12	(12)	-	**-**
Rights Respecting Reserve (Other)	-	-	-	-	**-**
Rights Respecting Reserve (Scotland)	-	310	(310)	-	**-**
Advocacy & Policy Programmes (Child Health Advocacy)	157	381	(253)	-	**285**
Advocacy & Policy Programmes (Early Years)	-	50	(25)	-	**25**
Child Rights & Sports Programme	225	286	(360)	-	**151**
Baby Friendly Reserve	281	180	(148)	-	**313**
[1] Foreign, Commonwealth & Development Office (FCDO)	-	2,236	(2,236)	-	**-**
UNICEF fundraising development	12	6,743	(6,395)	-	**360**
People's Postcode Lottery	(1)	-	1	-	
Children's Rights In Scotland	16	-	(16)	-	**-**
Total restricted funds	746	101,995	(101,572)	-	**1,169**
Total funds	8,758	160,850	(160,393)	-	**9,215**

1 FCDO expenditure relates to 2018 UK Aid Match funded projects to help reduce maternal health and child mortality in Eswatini and Lesotho, 2019 UK Aid Match funded projects to improve the health and development for children under five in Sierra Leone and Zambia and a 2020 UK Aid Match funded project to build safe, inclusive and resilient communities for women and children in Malawi

Purpose of funds

The general unrestricted fund of £5,552,000 covers fixed assets and working capital needs for a period of four months, in line with our reserves policy.
The IT Infrastructure designated reserve relates to investment in information technology, including transformation programmes, planned for 2024.

The strategic investment reserve relates to additional resource, expertise, or investment in activities that support expansion, diversification, capability and furthering children's rights.
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.

2022 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	3,812	54,978	(51,837)	(1,401)	**5,552**
Designated funds:					
UK programmes action research	-	-	-	-	**-**
Total designated funds	1,000	-	-	1,460	**2,460**
Total unrestricted funds	4,812	54,978	(51,837)	59	**8,012**
Restricted funds:					
Specific UNICEF programmes	59	112,574	(112,574)	(59)	**-**
Youth Justice Pilot (Children's Rights In Scotland)	100	-	(65)	-	**35**
Rights Respecting Reserve (Clarks)	25	11	(21)	-	**15**
Rights Respecting Reserve (RLWC)	14	-	(8)	-	**6**
Rights Respecting Reserve (Nord Anglia)	-	42	(42)	-	**-**
Rights Respecting Reserve (Other)	10	-	(10)	-	**-**
Rights Respecting Reserve (Scotland)	20	185	(205)	-	**-**
Advocacy & Policy Programmes (Child Health Advocacy)	372	198	(413)	-	**157**
Child Rights & Sports Programme	143	182	(100)	-	**225**
Baby Friendly Reserve	59	1,574	(1,352)	-	**281**
[1] Foreign, Commonwealth & Development Office (FCDO)	-	2,970	(2,970)	-	**-**
UNICEF fundraising development	87	6,764	(6,839)	-	**12**
People's Postcode Lottery	84	-	(85)	-	**(1)**
Children's Rights In Scotland	-	25	(9)	-	**16**
Total restricted funds	973	124,525	(124,693)	(59)	**746**
Total funds	5,785	179,503	(176,530)	-	**8,758**

[1] FCDO expenditure relates to 2018 UK Aid Match funded projects to help reduce maternal health and child mortality in Eswatini and Lesotho, 2019 UK Aid Match funded projects to improve the health and development for children under five in Sierra Leone and Zambia and a 2020 UK Aid Match funded project to build safe, inclusive and resilient communities for women and children in Malawi

23 Related party transactions

The Trustees, President, Vice Presidents and key managerial staff made donations totalling £60,781 to UNICEF UK during 2023 (2022: £30,917). 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.

During 2023 UNICEF UK transferred £89.2 million (2022: £118.2 million) to UNICEF as grants for international programmatic work to support children around the world.

Costs of £9,942 are recovered from UNICEF UK Enterprises Limited ('UEL') by the parent charity, UNICEF UK (2022: £28,240). As at the balance sheet date, UNICEF UK has an intercompany balance with UEL of £36,533 (2022: £359,815).

UNICEF UK agreed a revolving credit facility of up to £3.0 million to Soccer Aid Productions Limited. Following a Board resolution dated 29 January 2024, UNICEF UK approved the write off of the loan balance of £2.1million as at 31st December 2023. The Soccer Aid for UNICEF event continues to deliver a net surplus for UNICEF UK as donation income is captured within the charity not Soccer Aid Productions Limited, 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 deliver these benefits to UNICEF UK. As at the balance sheet date £428,399 has been drawn down on that facility (2022: £2,048,030).

There are no other related party transactions to disclose for 2023 (2022: none).

24 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary UNICEF UK Enterprises Limited gift aids available profits to the parent charity. There is no charge to corporation tax in 2023 (2022: 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:

	2023	**2022**
	£'000	**£'000**
Less than one year	**1,835**	1,824
One to five years	**7,341**	7,341
Over five years	**2,294**	4,129
	11,470	**13,294**

THANK YOU

UNICEF UK President
Olivia Colman CBE

UNICEF UK Vice-Presidents
Marc Bolland
Lord Hastings of Scarisbrick CBE
Dame Carolyn McCall
Lord Jack McConnell
Mark Makepeace

UNICEF Global Goodwill Ambassadors
Muzoon Almellehan
David Beckham OBE
Orlando Bloom
Vanessa Redgrave CBE

UNICEF UK Ambassadors
Ramla Ali
Martin Bell OBE
Sanjeev Bhaskar OBE
Charley Boorman
Emma Bunton
Gemma Chan
Cat Deeley
David Harewood OBE
Tom Hiddleston
Sir Chris Hoy CBE
Suzy Eddie Izzard
Jemima Khan
Ewan McGregor OBE
Sir Andy Murray OBE
James Nesbitt OBE
Dermot O'Leary
Rita Ora
Lord David Puttnam CBE
Claudia Schiffer
Michael Sheen
Jessie Ware
Robbie Williams
Levison Wood

UNICEF UK High Profile Supporters
Alex Brooker
Martin Compston
Baroness Tanni Grey-Thompson DBE
Arlo Parks
Alex Scott MBE
Cel Spellman

UNICEF UK Youth Advisory Board
Dev, Finn, Jonathan, Kaius, Macey, Ruby, Shafa, Tiana

UNICEF UK Sports Advisory Board

Scotland Advisory Board
Malcolm Robertson (Chair)
Catherine Currie Browne
David Duke MBE
Fiona McFarlane
Liz Reilly
Selvarani Selvaraja

Thank you also to our very generous supporters from Scotland who wish to remain anonymous and who support transformative education both in Scotland and globally.

7 Fund Giving Club
Paul Edwards (Chair)
Peter and Charlotte Bolland
Ray Browne and Beverley Russell Browne
The Carlile Foundation
Clive and Helene Gillmore
Richard Grethe and Michelle Sochor
Nigel, Sarah, Annabel, Amelia and Olivia Hammond
Johan and Claire Levavasseur
Minekte Foundation
Sam and Jo Norman
David and Aimi Palmer
SJM Concerts
Colin and Sue Stone
We also extend our deepest thanks to our six anonymous donors.

Global Guardians
UNICEF UK extends a warm thank you to our Global Guardians, a group of special supporters who make significant gifts to our core programmes for children each year.

Their donations give us the flexibility to respond wherever the need is most urgent. In 2023, Global Guardians contributed £437,000 for UNICEF's core programmes and a further £103,000 towards our critical responses in Ukraine, Türkiye, Syria, Sudan, Libya, and Gaza.

UNICEF NextGen
UNICEF Next Generation is a committed group of young leaders who pledge their financial resources, time, networks, and skills to UNICEF's life-saving work. Our NextGen members unlocked more than £500,000 for our work for children in 2023. Thank you.

Major partners
ADOT
Amazon
Andan Foundation
Arm
Arup & Partners
Asda
AstraZeneca
The Band Aid Charitable Trust
Eric and Kirsty Bendahan
The Big Give
The Bill and Melinda Gates Foundation
BT
Checkout.com
The Children's Investment Fund Foundation
Clipper
Clyde & Co
The Constance Travis Charitable Trust
Eleanor Crook Foundation
D&G Group
Disney
Domestos
Dove
EasyJet
Eleva Foundation
ETP
EY UK
F1
FIA Foundation
Foreign, Commonwealth and Development Office (FCDO)
Global Disability Innovation Hub
States of Guernsey
HSBC
IHS Towers
Isle of Man Government
Jersey Overseas Aid
Jo Malone London
Keller
KPMG Intl and KPMG UK
M&S
The Muriel Jones Foundation
National Grid
Nord Anglia
Oak Foundation
Outernet London
Outright Games
Pitch International
Postcode Education Trust
The Power of Nutrition
PwC
The Simmons & Simmons Charitable Foundation
Squarepoint Foundation
Stephen Robertson
RSM UK
RX
3i
Unilever
ViiV Healthcare Positive Action
Vitality
The Wellcome Trust
World Gold Council
York Theatre

And all those who wish to remain anonymous. Thank you.

Legacies
Legacies continue to provide a large proportion of vital core funding for UNICEF in 2023. We are so grateful to the 266 supporters who left a gift in their Will to the world's children in 2023. Together, these generous gifts totalled £7.2 million, which will go towards our programmes empowering children across the world to reach their potential.

A further 320 supporters pledged to include a gift in their Will to UNICEF, and more than 400 individuals remembered a loved one by giving a gift to UNICEF in memory of a loved one. In July, we held our 10th Annual Summer Garden Party to thank supporters who have included a gift in their will to UNICEF. More than 160 supporters attended. We will be forever grateful for these genuine acts of kindness in helping us to build a safer world for children.

PLEASE SUPPORT OUR WORK TO BUILD A BETTER WORLD FOR EVERY CHILD.

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)

unicef.org.uk

THE UNITED KINGDOM COMMITTEE FOR UNICEF

England & Wales - Charity number 1072612

Accounts

FINANCIAL STATEMENTS

The United Kingdom Committee for UNICEF

Consolidated statement of financial activities
(incorporating an income and expenditure account)

For the year ended 31 December 2022

	Notes	Unrestricted £'000	Restricted £'000	2022 Total £'000	Unrestricted £'000	Restricted £'000	2021 Total £'000
Income from:							
Donations and legacies	2	51,107	117,761	**168,868**	56,265	77,676	**133,941**
Charitable activities:							
UK Programmes	3	2,154	-	**2,154**	1,908	-	**1,908**
Other trading activities	4	91	-	**91**	142	48	**190**
Investments	5	198	-	**198**	4	-	**4**
Other income	6	1,428	6,764	**8,192**	442	5,339	**5,781**
Total income		54,978	124,525	**179,503**	58,761	83,063	**141,824**
Expenditure							
Expenditure on:							
Raising funds	7	19,485	8,872	**28,357**	20,795	6,667	**27,462**
Charitable activities							
Core UNICEF programmes	8	25,893	-	**25,893**	29,720	-	**29,720**
Specific UNICEF programmes	8	-	107,610	**107,610**	-	69,728	**69,728**
UK programmes & advocacy	8	5,725	1,372	**7,097**	5,561	1,186	**6,747**
		31,618	108,982	**140,600**	35,281	70,914	**106,195**
Other expenditure	9	734	6,839	**7,573**	537	5,473	**6,010**
Total expenditure		51,837	124,693	**176,530**	56,613	83,054	**139,667**
Net income for the year		3,141	(168)	**2,973**	2,148	9	**2,157**
Transfers between funds		59	(59)	**-**	-	-	**-**
Net movement in funds		3,200	(227)	**2,973**	2,148	9	**2,157**
Total funds brought forward		4,812	973	**5,785**	2,664	964	**3,628**
Total funds carried forward		8,012	746	**8,758**	4,812	973	**5,785**

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.

The United Kingdom Committee for UNICEF

Company number: 3663181

Balance sheets

As at 31 December 2022

	Notes	Group 2022 £'000	Group 2021 £'000	Charity 2022 £'000	Charity 2021 £'000
Fixed assets					
Tangible assets	14	**1,565**	1,813	**1,565**	1,813
Investments	15	**-**	-	**20**	20
		1,565	1,813	**1,585**	1,833
Current assets					
Debtors	17	**17,770**	15,460	**18,116**	15,639
Cash at bank and in hand		**27,113**	23,853	**26,747**	23,653
		44,883	39,313	**44,863**	39,292
Current Liabilities					
Creditors: amounts falling due within one year	18	**13,965**	8,816	**13,965**	8,816
Amounts due to UNICEF		**23,130**	25,897	**23,130**	25,896
		37,095	34,713	**37,095**	34,712
Net current assets		**7,788**	4,600	**7,768**	4,580
Total assets less current liabilities		**9,353**	6,413	**9,353**	6,413
Creditors: amounts falling due after one year	19	**595**	628	**595**	628
Total net assets	21	**8,758**	5,785	**8,758**	5,785
Funds	22				
Unrestricted funds					
General funds		**5,552**	3,812	**5,552**	3,812
Designated funds		**2,460**	1,000	**2,460**	1,000
Restricted funds		**746**	973	**746**	973
Total funds		**8,758**	5,785	**8,758**	5,785

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 £2,973,000 (2021: net income £2,157,000).

The notes on pages 135 to 151 form part of these financial statements.

These financial statements were approved and authorised for issue by the Trustees on 23 May 2023 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 2022

	2022	2021
	£'000	£'000
Net income for the reporting period (as per the Statement of Financial Activities)	**2,973**	2,157
Adjustments for:		
Interest from investments	(198)	(4)
Depreciation charges	324	435
Foreign exchange rate (gains)/losses	(1,392)	121
(Increase)/decrease in debtors	(2,310)	(1,088)
Increase/(decrease) in creditors	2,349	5,059
Net cash provided by operating activities	**1,746**	6,680
Cash flows from investing activities		
Interest from investments	198	5
Purchase of fixed assets	(76)	-
Net cash provided used in investing activities	**122**	5
Effect of foreign exchange rate fluctuations on cash and cash equivalents	1,392	(121)
Increase in cash and cash equivalents	**3,260**	6,564
Cash and cash equivalents at the beginning of the year	23,853	17,289
Cash and cash equivalents at the end of the year	**27,113**	23,853

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2022

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.

d) Significant estimation uncertainty and key judgments

The trustees have considered 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 items in the accounts where these judgements and estimates have been made include:

- The treatment of deferred income balances relating to the timing of grant income;
- Provisions such as the dilapidations or bad debt involve assumptions and estimation techniques. These are based on the experience and knowledge of management and past evidence;
- The cost allocation methodology requires a judgement as to what are the most appropiate bases to use to apportion support costs.

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.

Legacies and bequest are recognised when the conditions of entitlement, probability and measurement are met. Entitlement is deemed to be the point of notification of a legacy or when probate has been granted.

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 (Gifts in kind)

Donated services and facilities are treated as gifts in kind and are included as income (with an equivalent amount in resources expended) at the estimated value to the Charity. Income is recognised if the benefit to the Charity is reasonably quantifiable, measurable, and material, the Charity is entitled to the donation in that control over the expected economic benefit has passed and it will more than likely flow to the Charity.
Judgement has been applied in the consideration of what gifts in kind are included in the Charities accounts. Gifts in kind are accounted for where the actual expenditure incurred by a supporting organisation/partner can be measured reliably and the Charity has received the benefit. If elements of support cannot easily be quantified as they are not discrete activities but embedded within wider arrangements, full value of support is not included in the Charity's Statement of Financial Activities

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.

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

i) Expenditure and irrecoverable VAT

Expenditure is recognised on an accruals basis 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 grants payable to UNICEF for international programmes and costs incurred directly by UNICEF UK in the furtherance of its charitable objectives through UK programmes and advocacy work, along with associated support cost. Grants payable to UNICEF and other third parties are considered to be a part of the cost of activities in furtherance of the objects of the charity. This is because such grants support programmes providing long-term sustainable benefits for children and emergency relief at times of crisis;
- Other expenditure represents those items not falling into any other heading.

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 74% (2021: 71%)
- UK programmes and advocacy 16% (2021: 19%)
- Governance costs 10% (2021: 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 10 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

	Unrestricted £'000	Restricted £'000	2022 Total £'000	Unrestricted £'000	Restricted £'000	2021 Total £'000
Gifts (by source):						
Direct marketing	35,727	25,174	**60,901**	39,447	15,691	**55,138**
Corporate partnerships	1,555	42,351	**43,906**	2,030	22,244	**24,274**
Major supporters, charitable trusts and foundations	1,792	38,705	**40,497**	1,401	34,275	**35,676**
Fundraising initiatives and regional fundraising	607	2,554	**3,161**	523	1,882	**2,405**
Special events	4,603	1,632	**6,235**	6,265	167	**6,432**
Other	101	30	**131**	26	105	**131**
Legacies	6,722	9	**6,731**	6,513	307	**6,820**
Government grants:						**-**
Coronavirus Job Retention Scheme	-	-	**-**	60	-	**60**
Foreign, Commonwealth & Development Office (FCDO)	-	2,970	**2,970**	-	2,413	**2,413**
Jersey Overseas Aid (JOA)	-	563	**563**	-	200	**200**
Guernsey Overseas Aid & Development Commission	-	10	**10**	-	155	155
Isle of Man International Development Committee	-	733	**733**	-	-	-
The Scottish Government	-	2,685	**2,685**	-	-	**-**
Donated services	-	345	**345**	-	237	**237**
Total income from donations and legacies	**51,107**	**117,761**	**168,868**	**56,265**	**77,676**	**133,941**

2021 income has been restated in order to align the comparatives for direct marketing,corporate partnerships and other split in 2022. There has been no change in the overall level of income to 2021 perviously reported.

3 Income from charitable activities

	Unrestricted £'000	Restricted £'000	2022 Total £'000	Unrestricted £'000	Restricted £'000	2021 Total £'000
UK Programmes:						
Fees for Baby Friendly Initiative materials and services	1,394	-	**1,394**	1,145	**-**	**1,145**
Fees for Rights Respecting Schools materials and services	509	-	**509**	666	**-**	**666**
Safeguarding consultancy fees	-	-	**-**	-	**-**	**-**
Child Rights Partners fee	251	-	**251**	97	**-**	**97**
Total income from charitable activities	**2,154**	**-**	**2,154**	1,908	**-**	**1,908**

4 Income from other trading activities

	Unrestricted £'000	Restricted £'000	2022 Total £'000	Unrestricted £'000	Restricted £'000	2021 Total £'000
UNICEF cards and gifts						
Sales of cards and gifts	91	-	**91**	142	48	190
Total income from other trading activities	**91**	**-**	**91**	**142**	**48**	**190**

2021 income has been restated in order to align the classification for 2022 income. There has been no change in the overall level of income to 2021 previously reported.

5 Income from investments

	Unrestricted £'000	Restricted £'000	2022 Total £'000	Unrestricted £'000	Restricted £'000	2021 Total £'000
Interest on bank deposits	198	-	**198**	4	**-**	4
Total income from investments	**198**	**-**	**198**	**4**	**-**	**4**

6 Other income

	Unrestricted £'000	Restricted £'000	2022 Total £'000	Unrestricted £'000	Restricted £'000	2021 Total £'000
Foreign exchange gains	1,041	-	**1,041**	-	-	-
UNICEF fundraising development	-	6,764	**6,764**	-	5,339	5,339
Rental Income	387	-	**387**	442	-	442
Total other income	**1,428**	**6,764**	**8,192**	**442**	**5,339**	**5,781**

7 Expenditure on raising funds

2022 Expenditure	Staff costs £'000	Direct costs £'000	Support costs £'000	Governance costs £'000	2022 Total £'000
Direct marketing	2,420	8,663	3,137	496	**14,716**
Corporate partnerships	1,958	727	2,218	171	**5,074**
Major supporters, charitable trusts and foundations	1,428	215	2,195	134	**3,972**
Fundraising initiatives and regional fundraising	-	132	-	5	**137**
Special events	1,147	1,219	873	113	**3,352**
Legacies	249	316	437	35	**1,037**
UNICEF cards and gifts	-	68	-	1	**69**
Total expenditure on raising funds	**7,202**	**11,340**	**8,860**	**955**	**28,357**

2021 Expenditure	Staff costs £'000	Direct costs £'000	Support costs £'000	Governance costs £'000	2021 Total £'000
Direct marketing	2,141	9,113	3,178	517	**14,949**
Corporate partnerships	1,750	457	1,958	149	**4,314**
Major supporters, charitable trusts and foundations	1,568	132	1,776	125	**3,601**
Fundraising initiatives and regional fundraising	-	72	-	3	**75**
Special events	1,043	1,054	977	110	**3,184**
Legacies	405	307	478	43	**1,233**
UNICEF cards and gifts	-	103	-	3	**106**
Total expenditure on raising funds	**6,907**	**11,238**	**8,367**	**950**	**27,462**

2021 expenditure has been restated in order to align comparatives for Direct Marketing expenditure in 2022. There has been no change in the overall level of expenditure to 2021 previously reported.

8 Expenditure on charitable activities

2022 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2022 Total
	£'000	£'000	£'000	£'000	**£'000**
Core UNICEF programmes:	-	**25,893**	-	-	**25,893**
Specific UNICEF programmes:					
Humanitarian emergencies	-	**69,861**	-	-	**69,861**
Health	-	**7,602**	-	-	**7,602**
HIV & AIDS	-	**755**	-	-	**755**
Water, sanitation and hygiene	-	**3,684**	-	-	**3,684**
Nutrition	-	**21,736**	-	-	**21,736**
Education	-	**2,218**	-	-	**2,218**
Child protection	-	**3**	-	-	**3**
Social inclusion	-	**-**	-	-	**-**
Safe and clean environment	-	**1,520**	-	-	**1,520**
Gender equality	-	**231**	-	-	**231**
	-	**107,610**	-	-	**107,610**
UK programmes & advocacy:					
Development education and youth work	1,477	279	630	83	**2,469**
Baby Friendly Initiative	719	261	328	46	**1,354**
Campaign and parliamentary work	1,186	395	596	76	**2,253**
UNICEF programme engagement	614	17	357	33	**1,021**
	3,996	**952**	**1,911**	**238**	**7,097**
Total expenditure on charitable activities	**3,996**	**134,455**	**1,911**	**238**	**140,600**

Expenditure included in Core and Specific UNICEF programmes represents grants paid to UNICEF for international programmes.

2021 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2021 Total
	£'000	£'000	£'000	£'000	**£'000**
Core UNICEF programmes:	-	**29,720**	-	-	**29,720**
Specific UNICEF programmes:					
Humanitarian emergencies	-	**32,525**	-	-	**32,525**
Health	-	**5,347**	-	-	**5,347**
HIV & AIDS	-	**1,407**	-	-	**1,407**
Water, sanitation and hygiene	-	**2,651**	-	-	**2,651**
Nutrition	-	**21,057**	-	-	**21,057**
Education	-	**3,240**	-	-	**3,240**
Child protection	-	**318**	-	-	**318**
Social inclusion	-	**612**	-	-	**612**
Safe and clean environment	-	**1,351**	-	-	**1,351**
Gender equality	-	**1,220**	-	-	**1,220**
	-	**69,728**	-	-	**69,728**
UK programmes & advocacy:					
Development education and youth work	1,222	168	770	77	**2,237**
Baby Friendly Initiative	613	245	486	48	**1,392**
Campaign and parliamentary work	1,091	336	713	77	**2,217**
UNICEF Programme Engagement	533	14	324	30	**901**
	3,459	**763**	**2,293**	**232**	**6,747**
Total expenditure on charitable activities	**3,459**	**100,211**	**2,293**	**232**	**106,195**

2021 expenditure has been restated in order to align comparatives for Specific UNICEF Programmes split of expenditure in 2022.
There has been no change in the overall level of expenditure to specific Unicef Programmes in 2021 previously reported.

9 Other expenditure

2022 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2022 Total
	£'000	£'000	£'000	£'000	**£'000**
UNICEF fundraising development	285	6,554	-	-	**6,839**
Share of loss in joint venture	-	734	-	-	**734**
Total other expenditure	**285**	**7,288**	**-**	**-**	**7,573**

2021 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2021 Total
	£'000	£'000	£'000	£'000	**£'000**
UNICEF fundraising development	198	5,275	-	-	**5,473**
Share of loss in joint venture	-	537	-	-	**537**
Total other expenditure	**198**	**5,812**	**-**	**-**	**6,010**

The joint venture has a non co-terminus year end with Unicef UK. The loss in the joint venture as at 31 December 2022 arises due to the timing of expenditure, with related income receipts occurring after this date, in 2023.

10 Analysis of support and governance costs

2022 Expenditure	Basis of allocation	Core team costs	Governance costs	2022 Total
		£'000	£'000	**£'000**
Finance	Income and expenditure	2,208	245	**2,453**
Information technology	Headcount	2,969	330	**3,299**
People and development	Headcount	1,414	157	**1,571**
Facilities management	Headcount	1,975	219	**2,194**
Supporter care	Staff time	499	55	**554**
Directorate	Staff time	1,705	189	**1,894**
Total support and governance costs		**10,770**	**1,195**	**11,965**

2021 Expenditure	Basis of allocation	Core team costs	Governance costs	2021 Total
		£'000	£'000	**£'000**
Finance	Income and expenditure	1,807	201	**2,008**
Information technology	Headcount	2,938	326	**3,264**
People and development	Headcount	1,370	152	**1,522**
Facilities management	Headcount	1,945	216	**2,161**
Supporter care	Staff time	644	72	**716**
Directorate	Staff time	1,955	217	**2,172**
Total support and governance costs		**10,659**	**1,184**	**11,843**

11 Net income for the year

This is stated after charging:

		2022	2021
		£'000	**£'000**
Depreciation		324	435
Operating lease rentals:	Property	1,387	1,410
Auditors' remuneration:	Audit	43	38
	Other services	4	-
Foreign exchange losses/(gains)		(1,041)	139

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.

	2022	2021
	£'000	£'000
Fundraising development programme		
Legacy development	734	692
Major donor development	190	251
Other donor recruitment	5,800	4,308
Mid -level donor recruitment	17	
Business development	22	
Other funding	-	88
Total funding given in year	**6,763**	**5,339**
Unutilised funding to return to UNICEF	502	-
Total funding in year	**7,265**	**5,339**

Movements on UNICEF fundraising development programme funds:

	Total 2022	Total 2021
	£'000	£'000
At the start of the year	**88**	222
Funding received	**7,265**	5,339
Funding available	**7,353**	5,561
Funding utilised	**(6,839)**	(5,473)
Funding to return to UNICEF	**(502)**	-
At the end of the year	**12**	**88**

13 Staff costs

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

	2022 Number	2021 Number
Fundraising	**132**	127
UK Programmes and Advocacy	**131**	118
Support teams	**77**	83
Total	**340**	328

2021 staff numbers have been restated in order to align the comparatives with the methodology used in 2022.

Staff costs were as follows:

	2022	2021
	£'000	£'000
Salaries and wages	**13,579**	12,340
Redundancy and termination costs	**13**	436
Social security costs	**1,592**	1,431
Pension contributions	**891**	842
Total salary costs	**16,075**	15,049
Other staff costs	**562**	347
Total staff costs	**16,637**	15,396

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 £671,276 (2021: £680,800). 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:

	2022 Number	2021 Number
£140,001 - £150,000	**1**	1
£120,001 - £130,000	**0**	2
£110,001 - £120,000	**3**	0
£100,001 - £110,000	**2**	2
£90,001 - £100,000	**3**	1
£80,001 - £90,000	**7**	6
£70,001 - £80,000	**3**	3
£60,001 - £70,000	**10**	14

There were 29 employees in the year (2021: 29 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 £135,795 (2021: £149,985).

13 Staff costs *(continued)*

Executive Remuneration

The executive team's actual remuneration (gross pay and employers pension contributions) in 2022 was as follows:

Name	Position	Gross Pay	Employer's Pension Contribution	Employer's Social Security costs	2022 £ Total
Anna Kettley	Deputy Executive Director, Advocacy, Programmes and Safeguarding	113,560	6,814	15,197	135,571
[1] Joanna Rea	Interim Deputy Executive Director for Advocacy, Programmes and Safeguarding	9,583	575	1,218	11,376
[2] Jonathan Sparkes	Executive Director	145,000	11,165	19,754	175,919
Michael Flynn	Deputy Executive Director, Public Engagement	113,560	9,464	15,074	138,098
[3] Mohini Raichura-Brown	Deputy Executive Director, Partnerships and Philanthropy	57,500	4,830	7,749	70,079
Steven Waugh	Chief Financial Officer	117,421	7,045	15,766	140,232

1Appointed on 1st December 2022 to provide interim cover for the permanent post holder. The remuneration in the table above is for the period from 1st December to 31st December 2022.

2 Appointed on 1st January 2022

3 Appointed on 1st July 2022. The remuneration above is for the period from 1st July 2022 to 31st December 2022.

The executive team's actual remuneration (gross pay and employers pension contributions) in 2021 was as follows:

Name	Position	Gross Pay	Employer's Pension Contribution	Employer's Social Security costs	2021 £ Total
[1] Claire Fox	Chief Operating Officer	147,773	5,465	16,711	169,949
Michael Flynn	Deputy Executive Director Individual Giving	107,432	9,024	13,607	130,063
Steven Waugh	Chief Financial Officer / Interim Executive Director	129,585	7,355	16,664	153,604
[2] Anna Kettley	Deputy Executive Director, Advocacy, Programmes and Safeguarding	100,204	6,012	12,900	119,116
[3] Gordon Glick	Deputy Executive Director, Partnerships and Philanthropy	91,360	4,362	12,346	108,068

1 Left UNICEF UK on 31st August 2021. The remuneration for 2021 includes termination payments.

2 Appointed on 1st December 2020

3 Left UNICEF UK 16th December 2021

Remuneration Ratio

The remuneration of the highest-paid employee in UNICEF UK was 4.1:1 (2021: 3.5:1) 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 £891,000 (2021: £841,820).

There were £nil outstanding contributions at the end of the financial year (2021: £nil).

Trustees

The charity trustees were not paid and did not receive any other benefits from employment with the charity in the year (2021: £nil). No charity trustee received payment for professional or other services supplied to the charity (2021: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £3,429 (2021: £1,288) incurred by 7 (2021: 6) members relating to attendance at meetings of the trustees.

14 Tangible fixed assets

The group & charity

	Short leasehold property £'000	Fixtures and fittings £'000	Computer equipment £'000	Total £'000
Cost				
At the start of the year	2,213	599	481	**3,293**
Additions in year	-	-	77	**77**
Disposals in year	-	(17)	(1)	**(18)**
At the end of the year	2,213	582	557	**3,352**
Depreciation				
At the start of the year	607	454	419	**1,480**
Charge for the year	184	108	32	**324**
Eliminated on disposal	-	(17)	(1)	**(18)**
At the end of the year	792	545	450	**1,787**
Net book value				
At the end of the year	**1,421**	**37**	**107**	**1,565**
At the start of the year	1,606	145	62	1,813

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).

	2022 £'000	2021 £'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:

	2022 £'000	2021 £'000
Turnover	**138**	180
Gross profit	**138**	180
Administrative expenses	**(30)**	(58)
Operating profit	**108**	122
Profit on ordinary activities	**108**	122
Gift Aid payment to parent undertaking under deed of covenant	**(108)**	(122)
Net result for the financial year	**-**	-
The aggregate of the assets, liabilities and funds was:		
Assets	**380**	235
Liabilities	**(360)**	(215)
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 2022 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 2022 is a net loss of £734k which has been recognised as UNICEF UK's share of the loss for the year ended 31 December 2022 (2021: net loss £537k).

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:

	2022	2021
	£'000	£'000
Gross income	**179,365**	141,644
Net income for the year	**2,973**	2,157

17 Debtors

	Group		Charity	
	2022	2021	2022	2021
	£'000	£'000	£'000	£'000
Trade debtors	**576**	997	**576**	997
Other debtors	**2,662**	1,961	**2,662**	1,961
Prepayments	**5,161**	367	**5,161**	367
Accrued income	**9,371**	12,135	**9,357**	12,099
Amounts due from subsidiary undertaking	**-**	-	**360**	215
Total debtors	**17,770**	15,460	**18,116**	15,639

2021 numbers have been restated to ensure consistency with preparation of 2022 numbers.

18 Creditors: amounts falling due within one year

	Group		Charity	
	2022	2021	2022	2021
	£'000	£'000	£'000	£'000
Trade creditors	**566**	863	**566**	863
Taxation and social security	**1,139**	1,094	**1,139**	1,094
Provisions	**1,354**	-	**1,354**	-
Other creditors	**130**	11	**130**	11
Accruals	**4,939**	4,964	**4,939**	4,964
Deferred income	**5,837**	1,884	**5,837**	1,884
Total creditors	**13,965**	8,816	**13,965**	8,816

19 Creditors: amounts falling due after one year

	Group		Charity	
	2022	2021	2022	2021
	£'000	£'000	£'000	£'000
Provision for dilapidations	**595**	628	**595**	628
	595	628	**595**	628

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 and Child Friendly Communities that have been invoiced for but services not yet provided to the party.

	Group		Charity	
	2022	2021	2022	2021
	£'000	£'000	£'000	£'000
Balance at the beginning of the year	**1,884**	844	**1,884**	844
Amount released to income in the year	**(1,537)**	(597)	**(1,537)**	(597)
Amount deferred in the year	**5,489**	1,637	**5,489**	1,637
Balance at the end of the year	**5,836**	1,884	**5,836**	1,884

21 Analysis of group net assets between funds

	General unrestricted	Designated funds	Restricted funds	Total funds
	£'000	£'000	£'000	£'000
Tangible fixed assets	1,813	-	-	**1,813**
Current assets	37,340	1,000	973	**39,313**
Current liabilities	(34,713)			**(34,713)**
Non- current liabilities	(628)			**(628)**
Net assets at the end of the year 2021	**3,813**	**1,000**	**972**	**5,785**
Tangible fixed assets	1,565	-	-	**1,565**
Current assets	41,677	2,460	746	**44,883**
Current liabilities	(37,095)	-	-	**(37,095)**
Non- current liabilities	(595)	-	-	**(595)**
Net assets at the end of the year 2022	**5,552**	**2,460**	**746**	**8,758**

22 Movements in funds

2022 Movements in funds

	At the start of the year	Income & gains	Expenditure & losses	Transfers between funds	At the end of the year
	£'000	£'000	£'000	£'000	£'000
Unrestricted funds:					
General funds	3,812	54,978	(51,837)	(1,401)	**5,552**
Designated funds:					
IT Infrastructure reserve	1,000	-	-	1,460	**2,460**
Total designated funds	1,000	-	-	1,460	**2,460**
Total unrestricted funds	4,812	54,978	(51,837)	59	**8,012**
Restricted funds:					
Specific UNICEF programmes	59	112,574	(112,574)	(59)	**-**
Youth Justice Pilot (Children's Rights In Scotland)	100	-	(65)	-	**35**
Rights Respecting Reserve (Clarks)	25	11	(21)	-	**15**
Rights Respecting Reserve (RLWC)	14	-	(8)	-	**6**
Rights Respecting Reserve (Nord Anglia)	-	42	(42)	-	**-**
Rights Respecting Reserve (Other)	10	-	(10)	-	**-**
Rights Respecting Reserve (Scotland)	20	185	(205)	-	**-**
Advocacy & Policy Programmes (Child Health Advocacy)	372	198	(413)	-	**157**
Child Rights & Sports Programme	143	182	(100)	-	**225**
Baby Friendly Reserve	59	1,574	(1,352)	-	**281**
[1] Foreign, Commonwealth & Development Office (FCDO)	-	2,970	(2,970)	-	**-**
UNICEF fundraising development	87	6,764	(6,839)	-	**12**
People's Postcode Lottery	84	-	(85)	-	**(1)**
Children's Rights In Scotland	-	25	(9)	-	**16**
Total restricted funds	973	124,525	(124,693)	(59)	**746**
Total funds	5,785	179,503	(176,530)	-	**8,758**

1 FCDO expenditure relates to 2018 UK Aid Match funded projects to help reduce maternal health and child mortality in Eswatini and Lesotho, 2019 UK Aid Match funded projects to improve the health and development for children under five in Sierra Leone and Zambia and a 2020 UK Aid Match funded project to build safe, inclusive and resilient communities for women and children in Malawi

Purpose of funds

The general unrestricted fund of £5,552,000 covers fixed assets and working capital needs for a period of four months, in line with our reserves policy.

The IT infrastructure designated reserve relates to investments in information and technology planned for 2023 and 2024.

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.

2021 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	2,651	58,761	(56,600)	(1,000)	**3,812**
Designated funds:					
UK programmes action research	13	-	(13)	-	-
Total designated funds	13	-	(13)	1,000	**1,000**
Total unrestricted funds	2,664	58,761	(56,613)	-	**4,812**
Restricted funds:					
Specific UNICEF programmes	(125)	74,762	(74,578)	-	**59**
Youth Justice Pilot (Children's Rights In Scotland)	25	100	(25)	-	**100**
Rights Respecting Reserve (Clarks)	26	10	(11)	-	**25**
Rights Respecting Reserve (RLWC)	54	-	(40)	-	**14**
Rights Respecting Reserve (Nord Anglia)	-	11	(11)	-	-
Rights Respecting Reserve (Other)	-	25	(15)	-	**10**
Rights Respecting Reserve (Scotland)	-	20	-	-	**20**
Advocacy & Policy Programmes (Child Health Advocacy)	425	-	(53)	-	**372**
Child Rights & Sports Programme	52	203	(112)	-	**143**
Baby Friendly Reserve	-	180	(121)	-	**59**
[2] Foreign, Commonwealth & Development Office (FCDO)	-	2,413	(2,413)	-	-
UNICEF fundraising development	221	5,339	(5,473)	-	**87**
People's Postcode Lottery	286	-	(202)	-	**84**
Total restricted funds	964	83,063	(83,054)	-	**973**
Total funds	3,628	141,824	(139,667)	-	**5,785**

[1] *The IT infrastructure designated reserve relates to investments in information and technology planned for 2022*

[2] *FCDO expenditure relates to 2018 UK Aid Match funded projects to help reduce maternal health and child mortality in Eswatini and Lesotho, 2019 UK Aid Match funded projects to improve the health and development for children under five in Sierra Leone and Zambia and a 2020 UK Aid Match funded project to build safe, inclusive and resilient communities for women and children in Malawi*

23 Related party transactions

The Trustees, President, Vice Presidents and key managerial staff made donations totalling £30,917 to UNICEF UK during 2022 (2021: £17,027). 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.

During 2022 UNICEF UK transferred £118.2 million (2021: £80.5 million) to UNICEF as grants for international programmatic work to support children around the world.

Costs of £28,240 are recovered from UNICEF UK Enterprises Limited ('UEL') by the parent charity, UNICEF UK (2021: £36,810). As at the balance sheet date, UNICEF UK has an intercompany balance with UEL of £359,815 (2021: £215,285).

UNICEF UK agreed a revolving credit facility of up to £3.0 million to Soccer Aid Productions Limited. Interest is payable annually based on the bank Base Rate. As at the balance sheet date £2,048,030 has been drawn down on that facility (2021: £448,560).

There are no other related party transactions to disclose for 2022 (2021: 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 2022 (2021: 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:

	2022 £'000	2021 £'000
Less than one year	**1,824**	1,790
One to five years	**7,341**	7,162
Over five years	**4,129**	5,819
	13,294	**14,771**

THANK YOU

UNICEF UK President
Olivia Colman CBE

UNICEF UK Vice-Presidents
Marc Bolland
Lord Hastings of Scarisbrick CBE
Dame Carolyn McCall
Lord Jack McConnell
Mark Makepeace

UNICEF Goodwill Ambassadors
Muzoon Almellehan
David Beckham OBE
Orlando Bloom
Vanessa Redgrave

UNICEF UK Ambassadors
Ramla Ali
Gareth Bale
Martin Bell OBE
Sanjeev Bhaskar OBE
Charley Boorman
Emma Bunton
Gemma Chan
Cat Deeley
David Harewood OBE
Tom Hiddleston
Sir Chris Hoy CBE
Suzy Eddie Izzard
Jemima Khan
Ewan McGregor OBE
Sir Andy Murray
James Nesbitt OBE
Dermot O'Leary
Rita Ora
Lord David Puttnam
Claudia Schiffer
Michael Sheen
Trudie Styler
Jessie Ware
Robbie Williams
Levison Wood

UNICEF UK high-profile supporters
Paul Clark MBE
Martin Compston
Baroness Tanni Grey-Thompson DBE
Arlo Parks
Alex Scott MBE
Cel Spellman

Scotland Advisory Board
Malcolm Robertson (Chair)
David Duke MBE
Fiona McFarlane
Liz Reilly

7 Fund Giving Club
Paul Edwards (Chair)
Peter and Charlotte Bolland
Ray Browne and Beverley Russell-Browne Clive and Helene Gillmore
Richard Grethe and Michelle Sochor
Nigel, Sarah, Annabel, Amelia and Olivia Hammond
Johan and Claire Levavasse
Minekte Foundation
Sam and Jo Norman
David and Aimi Palmer
SJM Concerts
Colin and Sue Stone
We also extend our deepest thanks to our six anonymous donors.

Global Guardians
UNICEF UK hugely appreciates the support of our Global Guardians, a group of special supporters who make substantial gifts to our core programmes for children each year. Their donations give us the flexibility to respond wherever the need is most urgent.
In 2022, Global Guardians contributed £474,000 for UNICEF's core programmes and £199,000 for humanitarian emergencies in Ukraine, Afghanistan and Pakistan.

UNICEF NextGen
UNICEF Next Generation is a committed group of young leaders who pledge their financial resources, time, networks, and skills to UNICEF's lifesaving work. In 2022, the trailblazing team behind the #CookForUkraine campaign raised vital funds to support UNICEF's work for the children of Ukraine.

Major partners
ABRDN
Aga Khan Foundation
Aggreko
Allan & Nesta Charitable Settlement
Amazon
Andan Foundation
Arm Ltd
Arup & Partners
Asda
AstraZeneca
Aveva
Avra Foundation
The Band Aid Charitable Trust
Eric and Kirsty Bendahan
The Big Give
BT
Burberry
Checkout.com
Chellaram Foundation
The Children's Investment Fund Foundation (CIFF)
Christie's
Tim Clark
Clarks
Clipper Round the World Race
The Constance Travis Charitable Trust
The Copyrights Group
Eleanor Crook Foundation
Alexandra Derbyshire and Paul King
D&G Group
Disney
Domestos
Dove
easyJet
Eleva Foundation
Ethical Tea Partnership
EY UK
F1
FIA Foundation
The Foreign, Commonwealth and Development Office
Formula E
The Bill and Melinda Gates Foundation
HSBC
IHS Towers
Initial Group, part of the Banijay Group
Isle of Man Government
ITV and STV
Jersey Overseas Aid
Joe Jarvis
Alistair and Christina Johnston
Jo Malone London
Keller Group
KPMG Intl and KPMG UK
Lund Trust
M&S
Aditya and Megha Mittal
NatWest
National Grid
NIVEA
Nord Anglia Education
Oak Foundation
Pitch International
The Power of Nutrition
PwC
Danny and Manizeh Rimer
Stephen Robertson
Rugby League World Cup 2021
RSM UK
RX
Sky
Soccer Aid Productions Ltd
The Talent Fund
TDR Capital
3i
Howard and Ann Thorne
Twinings
Unilever
ViiV Healthcare Positive Action
Vitality
The Wellcome Trust
Peter and Jan Winslow
World Gold Council
York Theatre

And all those who wish to remain anonymous,

Thank you

PLEASE SUPPORT OUR WORK TO BUILD A BETTER WORLD FOR EVERY CHILD, EVERY DAY, EVERYWHERE

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)

unicef.org.uk

THE UNITED KINGDOM COMMITTEE FOR UNICEF

England & Wales - Charity number 1072612

Accounts

unicef
for every child

FOR EVERY CHILD

The United Kingdom Committee For UNICEF (UNICEF UK)

Trustees' Annual Report and Consolidated Financial Statements

For the year ended
31 December 2021

UNICEF UK IN NUMBERS

£141.8 MILLION

record income to help build a better world for every child.
30% increase on 2020.

SOCCER AID
itv unicef sky

Raised a record
£13 MILLION

46,000 UK CHILDREN
gave their views in a climate change survey

ACT ON CHILD RIGHTS

COVID-19 VACCINE APPEAL
22,875 DONATIONS
to support the delivery of
938 MILLION DOSES
of COVID-19 vaccines around the world.

£32.5 MILLION committed to support humanitarian emergencies for children in more than **52 countries.**

70 YOUNG PEOPLE
from around the world attended the UN Climate Change Conference

More than
1.5 MILLION
school children in the UK now attend Rights Respecting Schools.

RIGHTS RESPECTING SCHOOLS

Over
36,000 PEOPLE
signed our petition calling on the UK Government to commit to equitable access to COVID-19 vaccines.

More than
600,000 NEWBORN BABIES
in the UK supported by

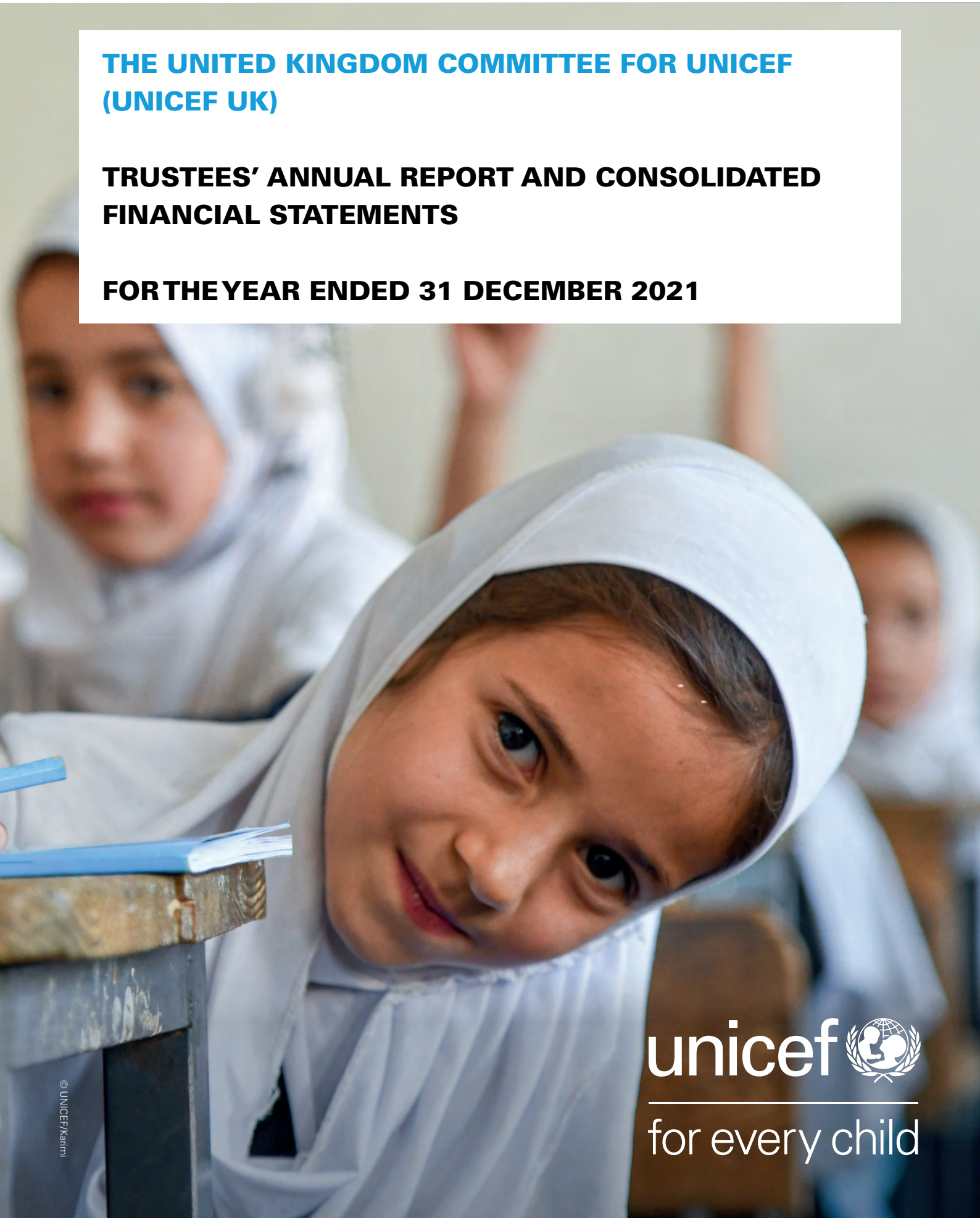
THE BABY FRIENDLY INITIATIVE

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 2021



© UNICEF/Karimi

The United Kingdom Committee for UNICEF
Trustees' Annual Report and Consolidated Financial Statements
For the year ended 31 December 2021

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

TRUSTEES' ANNUAL REPORT

MESSAGE FROM THE CHAIR OF UNICEF UK 5

STRATEGIC REPORT 6
APPROACH AND AIMS 6
VISION 6
OUTCOMES IN 2021 7

ACTIVITIES & ACHIEVEMENTS IN 2021 9
1. Children in emergencies 15
2. Child health 28
3. Child protection 38
4. Child education 42
5. Partnerships 46
6. UK advocacy for child rights 47
7. Our work for children in the UK 49
8. Fundraising for children 55

LOOKING AHEAD: STRATEGIC PLAN 2019–22 61

FINANCIAL REVIEW 63

PRINCIPAL RISKS AND UNCERTAINTIES 65

STRUCTURE, GOVERNANCE AND MANAGEMENT 67

STATEMENT OF RESPONSIBILITIES OF TRUSTEES 76

INDEPENDENT AUDITORS' REPORT
TO THE MEMBERS AND TRUSTEES OF UNICEF UK 78

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES 82

BALANCE SHEETS 83

CONSOLIDATED CASH FLOW STATEMENT 84

NOTES TO THE FINANCIAL STATEMENTS 85

MESSAGE FROM THE CHAIR

Last year, I wrote that 2020 had been unprecedented, as the rapid spread of COVID-19 affected the lives of everyone, everywhere. In 2021, as UNICEF turned 75, COVID-19 still held us in its grip, but it affected people very differently within and across countries. By 2021, more than 180 countries were affected by the pandemic, and the number of children in need of support was extraordinary. In 2021, more than 34 million children were forcibly displaced due to climatic and geophysical events as well as conflict. The pandemic's spread intensified the risks facing children, families, communities and countries already living through crisis and in vulnerable conditions.

As the vaccines that opened a path out of the pandemic became available, it became clear that access to these would not be equitable. UNICEF UK swung into action with the VaccinAid partnership. This campaign supported UNICEF, on behalf of the COVAX Facility, to procure and deliver two billion doses of COVID-19 vaccines so key workers and vulnerable communities in low- and middle-income countries could be vaccinated by the end of 2021. Our marketing campaign called on the public to Give the World A Shot and help deliver the biggest health and logistics operation in history. In tandem, we called on the UK Government to donate vaccine doses and to use their G7 presidency to galvanize a global response to the vaccine access crisis. We also called on the Government to ensure that the needs of UK children were at the heart of the UK's response to the pandemic.

In these exceptional times, the generosity shown by our UK supporters meant that we broke our record income level for the second year running, raising a tremendous £141.8 million for UNICEF's work for children. This included a highly successful Soccer Aid for UNICEF event in September in front of a packed stadium with millions watching live on ITV.

The year was characterised by other incredible initiatives, as we capitalised on opportunities presented by the easing of COVID-19 restrictions. In stadiums, in the skies, in workplaces, vaccination halls, schools, venues, maternity wards and town halls, our work for children was amplified as never before. Our Ambassadors and High-Profile Supporters leveraged their presence, influence and networks to connect millions to our work.

Reminding the world that children face multiple threats, we campaigned to end preventable deaths of children under five around the world, resulting in the UK Government launching the Ending Preventable Deaths Approach Paper and the Health System Strengthening Position Paper. This year's youth campaign OutRight addressed children's rights and mental health. The voices of the Youth Advisory Board have been at the heart of our communications and internal decision-making including colleague recruitment.

In November, the UN Climate Change Conference (COP26) in Glasgow was an opportunity to impress upon world leaders the need to agree ambitious and concrete action to tackle climate change and to recognise that the climate crisis is a child rights crisis. Youth participation was central to our approach, upholding our mission to promote children's voices. We engaged support at every level from our Votes for Schools, to extensive media coverage and the Scottish Government's signing of the Intergovernmental Declaration on Children, Youth and Climate Action.

Our work for children in the four nations of the UK flourished, despite the challenges of COVID-19 and unprecedented staff shortages in public services. Our Baby Friendly Initiative now works in 95% of maternity units across the UK, supporting more than 600,000 new babies as they enter the world. More than 1.5 million children in the UK now go to schools that are registered as Rights Respecting. And more than 500,000 UK children live in Child Friendly Cities and Communities that put children's rights at the heart of local decisions, services and spaces.

Following the leadership changes during 2020, last year was an opportunity to stabilise the organisation and focus all our energy on our main purpose. This included implementing changes in the processes, policies and culture of the organisation, and we changed our structure and ways of working to increase our impact for children going forward.

I was pleased to welcome three new Trustees to add to our diverse and rich array of experience and skills. We also successfully recruited a new Chief Executive, Jon Sparkes, who joined at the start of 2022. Jon brings not only an impressive record of leading large national charities where he has delivered sustained income growth, national partnerships and policy change, but also prior experience of working at executive level in UNICEF UK. I would like to note the Board's high appreciation of our CFO Steven Waugh, who very ably led the organisation as Interim Executive Director in the 15-month period to December 2021.

Our work would not be possible without the enormous dedication shown by all our staff, the Executive Team and the Trustees, and I thank them all sincerely for their efforts. I am also grateful for the guidance and support provided by our colleagues in UNICEF, our President Olivia Colman, Vice Presidents and Advisors.

While we celebrate our partnerships, our collaboration and our outcomes for children, we never lose sight of the enormous challenges and threats facing children. Early in 2022, the devastating crisis for the children of Ukraine and other high-level emergencies, as well as the climate crisis and the ongoing COVID-19 pandemic keep us focused on the tasks ahead. We commit to build on the gains made in 2021 and to redouble our efforts for every child.

Shatish Dasani, Chair

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 UK 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, MISSION AND VALUES

OUR VISION

OUR VISION IS A WORLD FIT FOR EVERY CHILD.

OUR MISSION

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

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

OUR VALUES

In 2021, we produced Our Shared Commitment, a new set of interlocking values and behaviours that guide our work. Our values are:

- **Putting Children First**
- **Compassion**
- **Finding Solutions**
- **Collaboration**
- **Inclusion and Belonging**
- **Mutual Trust and Respect**

SUMMARY OUTCOMES IN 2021

£141.8 MILLION RAISED

1. RESOURCES TO CREATE A WORLD FIT FOR EVERY CHILD

In 2021, UNICEF UK raised a record total income of £141.8 million (up £32.4 million from 2020), delivering £106.2 million to programmes for children.

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

- **40,000 new regular givers, with regular giving generating almost £40 million.**
- **Philanthropic gifts, charitable trusts and foundations raised £35.7 million.**
- **Corporate partnerships raised £26.4 million.**
- **Soccer Aid for UNICEF raised £13 million.**
- **Gifts left to UNICEF UK in wills provided £6.8 million.**

2. CREATING CHANGE FOR CHILDREN

In 2021, we ran several major campaigns to deliver change for children around the world, including here in the UK.

We continued our campaigning to end the preventable deaths of children under 5 around the world. We're asking the UK Government to tackle the major causes of mortalities through simple interventions including vaccinations, nutrition, universal health coverage and primary health care. Our advocacy resulted in the UK Government launching the Ending Preventable Deaths Approach Paper and Health System Strengthening Position Paper in December.

In spring, we also pivoted our campaigning to respond to the effects of the COVID-19 pandemic. We called for the UK Government to commit to equitable access to COVID-19 vaccines, and nearly 36,000 supporters signed our petition. We were delighted when UK Prime Minister Boris Johnson announced his support at the UN General Assembly in September. Beyond vaccines, we asked 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.

For children here in the UK, we sought to draw attention to the various effects that COVID-19 lock-downs posed, 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 World Children's Day (20 November), we used our social media channels to focus on the need for children and young people to be at the heart of Government decision making. 23 MPs took our World Children's Day social media posts. The Parliamentary Under Secretary of State tweeted a letter to children and young people in England accompanied by our materials.

Youth Advisory Board

In March 2021 we signed the #iwill Power of Youth Charter: publicly stating our commitment to empower young people to shape decisions, take action and make a positive difference. Our work with the Youth Advisory Board is a key component to the commitments we have made and will continue to work on. Throughout 2021, the voices of the Youth Advisory Board were at the heart of our communications and internal decision-making including colleague recruitment.

On World Children's Day we celebrated the achievements of the outgoing Youth Advisory Board group and welcomed incoming members. The 2019–21 members saw their achievements for children's rights recognised and championed by UNICEF UK on our social media platforms. The 2021–23 members were also introduced to UNICEF UK supporters through our social media channels.

OutRight

In September, we launched our 2021–22 OutRight youth advocacy campaign on children's rights and mental health.

More than 1,300 teachers and youth workers registered for OutRight in 2021. We estimate this means that more than 39,000 children and young people in the UK have learned about their right to good mental health and used their voices on this critical issue.

As part of World Children's Day, at least 2,000 children and young people taking part in OutRight joined a virtual panel discussion with youth mental health advocates and UNICEF UK experts. We also encouraged teachers and youth workers leading the OutRight campaign to share their efforts for World Children's Day on their social channels, many of which we amplified.

Climate crisis is a child rights crisis

Youth participation was also central to our approach to the UN Climate Change Conference (COP26). Read how on page 13.

© UNICEF/Mawa

© UNICEF/SAP/StellaPictures

ACTIVITIES & ACHIEVEMENTS IN 2021

1. SOCCER AID FOR UNICEF 2021

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.

RAISED OVER £13 MILLION

Soccer Aid for UNICEF 2021 achieved record-breaking levels of fundraising and engagement across the UK. In total, the event raised over £13 million to help children around the world be happy, healthy and able to play. This sum smashed all previous records for money raised on the night, thanks to the generous support of the UK public, ITV and STV viewers and the Children's Investment Fund Foundation (CIFF) who matched all public donations up to £6.3 million, making double the difference for children. The event included our first Soccer Aid for UNICEF week on ITV, with seven additional programmes across the channel.

The big match

Following the easing of coronavirus restrictions that had seen last year's game take place behind closed doors, we were delighted to welcome fans back to watch the big match live in stadium. On 4 September, we celebrated the 10th Soccer Aid for UNICEF at a new host venue – Manchester City's spectacular Etihad Stadium, in front of more than 51,000 fans. The match was watched by a TV audience of 3.2 million people.

It was another enthralling contest between England, led by Olly Murs and the Soccer Aid World XI, captained by Usain Bolt. England were managed by former England manager, Sven Goran-Eriksson and Soccer Aid for UNICEF co-founder and UNICEF UK Ambassador Robbie Williams. The Soccer Aid World XI were managed by Soccer Aid for UNICEF stalwart Harry Redknapp and inspirational tennis coach, Judy Murray. Soccer Aid World XI ran out 3–0 winners. Match highlights included two goals from Player of the Match Kem Cetinay and an incredible late goal from underdog Lee Mack.

Still the only official FA-sanctioned mixed gender match, James Arthur, Gary Neville, Harriet Pavlou, Paul Scholes, Wayne Rooney, Max Whitlock, Ingrid Moe Wold and Yungblud all made their Soccer Aid for UNICEF debuts. The star-studded squads also saw Chunkz, Joel Dommett, Sir Mo Farah, Gary Neville, Jamie Redknapp, Kelly Smith MBE, Fara Williams and Mark Wright return for England, while the Soccer Aid World XI saw the return of Martin Compston, Patrice Evra, Julie Fleeting, Chelcee Grimes, Ore Oduba and Roberto Carlos.

David Beckham attended the match in his role as UNICEF Goodwill Ambassador. His messages to ITV viewers and stadium spectators about the importance of UNICEF's work and the programmes he has visited contributed to the success of the event. Before and after the game, his social channels promoted the matched-funding support from CIFF, encouraging viewers to watch the event. David also hosted a private reception for 7 Fund Giving Club members (see page 58).

UNICEF UK Ambassador, Dermot O'Leary presented the live show on ITV, with Alex Scott reporting from the touchline. Joining Dermot in the studio were UNICEF UK Ambassador James Nesbitt and Maya Jama. Commentary was provided by Sam Matterface and former Soccer Aid World XI FC player and the infamous voice of Love Island, Iain Stirling.

Throughout the ITV show, short films by UNICEF UK President Olivia Colman, UNICEF UK Ambassador David Harewood, UNICEF Goodwill Ambassador David Beckham OBE, Olly Murs, Alesha Dixon and Martin Compston highlighted how the money raised by Soccer Aid for UNICEF helps children around the world. David Harewood enthused 170 guests of UNICEF UK at a pre-match event, enjoying the atmosphere, music and food. And at half time, he came onto the pitch to galvanise the Etihad Stadium crowd and ITV audience to donate in a special one-off moment as he spoke about his experience seeing how the money raised changes children's lives. The live broadcast also highlighted the emergencies for children in Afghanistan (see page 23) and Haiti.

"I'm so proud to have been involved in another fantastic Soccer Aid for UNICEF and to have raised a record-breaking amount of money. With fans back in the stadium for the match, the atmosphere was electric tonight. Fifteen years ago when the idea behind Soccer Aid for UNICEF was born, I could only dream of moments like tonight and another £13 million raised for children around the world is something I want to thank all of the public for!"
Robbie Williams, Soccer Aid for UNICEF co-founder

Thanks to the amazing generosity of supporters, Soccer Aid for UNICEF has raised over £60 million for children around the world since it kicked off in 2006.

Media and communications
We received more than 5,500 pieces of media coverage during the Soccer Aid for UNICEF 2021 campaign, with an advertising value equivalent of £24.4 million and an astonishing 1.2 billion reach. Highlights included interviews with James Nesbitt and Lee Mack on BBC The One Show, Mark Wright and Judy Murray on ITV Loose Women, Olly Murs on ITV Lorraine, and a press day at training week featuring talent interviews with the Mirror, Metro, Sun, Press Association, Good Morning Britain and ITV regional news.

Soccer Aid social media channels achieved 195 million impressions across all combined platforms with a 215% growth in TikTok followers, 31% growth in Instagram followers and trending hashtags on Twitter on 3 and 4 September.

Partnerships
ITV and STV generously supported the campaign with our first Soccer Aid week on TV with two bespoke Soccer Aid shows. On Yer Bike, fronted by Sir Bradley Wiggins and Freddie Flintoff, saw

eight celebrities take on an epic cycling challenge to raise money for UNICEF, while Lee Mack's Road to Soccer Aid followed the comedian getting match ready. Alongside these programmes were Soccer Aid special editions of ITV gameshows *Catchphrase, Tipping Point, The Cube, The Chase* and *Tenable*. These shows enabled us to reach millions of additional viewers and raise a further £1.3 million for children.

Parliament supports Soccer Aid for UNICEF
Members of Parliament helped increase awareness for Soccer Aid for UNICEF. Fourteen MPs tweeted in support of the cause and a further three attended the match in Manchester, again highlighting their support on social media.

2. COVID-19 VACCINES APPEAL

£10.2 MILLION RAISED TO SUPPORT 938 MILLION COVID-19 VACCINES

COVID-19 is the biggest global crisis since World War 2. We will only be safe when everyone is safe. Vaccinations are key to the way out of this global crisis. We worked with the NHS, faith leaders and the Government to develop the VaccinAid campaign in partnership with Crowdfunder.

The campaign supported UNICEF, on behalf of the COVAX Facility, to procure and deliver two billion doses of COVID-19 vaccines to ensure that key workers and vulnerable communities in low- and middle-income countries were vaccinated by the end of 2021. Delivering COVID-19 vaccines and supplies around the world is the biggest health and logistics operation in history.

Give the World a Shot
Our VaccinAid marketing campaign called on supporters to Give the World a Shot and support the global vaccination drive. This was in tandem with our call for the UK Government to donate vaccine doses. By the end of 2021, VaccinAid had received 22,875 donations and raised £10.2 million to support the delivery of 938 million doses of COVID-19 vaccines around the world.

More than 40 UNICEF UK Ambassadors and High-Profile Supporters got behind the VaccinAid campaign to amplify, advocate and fundraise for UNICEF's work to deliver vaccines, tests and treatments on behalf of COVAX. Those who gave their support included David Beckham, Keeley Hawes, Dermot O'Leary, Andy Murray, Emma Bunton, David Harewood, Charley Boorman, Jemima Khan, Jessie Ware, Lee Juggurnauth, Levison Wood, Michael Sheen, Andy Robertson, Claudia Schiffer, Robbie Williams, Gemma Chan and Ramla Ali.

David Harewood, Ewan McGregor and Gemma Chan were all champions for VaccinAid on Crowdfunder's VaccinAid website, while Harewood narrated the main VaccinAid film.

Vaccines for the world
As a result of the large disparities in access to COVID-19 vaccines, we called for the UK Government to donate excess COVID-19 vaccines to the COVAX Facility and ensure the Government used their presidency of the G7 to galvanize a global response to address global vaccine access crisis. Key to the success in tackling the pandemic is the strength of health systems around the world.

During 2021, we developed policy briefings, data analysis, campaigner actions, political events and liaised directly with senior civil servants and parliamentarians to ensure

more equitable access to COVID-19 vaccines. In April, we delivered a learning session with the Parliamentary Research Unit, which featured expert insight from UNICEF Supply Division COVAX Coordinator, Gian Gandhi.

We also worked with The Wellcome Trust on a joint open letter to the Prime Minister from UNICEF UK and the Director of The Wellcome Trust, Sir Jeremy Farrar. The letter was published and covered on BBC News, the Daily Mail, The Guardian and Politico.

Open letter
Ahead of the G7 Summit, we worked with colleagues across UNICEF to deliver a public letter to G7 leaders, signed by more than 35 UNICEF Ambassadors and High-Profile Supporters calling on world leaders to donate excess COVID-19 vaccines to countries in need. Signatories included Olivia Colman, David Beckham, Andy Murray, Claudia Schiffer and Orlando Bloom.

The letter was published in the Financial Times, Wall Street Journal and The Times. David Beckham, David Harewood, Ewan McGregor and Gemma Chan contributed quotes for press releases. All signatories amplified the letter across their channels. The most engaged Instagram post featured a quote and photo of David Beckham.

G7 Summit
At the G7 Summit in June, we were delighted to see that our advocacy helped contribute to the UK Government's commitment to share 100 million COVID-19 doses with countries around the world (including 80 million doses to COVAX). This included a timebound commitment to sharing 30 million doses by the end of 2021. G7 leaders committed to donate a total of 870 million doses to countries around the world.

By the end of 2021, the UK Government had donated 30 million doses to COVAX (of which 17.8 million had been shipped to countries through COVAX) and a further 5.5 million doses to countries bilaterally.

Corporate support for VaccinAid and the COVID-19 Vaccines Appeal
Our VaccinAid campaign was supported by many businesses including Arup, AVEVA, BT Group, Burberry, CVC Capital Partners, Deloitte North South Europe, DLA Piper, European Tour, Gamers Without Borders, HSBC, Keller, LSEG, Manchester United Foundation, NatWest, PIMCO Europe Ltd, Rangers Charity Foundation, RSM UK, Schroders, Senior and Unilever.

Mercy Ships
Thank you to Mercy Ships who joined UNICEF in the fight against COVID-19 by making a $3m donation to vaccine delivery efforts, strengthening capacity of health care workers and engaging the community to promote vaccine acceptance in West and Central Africa.

Every Birdie Counts
The European Tour supported our COVID-19 Vaccines Appeal through their Every Birdie Counts initiative, donating for every birdie, eagle and albatross scored during the 2021 golf season. The campaign raised £125,000, culminating in a birdie boost at the final tournament in Dubai.

Manchester United for UNICEF
Manchester United Foundation supported our COVID-19 Vaccines Appeal with a donation of £50,000 and provided us with advertising space in Manchester United's matchday programme and digiboards at Old Trafford stadium for the Manchester United v Leicester game on 12 May.

Gamers Without Borders
The Gamers Without Borders competition returned in 2021, with esports teams competing to win donations for charities responding to the COVID-19 pandemic. UNICEF UK engaged UK-based teams and gamers to compete for donations to our COVID-19 Vaccines Appeal. In total, the global partnership with Gamers Without Borders raised over $6 million for the appeal.

easyJet: summer and winter collections
Our Change for Good partnership with easyJet raised more than £330,000 for the COVID-19 Vaccines Appeal through onboard collections in summer and winter. This was the first time easyJet raised funds through contactless donations from customers.

Statutory and private foundations support for COVID-19 Vaccines Appeal
Our COVID-19 Vaccines Appeal was supported by several grant-making bodies including The Constance Travis Charitable Trust, the Fia Foundation, the Guernsey Overseas Aid and Development Commission, Jersey Overseas Aid and the Pears Foundation and Bill and Melinda Gate Foundation.

Match funding: Pears Foundation and Bill and Melinda Gates Foundation
UNICEF was hugely grateful to the Bill and Melinda Gates Foundation and Pears Foundation for generously matching donations to the VaccinAid campaign, with contributions of £70,000 and £200,000 respectively. As a result of their support, members of the public were able to double their support for Vaccinaid with their donations being matched pound for pound.

FIA Foundation
UNICEF was also hugely grateful to the FIA Foundation for a donation of €500,000 to support the roll-out of COVID-19 vaccines. This donation built on a generous grant of €300,000 from the FIA Foundation in 2020, which helped UNICEF to address critical challenges in the transport and logistics sectors caused by the pandemic.

Jersey Overseas Aid
UNICEF was immensely grateful to Jersey Overseas Aid for their generous contribution of £200,000 towards UNICEF's efforts to ensure equitable access to vaccines around the world.

Guernsey Overseas Aid and Development
We would also like to thank the Guernsey Overseas Aid and Development Commission for their generous contribution of £125,000 towards VaccinAid. This new partnership supported UNICEF to continue its crucial work delivering COVID-19 vaccines around the world. UNICEF would also like to acknowledge the continued support and large donations towards VaccinAid from the Guernsey public.

3. UN CLIMATE CHANGE CONFERENCE (COP 26)

The UN Climate Change Conference, held in Glasgow (31 October–13 November) was an opportunity to impress upon world leaders the need to agree ambitious and concrete action to tackle climate change and to recognise that the climate change crisis is a child rights crisis.

We had three principal objectives

- Ensure the voices and views of children and young people are heard directly by decision-makers and are central to COP26 discussions and outcomes.
- Make sure stakeholders recognise the climate crisis as a child rights crisis, and affirm children's right to a healthy environment by signing the Intergovernmental Declaration on Children Youth and Climate Action.
- Make sure the business sector recognises its role in upholding children's rights in the transition to a green economy.

HELPED LAUNCH NEW CLIMATE CHANGE SURVEY OF 46,000 UK CHILDREN

Promoting children's voices
Youth participation was central to our approach to COP26, upholding our mission to promote children's voices. We facilitated youth engagement with key decision makers, including the Special Envoy for Girls' Education, Helen Grant. We supported the attendance of 70 young people from around the world, including members of our Youth Advisory Board. We also delivered an open letter from our Youth Advisory Board that was co-signed by more than 20 UNICEF Ambassadors and High-Profile Supporters and published in The Times ahead of COP26. A series of UNICEF Youth Advocate articles appeared in the Daily Mirror, as well as youth interviews on BBC TV and radio, ITV News and Channel 4 News. And we convened a press conference with Fridays for Future, led by youth climate activists from around the globe.

VotesforSchools
A new survey of 46,000 UK children's views on climate change, co-launched with VotesforSchools, was shared with decision makers and covered by ITV's Good Morning Britain and the Evening Standard.

Child rights crisis
We secured FCDO Minister Wendy Morton's recognition that climate change is a child rights crisis. The Scottish Government signed the Intergovernmental Declaration on Children Youth and Climate Action.

Media coverage
Before COP26 we secured over 50 mass media pieces on the *Climate Risk Index* report launch (see page 31). During the Conference itself, we secured over 100 media pieces on the climate crisis as a child rights crisis. These included UNICEF country office interviews on BBC Radio 4 and Sky.

Ask a child
Our public campaign included print advertising in The Sunday Times and The Guardian, plus unmissable posters at key locations around the Climate Change Conference venues and travel routes. We saw a 20% increase in people who were aware of our campaign, saying they were more likely to support UNICEF as a result.

Green business
COP26 was a powerful opportunity to engage with business leaders to bring a child rights perspective to the business and climate change space, and to secure funds for children and climate change work. In May, we arranged an online roundtable discussion, Valuing our Future, with Mark Carney, UN Special Envoy on Climate and Finance. Aimed at business, philanthropists and foundations, it helped strengthen an understanding of the link between children's rights, climate change and business. Around 100 people attended the event and it engaged over 300 prospects and supporters, advancing conversations with potential donors and influencers for our =

CHILDREN IN EMERGENCIES

During 2021, UNICEF's emergency response was greatly shaped by COVID-19. More than 180 countries were affected by the pandemic, and the number of children in need of support was extraordinary.

In 2021, Unicef UK committed more than £32.5 million for children in emergencies around the world.

© UNICEF/Sujan

1. CHILDREN IN EMERGENCIES

£32.5 MILLION RAISED FOR CHILDREN IN EMERGENCIES IN MORE THAN 52 COUNTRIES.

In times of crisis, children almost always suffer most. Worldwide, almost one in four children live in areas affected by conflict or disaster. In 2021, alongside the immediate and longer-term impacts of the ongoing COVID-19 pandemic, children all around the world were under intense pressure from poverty, malnutrition, climate change and unprecedented human displacement.

During an emergency, UNICEF delivers life-saving help for children and communities in water, sanitation and hygiene, health and nutrition, education and child protection. Our humanitarian assistance builds 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 2021

During 2021, as for most of 2020, UNICEF's emergency response was greatly shaped by COVID-19. Even before the pandemic took hold, UNICEF had identified 59 million children across 64 countries in need of critical support: facing chronic malnutrition, conflict, disease and natural hazards. By 2021, more than 180 countries were affected by the pandemic, and the number of children in need of support was extraordinary. The continued spread of COVID-19 throughout 2021 intensified the risks facing children, families, communities and countries already living through crisis and in vulnerable conditions. The medium-term impacts of the pandemic became clearer.

Throughout 2021, more than 34 million children were forcibly displaced. Climatic and geophysical events upended homes and lives, and violent attacks against children increased at a harrowing rate. Displaced children relied on host communities, governments and aid agencies for life-saving support. UNICEF recognised the courage and resilience of these communities in planning and delivering humanitarian services to reach as many children as possible.

In response, UNICEF UK committed £32.5 million to help the hundreds of millions of children affected. Our work supported humanitarian aid efforts in more than 52 countries.

Media coverage of UNICEF's emergency work

We delivered sustained, high-profile media and communications activity focused on existing and new humanitarian emergencies, aligning with marketing to amplify fundraising. We secured more than 1,600 pieces of coverage for UNICEF's emergencies work with 'opportunities to see' for the UK public of almost 2 billion, including the escalation of the Afghanistan crisis, the ongoing Yemen conflict and the earthquake in Haiti.

Key successes included the coverage of UNICEF's work in West and Central Africa, including 120 pieces of coverage on the instability within the Sahel region, and facilitating a Daily Telegraph feature on the Democratic Republic of Congo that covered UNICEF's work supporting children affected by the triple threat of COVID-19, conflict and Ebola. The team achieved 100 pieces of media coverage on Yemen, including in the Guardian, Telegraph and Financial.

When the Afghanistan crisis escalated in August, we launched a sustained and successful media campaign to raise awareness of the impact on children. Every major UK media outlet featured UNICEF's work with children in response to the crisis – including two media trips to Afghanistan and BBC News at 6 and BBC News at 10 packages and an ITV News package heavily featuring UNICEF, the placement of diary entries from Afghanistan colleagues and interviews with health workers.

Our marketing appeals have seen marked success in raising funds coinciding with coverage generated by our media work. For instance, mass media coverage throughout November and early December on the additional threat of the cold winter in Afghanistan led to a spike in donations for children.

GLOBAL: CORONAVIRUS CRISIS

The coronavirus pandemic has given rise to the biggest global challenge for children since World War 2, affecting all of UNICEF's work for children. At the beginning of 2021, a year into the pandemic response, children's lives around the world had been changed in profound ways – some forever. Schools remained closed, health systems disrupted, and more families pushed further into poverty by the socio-economic impacts of the pandemic and often the measures imposed to limit the spread of the virus.

By the end of 2021 there had been than 300 million cases of COVID-19 worldwide, with over 5 million deaths. Children have continued to be the invisible victims of the pandemic. At least 100 million more children are likely to be pushed into multiple forms of poverty, 200 million more stillbirths every year and a projected rise of 10 million child marriages set to happen by 2030 as a result of the pandemic.

In 2020, UNICEF's response to address the disruptions to health, social and educational services was covered by the COVID-19 Humanitarian Appeal. From the start of 2021, UNICEF integrated that work into regular country programmes, ensuring the continuity of services – a recognition of the 'new normal'.

We continued our work to advocate for schools to remain open, and to ensure that children had access to remote learning during closures. We increased our efforts to develop protection and support systems for children that are adapted to the challenges of the pandemic. And our programmes to equip and train health workers to maintain crucial health care services like routine immunisation, despite all the challenges wrought by the pandemic, became even more vital as the year progressed.

It is undeniable that essential services were disrupted to varying extents and that many families were pushed into poverty, particularly in low-income countries. It will take decades to address the impact the pandemic has had on progress for children.

COVAX Facility and ACT-A

From the start of 2021, UNICEF has been the lead delivery partner for the COVAX Facility, working with manufacturers and partners on the procurement of COVID-19 vaccines, as well as freight, logistics and storage. In collaboration with the PAHO Revolving Fund, we lead the supply of vaccines for 92 low- and middle-income countries and support procurement for more than 97 upper-middle-income and high-income nations. Together, these represent more than four-fifths of the world's population.

£20.3 MILLION FOR UNICEF'S RESPONSE TO THE GLOBAL CORONAVIRUS CRISIS.

To secure vital funding, UNICEF launched the Access to COVID-19 Tools Accelerator (ACT-A) Humanitarian Action for Children Appeal, seeking to raise $659 million to help supply 2 billion COVID-19 vaccines, 5.5 million treatments and 5.6 million tests. The Appeal also sought to tackle vaccine misinformation and strengthen health systems in low- and middle-income countries by training health workers and equipping them with the PPE, syringes and other equipment they needed to help end the pandemic. We aimed to make sure all frontline workers and vulnerable people could be fully vaccinated so that important services could resume – a vital step for everyone, but especially children.

Pitfalls and progress
As UNICEF worked to prepare low- and middle-income countries to receive the vaccines, tests and treatments, low-cost vaccines were quickly being approved and reserved for COVAX. The rollout started well, but as the year progressed, it became clear that there would be many obstacles to the success of COVAX, and its ability to make sure that 20% of the global population was vaccinated by the end of 2021.

From the start, high-income countries contracted many of the available vaccines before they could become available to COVAX, and the Serum Institute of India (SII), which planned to supply 1.2 billion doses of the 2 billion target, was unable to export vaccines due to the huge surge of COVID-19 cases in India that began in February and lasted throughout the year.

UK support for the global coronavirus crisis

UNICEF UK's role has been vital in terms of fundraising, tackling vaccine misinformation, promoting the global roll out of COVID-19 tests, treatments and vaccines, and in ensuring that the UK Government maximises its donations both to COVAX and of surplus doses. For more detail on our brilliant COVID-19 Vaccines Appeal and VaccinAid, see page 11.

In 2021, UK supporters donated more than £20.3 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 coronavirus vaccines through COVAX (see page 17) and deliver them to low-income and lower-middle-income countries around the world, ensuring the poorest countries don't miss out.

Support in Scotland
In 2021, UNICEF supporters in Scotland, including individual philanthropy, corporate donations and foundation grants, delivered £2.5 million towards the ACT-A/COVAX appeal and an additional £208,000 towards other humanitarian response appeals.

UNICEF's response to the global coronavirus crisis

UNICEF and partners pivoted several times in 2021, working rapidly to secure alternative, low-cost vaccines for low- and middle-income countries to replace the massive shortfall from the Serum Institute of India. UNICEF urgently advocated for high-income countries, who were buying up huge quantities of approved vaccines, to donate surplus doses.

Diversifying its approach, UNICEF set up the Supplies Financing – a pooled fund to secure low- and middle-income countries' access to COVID-19 immunisation-related supplies, tests and treatments, and committing to procure vaccines for Africa on behalf of the African Vaccines Acquisition Trust.

In 2021, UNICEF supported 106 low- and middle-income countries to listen to and engage communities to understand and address vaccine concerns and mistrust in readiness for COVID-19 vaccine supply. Also critical was support for countries with weak health systems that were unable to use the available doses within their short shelf-life. UNICEF provided in-country technical and financial support in over 130 countries to help turn vaccines into vaccinations. Making sure that COVID-19 vaccines requiring consistent sub-zero temperatures could be stored correctly, UNICEF also procured more than 500 Ultra Cold Chain units for at least 52 countries. Each unit can hold 336,000 vaccine doses.

Using funds from the ACT-A Humanitarian Action for Children appeal, UNICEF procured enough personal protective equipment for 89 countries. With UNICEF technical support, 45 countries scaled up their oxygen treatment systems to help treat severe and critically ill COVID-19 patients.

By the end of 2021, things were looking brighter. Governments around the world were committing to donate excess doses, 10 separate vaccines were approved for use by COVAX under the WHO Emergency Use Listing, and vaccine deliveries were increasing fast. December 2021 saw the biggest number of dose deliveries in a single month, and we finished the year with just under 1 billion doses delivered for low- and middle-income countries.

YEMEN: CRISIS

Yemen is in the grip of the world's biggest humanitarian crisis. Protracted armed conflict, widespread economic collapse and a breakdown in national systems and services has left 70% of the total population, including 11.3 million children, needing humanitarian assistance.

£7.2 MILLION FOR THE CHILDREN OF YEMEN.

More than six years after the conflict began, nearly 4 million people, including 2 million children, have been displaced from their homes. Almost 400,000 children are severely malnourished. Immunisation has stalled, with more than one child in three under 12 months old missing routine vaccinations. Managing outbreaks of acute diarrhoea and the coronavirus pandemic has further strained Yemen's extremely fragile health system.

Children are the primary victims of the war and grave violations of their rights continue. The UN Task Force on Monitoring and Reporting continues to document grave violations of child rights, including death, injury, maiming and abduction of children. 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.

By September 2021, Yemen had confirmed more than 9,000 cases of COVID-19, including over 1,700 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 have had their education disrupted. More than 400,000 have been pushed out of school directly by the war, as 2,575 schools have been damaged, used as shelter by displaced people, or occupied by armed groups. The ongoing crises have made children and women more vulnerable to exploitation, violence and abuse, including child labour, domestic and gender-based violence and child marriage.

UK support for Yemen's children

In 2021, UK supporters donated £7.2 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, especially through successful TV, digital, mail and email appeals. Television and digital appeals from UNICEF UK President Olivia Colman and UNICEF UK Ambassadors Martin Bell, Ewan McGregor, James Nesbitt and Tom Hiddleston helped raise vital support for Yemen's children.

UNICEF's work for Yemen's children

In 2021, more than 2.5 million children in Yemen received primary healthcare services at UNICEF-supported facilities, and almost 3.8 million were vaccinated against polio. Nearly 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 6.8 million children for malnutrition, of whom more than 273,000 were treated for severe acute malnutrition. We also helped more than 7.3 million people receive clean water for drinking, cooking and personal hygiene. And close to 5 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 10 million people had received information on infection prevention and control. UNICEF continued to enable children and caregivers to access mental health, social and emotional support to help them through this crisis.

ETHIOPIA: CONFLICT, CLIMATE SHOCKS AND DISEASE

Ethiopia saw an increase in displacement, food insecurity and violence, driven by climatic shocks, disease outbreaks and escalating violence in several areas. Recurring drought and floods and the ongoing COVID-19 pandemic worsened food insecurity and placed further strain on health, water and other public services.

£5.1 MILLION FOR THE CHILDREN OF ETHIOPIA.

In 2021, conflict escalated in the northern region of Tigray, forcing massive population displacement both internally and across borders, especially into neighbouring Sudan. Limited humanitarian access and restricted access to cash and supplies hampered the humanitarian response.

Across the north, the prevalence of acute malnutrition increased and 205,000 separated or unaccompanied children needed help reuniting with their families. More than 1.2 million children across the country needed treatment for severe acute malnutrition.

UK support for Ethiopia's children

In 2020 we raised £5.1 million for the children of Ethiopia.

Band Aid: Tigray

In June 2021, The Band Aid Charitable Trust were the first UK Charitable Trust to support UNICEF's emergency relief efforts in Tigray. Thanks to their support, millions of children and their families accessed crucial water, sanitation and hygiene, education, health and nutrition services, among many other interventions. We are truly grateful for Band Aid's support for the children of Tigray at a time when their needs were most acute.

UNICEF's work for the children of Ethiopia

With partners and supporters, UNICEF mobilised and delivered $42.8 million of emergency supplies across Ethiopia, including more than $16 million to meet the needs of children and families affected by the crisis in Tigray.

UNICEF reached nearly 4.9 million people with clean water throughout Ethiopia. More than 470,000 children were treated for severe acute malnutrition. Over 110,000 children and caregivers received mental health and psychosocial support. More than 225,000 children were helped to get back to school or non-formal learning opportunities. And at least 19,000 households received humanitarian cash transfers.

AFGHANISTAN: CRISIS

Political instability and an economic crisis collided with devastating drought and COVID-19 to create an unprecedented and deepening crisis in Afghanistan. As 2021 began, nearly 10 million children in Afghanistan needed humanitarian aid.

£2.9 MILLION FOR THE CHILDREN OF AFGHANISTAN.

By August, the number of internally displaced people had more than doubled to over 570,000 people – nearly 60% were children. Drought was officially declared in June and food security remains precarious, with 3.5 million people at emergency level. Violence continued to impact children and women disproportionately: they represent 46% of all civilian casualties.

UK support for Afghanistan's children

In 2020 we raised £2.9 million for the children of Afghanistan.

UNICEF UK quickly launched a successful emergency appeal that continued to generate significant public support as the situation for children worsened. We saw marked success in raising funds coinciding with the coverage generated by media colleagues across UNICEF. Television and digital appeals from UNICEF UK Ambassador Martin Bell were at the heart of our success in raising vital support for Afghanistan's children.

The Ithaca Trust: Afghanistan and Nepal
Vital support came from The Ithaca Trust helping UNICEF to reach vulnerable children and their families with life-saving emergency support including child protection, health and education. Elsewhere in South Asia, the Trust gave valuable support to UNICEF in Nepal just as the country faced the highest transmission rate of COVID-19 anywhere in the world at the time.

UNICEF's work for Afghanistan's children

UNICEF surveyed the scale of the crisis: identifying that 15 million people need humanitarian support. UNICEF prepared and delivered programmes to reach a staggering one in two children under the age of five who were at risk of being acutely malnourished.

In 2021 UNICEF reached more than 4.2 million people, including almost 3.2 million children, meeting soaring need with a major humanitarian surge. Almost 650,000 people got clean water, sanitation and hygiene supplies. More than one million children gained formal and non-formal education services. Over 5,100 separated or unaccompanied children were either reunited with their main caregiver or received family-based care. And almost 30,000 households received emergency and life-saving supply kits to meet daily needs.

INDIA: COVID-19 CRISIS

The second major wave of the COVID-19 pandemic hit India hard. In May, UNICEF launched a humanitarian action for children appeal to help the public health system cope as four new cases of COVID-19 were being reported every second.

£6.1 MILLION FOR OUR WORK IN INDIA.

The crisis led to school closures nationwide, an increase in gender-based violence, and major impacts on children's access to health, education and protection services. It also compounded the effects of floods, drought, cyclones and other hazards that exacerbate underlying vulnerabilities for millions of children in India.

UK support for COVID-19 in India

In 2021 we raised £6.1 million for our work in India.

The Constance Travis Charitable Trust

The Constance Travis Charitable Trust continued to be a trusted and valued donor. The Trust committed unrestricted funding to our work globally, in addition to a generous donation to our emergency COVID-19 response in India. As a result of their support, we were able to help turn the tide on the deadly second wave of infections across the country.

Corporate support to tackle COVID-19 in India

Our emergency appeal to support COVID-19 testing and treatment in India received substantial backing from businesses. Admiral's £1 million donation helped provide access to critical oxygen supplies and increase rapid COVID-19 testing capacity. Burberry, Nord Anglia Education and Tide also supported the appeal with LSEG supporting both India and Sri Lanka efforts.

UNICEF's work in response to COVID-19 in India

In 2021, UNICEF-supported health facilities delivered primary health care to 41.4 million children and women in India. Vital training on infection prevention and control was given to 3 million healthcare staff, while handwashing and sanitation information helped to protect 144 million people.

In the face of school closures, 21.5 million children from some of the most vulnerable communities were supported to attend school or take up informal learning activities, including early learning. UNICEF put interventions in place to help protect more than one million children and women from gender-based violence. At least 887,000 children and caregivers received mental health and psychosocial support.

SYRIA: CRISIS

After 11 years of devastating conflict, the scale, severity and complexity of humanitarian needs in Syria remain extensive. Over 13 million people, including 6.1 million children, need humanitarian assistance and 7 million people are internally displaced, including 3.1 million children. A further 5.7 million people are refugees in neighbouring countries, including almost 2.7 million children.

Grave violations of children's rights continue, including recruitment into armed forces, deaths and injuries. One in three communities are contaminated with explosive ordnance. Rates of child marriage and gender-based violence are high.

Years of conflict have dramatically reduced access to services in Syria, particularly in the northwest where violence escalated rapidly in 2021. Nine in 10 of the population lives below the poverty line, with the Syrian Pound losing value and food prices soaring. Only a third of schools and half of health centres are functional, and one in three people in Syria now relies on emergency water supplies. There are 90,000 children suffering from acute malnutrition and 4.5 million children out of school with a further 1.6 million at risk of dropping out. Children with disabilities are particularly likely to be out of school.

UK support for Syria's children

In 2021, UK supporters donated £0.2 million to UNICEF's work for the children of Syria.

UNICEF's work for Syria's children

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 2021, UNICEF reached 11.3 million people, including 7.3 million children (3.6 million girls) with humanitarian assistance. Families living in the most severely affected and inaccessible areas were prioritised, with UNICEF aid reaching 276,000 people in difficult-to-access regions and 1.8 million in moderately accessible areas.

Throughout the year, UNICEF helped provide almost 2 million free medical consultations for children and adults. UNICEF procured all vaccines for the country, ensuring that more than 3.4 million children were vaccinated against preventable diseases. More than 1 million children were screened for acute malnutrition, of whom 6,400 were identified as suffering from severe acute malnutrition and referred for treatment. UNICEF specialists supported the repair and rehabilitation of water supply systems and infrastructure, getting clean water to more than 3.8 million people.

UNICEF helped 874,000 children stay safe in their communities by creating awareness of the presence and dangers of explosives. This awareness will be reinforced by the 176,000 caregivers also reached.

UNICEF-supported educational services and supplies reached 1.8 million children. Also, 168 schools were rehabilitated, and 29,000 temporary teachers trained.

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.

£3.5 MILLION FOR THE CHILDREN'S EMERGENCY FUND

UK support for emergencies

In 2021 we raised £3.5 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 Ukraine, Mozambique, Venezuela and Haiti. We supported disaster preparedness and risk reduction for vulnerable children, as well as emergency responses in chronic and complex crises such as the Democratic Republic of Congo and the Central African Republic.

Guernsey Overseas Aid and Development Commission

We are incredibly grateful to the Guernsey Overseas Aid and Development Commission for generously donating £30,000 to our emergency relief efforts in Haiti. Its support helped to provide urgent, life-saving support to children and families impacted by the earthquake that hit the island in August.

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. Throughout 2021, more than 34 million children were forcibly displaced.

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.

The Isle of Man: protecting Syrian children in Iraqi Kurdistan
In 2021, UNICEF, with funding from the Isle of Man Government, launched a new two-year programme worth over £1.4 million. This invaluable programme will provide life-changing child protection services and psychosocial support for more than 49,000 Syrian child refugees in Iraqi Kurdistan.

Identifying victims of human trafficking
We worked together with the Home Office to design a new mechanism for identifying children who are potential victims of trafficking, both UK and migrant children. The new model, called Devolved National Referral Mechanism, would form part of the child protection system with child safeguarding hubs in Local Authorities responsible for making decisions. The new model is being piloted in 10 Local Authorities from June 2021 to June 2022. If deemed successful, it will be rolled out nationally. UNICEF UK is a member of the evaluation board.

Our partnership with the Home Office has been close and has shown that the Government is receptive to strengthening the anti-trafficking system to be fully in line with the UN Convention on the Rights of the Child.

CHILD HEALTH

UNICEF is the world's leading supplier of vaccines for children, providing vaccines for nearly half of the world's children.

In 2021, UNICEF UK committed more than £6.8 million to prevent children dying from preventable diseases.

© UNICEF/Dejongh

CHILD HEALTH

2.

UNICEF is the world's leading supplier of vaccines for children, providing vaccines for nearly half of the world's children. This work helps to save the lives of millions of children in danger from diseases such as measles and polio.

UNICEF is also one of the world's leading suppliers of mosquito nets, helping to protect children and their families from malaria. UNICEF also provides low-cost solutions like rehydration salts and zinc supplements that save lives and protect children vulnerable to diarrhoea and malnutrition. Such simple solutions keep children healthy.

£6.8 MILLION TO PREVENT CHILDREN DYING FROM PREVENTABLE DISEASES.

In 2021, UNICEF UK committed more than £6.8 million to prevent children dying from preventable diseases.

Impact of COVID-19 on child and maternal health

We developed our child health work thanks to the expansion of the health advocacy grant from the Bill and Melinda Gates Foundation. In August, we launched Futures at Risk: The impact of COVID-19 on maternal, newborn and child health in fragile and conflict-affected settings. The report and policy briefing drew on new research to explore the impact of COVID-19. The study was the first to document how and why COVID-19 disruptions to maternal, newborn and child health are increasing the number of preventable deaths of women and children.

In July we partnered with the Financial Times to launch a new essay series: Global Britain: Becoming a leader for child rights at a time of crisis. With former Prime Ministers, UN leaders and government officials, our collection called on the UK Government to build a better world post-pandemic by focusing on the rights and wellbeing of the world's children and future generations. We published the collection in full on our website while the Financial Times issued a Special Report which included editorial content by their journalists.

Our advocacy for ending preventable deaths and health-systems strengthening resulted in the UK Government launching the Ending Preventable Deaths Approach Paper and Health System Strengthening Position Paper in December.

COVID-19 impact on fragile health systems

In 2021, UNICEF's health focus within our COVID-19 response shifted from maintaining essential health services to strengthening health systems. Not only to save lives from COVID-19, but also to protect children from multiple disease outbreaks now and in the future. The pandemic's disruption of routine immunisation and weakened health systems in many countries saw a huge rise in outbreaks of measles, polio and many other preventable diseases, as well as a rise in neonatal mortality.

UNICEF surged to meet these heightened needs, initiating many health system-strengthening programmes. We helped improve cold chain systems, so that more children in more remote areas can be reached with vaccinations. And we helped to strengthen the provision of oxygen in healthcare facilities around the world: both to treat people with severe respiratory conditions due to COVID-19, and to tackle pneumonia – the biggest infectious killer of children worldwide.

UNICEF UK is working hard to support this work. We advocated with the UK Government to invest adequately in health system strengthening, especially through our briefing paper A Path to Progress. We are engaging with donors to our COVID-19 Vaccines Appeal to develop new partnerships, moving from supporting the immediate rollout of COVID-19 vaccines to helping fragile health systems recover from the impacts of the pandemic.

World Immunisation Week
In the lead up to World Immunisation Week, UNICEF released an interview between UNICEF Goodwill Ambassador David Beckham and UNICEF Executive Director Henrietta Fore as a part of Collision 2021, a leading tech conference. The interview, talking about the impact of the COVID-19 pandemic on children, gained 2.1 million impressions on UNICEF's main Facebook page.

David Beckham helped launch World Immunisation Week in April with a film to promote vaccine confidence. On UNICEF's main channels alone, the video was viewed by 9.66 million people, accounting for about one in five of all World Immunisation Week video views. David engaged millions of followers on his social media channels and helped to unlock a $5million donation to UNICEF. In September, as part of the build-up to the UN General Assembly, the video was played in Times Square, New York, reaching over 6 million visitors.

Soccer Aid for UNICEF 2018: Eswatini and Lesotho
In 2021, thanks to UK Government Aid Match funding, UNICEF UK continued to support improved community-based health and nutrition services for new and expectant mothers, babies, young children, and adolescents in Eswatini and Lesotho. It will also strengthen healthcare provision so more people can access quality services for early childhood development, nutrition, health and HIV. These services will directly benefit over 200,000 people.

Soccer Aid for UNICEF 2019: Zambia and Sierra Leone
In 2021, UNICEF UK used the UK Government Aid Match funding to improve health and development for 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, the project will reach more than 68,000 children, 26,000 mothers and pregnant women, and over 75,000 parents and caregivers across both countries.

AstraZeneca: Young Health Programme
UNICEF and AstraZeneca marked the second year of their six-year partnership. The partnership is part of AstraZeneca's Young Health Programme, which is supporting UNICEF with a $12.5 million grant over six years to help prevent non-communicable diseases (NCDs) among young people. NCDs, such as most cancers and heart diseases, are diseases not transmissible directly from one person to another. 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.

The partnership aims to reach more than five million young people, train 1,000 youth advocates and positively shape at least 12 laws and policies over the six years.

In 2021 AstraZeneca donated £1.842 million to the programme which continued to work at a global level and through the six accelerator countries (Angola, Belize, Brazil, Indonesia, Jamaica and South Africa).

In 2021 six Voices of Youth learning modules were developed by the Young Leaders and technical experts, field tested among young people in each country and launched on web and social media. The six modules were: Let's Talk Alcohol and Tobacco; Be Air Aware; How to use Data for Advocacy; Let's Talk about Eating; Let's Talk about Being Active and Let's Talk about our Mental Health.

As part of the programme, UNICEF has started to:

- Develop training for staff who work with young people, accompanied by clear institutional protocols.
- Facilitate regular peer support sessions.
- Adapt and strengthen country government policies on NCD prevention, including four already in progress in Belize and Brazil.

Children with HIV
We would again like to offer our thanks to ViiV Healthcare Positive Action and the Elton John AIDS Foundation for supporting UNICEF in its work to end AIDS by 2030.

ViiV Healthcare Positive Action has now supported programmes in Ghana and Nigeria with a total of £380,000, helping children living with HIV to access quality services. As a member of the Paediatric HIV Breakthrough Partnership, UNICEF has also received more than £1 million from ViiV Healthcare to support interventions which increase access to testing, treatment and retention in care for children and adolescents living with HIV, with the ultimate goal of ending paediatric AIDS in Mozambique, Nigeria and Uganda.

With a total grant of more than £290,000 from the Elton John AIDS Foundation, UNICEF has also been able to launch the U-Test programme for young people aged 16–24 in Côte d'Ivoire. This innovative 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. In 2021, UNICEF was delighted to celebrate the launch of a new road safety programme with the FIA Foundation worth €1.5 million over three years. This ambitious programme will improve school and community safety and reduce road traffic injuries, disabilities and deaths, particularly through implementing 30km/h school speed zones in 30 countries by the year 2030.

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 live, learn and grow.

UNICEF HAS CLIMATE PROGRAMMES IN MORE THAN 70 COUNTRIES.

In 2021 UNICEF released the *Children's Climate Risk Index,* a ground-breaking report that provided the first comprehensive view of children's exposure and vulnerability to the impacts of climate

change. It ranks countries based on children's exposure to climate and environmental shocks, such as cyclones and heatwaves. Ranking children's vulnerability to those shocks, based on their access to essential services, it provides tools to help prioritise action for those most at risk.

The report revealed that around 1 billion children (nearly half of the world's child population) live in extremely high-risk countries and almost every child on Earth is exposed to at least one climate and environmental shock or stress.

Children are more vulnerable to climate and environmental shocks than adults: they are physically more vulnerable and at greater risk of dying. And many children live in areas that experience multiple, overlapping climate and environmental hazards. These hazards exacerbate each other and marginalise communities, causing wider inequality. They also compound other social, political and health risks, including COVID-19. The most affected places become even more precarious for children – drastically squeezing their future potential.

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.

UNICEF identifies four approaches:

1. Supporting and shaping sustainable markets for children.
2. Strengthening the sustainability of services to protect children.
3. Advocating for sustainable policies: greater child-sensitivity in climate policies and programmes and in disaster risk and recovery policies, strategies and plans.
4. Supporting and empowering children and young people to be champions for a sustainable planet.

Truly global

UNICEF works with governments in more than 70 countries on child-inclusive programmes that foster climate resilience and low carbon development. UNICEF supports climate-smart water, sanitation and hygiene solutions in more than 40 countries, climate-related health interventions in at least 50 countries, and advocacy and action on children and climate in at least 74 countries.

UNICEF UK worked with UNICEF globally to help develop the first global investment case on climate and environment for children, advancing public and private sector partnerships. UNICEF UK also helped develop key partnerships such as Formula E – the first sports partners to support the Safe and Healthy Environment fund for children (see below). And UNICEF UK played a central role in UNICEF's impactful presence and contribution to COP26 (read more on page 13).

Climate change and displacement

In August, we published *Futures at Risk: Protecting the rights of children on the move in a changing climate,* which highlighted that in 2020 alone weather-related events were linked to 9.8 million new displacements of children and that displacement and migration are likely to increase in the coming years. The report included recommendations for the UK Government ahead of COP26, setting out how it can mitigate the impacts of climate change-related displacement and migration by strengthening education and health systems to make them more resilient and ready to respond to the shocks we know are coming.

Climate change and education

We advocated on climate education and climate change-related displacement and migration. This included working with UNICEF global on the launch of their climate mobility brief and working with the FCDO to provide statistics for their education in emergencies UK Pavilion event at COP26 (see page 14). UNICEF UK was recognised by the Department of Education as assisting in pulling together the Climate and Education Ministerial at COP26 and helping secure pledges. Our statistics on weather-related displacement were used in the publicity for the FCDO event.

OutRight: climate change campaign

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. In 2021, we delivered more than 4,000 OutRight postcards to DEFRA, highlighting children and young people's desire to see greater action on climate and the environment.

High Profile Supporter Cel Spellman continues to be a strong advocate for OutRight and provided videos to encourage sign up and for World Children's Day to encourage young people to speak about the impact of climate change and its effects on children and young people in 2020–21 as well as their right to the best possible mental health in 2021–22.

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 help benefit 20,000 children through improved air quality, increased disaster resilience at schools and health facilities, and the conservation of the natural environment.

Formula E: Safe and Healthy Environment Fund

We launched a three-year partnership with Formula E, who will donate $3 million over three years to UNICEF's Safe and Healthy Environment Fund. The funding will contribute to programmes and policy actions to help improve the wellbeing of over 3 million children worldwide. Formula E are also funding a specific, climate-resilience programme in Mexico.

The partnership launched with a film fronted by UNICEF UK Ambassador Ewan McGregor. UNICEF UK recorded some of our highest-ever engagement metrics among partnership communications content (across social, website and in-person measurement). The video has been used as a best-practice example for partnership communications in the UK, Mexico, Italy and USA markets.

Extreme E: climate education in Greenland
In 2021, through UNICEF's partnership with Extreme E, we designed, developed and implemented educational resources to enable teachers and schoolchildren 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.

The teaching materials were launched at the National Teachers' Seminar in Greenland (8–9 September). The resources were then taught as part of the curriculum in Climate Week from 27 September and reached approximately 2,000 young people aged 14 to 16.

CHILD NUTRITION

Every 12 seconds, a child somewhere in the world dies of causes related to malnutrition. Of those that survive, millions must live with the effects for the rest of their lives because of the damage to their physical and mental development. UNICEF provides about 80% of the world's supply of life-saving food for acutely malnourished children and works to prevent malnutrition in the first place.

£21.1 MILLION TO KEEP CHILDREN SAFE FROM HUNGER AND MALNUTRITION.

In 2021, UNICEF UK committed £21.1 million to keep children safe from hunger and malnutrition.

Nutrition for Growth
We secured an advocacy grant from the Eleanor Crooks Foundation to step up our nutrition advocacy. This included media coverage and becoming an active member of the International Coalition for Advocacy on Nutrition.

The Power of Nutrition: Liberia
UNICEF's partnership with The Power of Nutrition continued to grow, working towards our joint commitment of co-investing $100 million into global nutrition programmes by 2025. In 2021, the Power of Nutrition continued supporting our nutrition programmes in Liberia, India and Benin, while committing to our largest new investments so far- Bangladesh with $15 million and Ethiopia

with $30 million. In total this brings the amount of funding currently jointly committed by UNICEF and The Power of Nutrition to $75 million.

Children's Investment Fund Foundation (CIFF)
In addition to the Children Investment Fund Foundation's support for Soccer Aid for UNICEF 2021 (see page 9), UNICEF and CIFF launched a major new global partnership to focus on the treatment, early detection and prevention of child wasting. CIFF has made a total commitment of $50 million that will be matched by a further $50 million from UNICEF. This historic partnership will focus on the issue of child wasting, the most extreme form of malnutrition, which affects an estimated 47 million children around the world.

UNICEF was also immensely grateful for support from CIFF for its work in Ethiopia, where a new grant of $4.7 million will help to improve maternal nutrition and birth outcomes in the country, particularly through proving the feasibility of introducing multiple micronutrient supplements during pregnancy.

In India, CIFF has continued to be an invaluable partner, supporting vital nutrition programmes, as well as UNICEF initiatives to strengthen skills' development and the transition of young people from education to work.

Vitality: life-saving food
Vitality and UNICEF UK have been working together since 2016. Our partnership focuses on child nutrition in eastern and southern Africa. Over the past five years, Vitality has donated over £1 million to support UNICEF's programmes for nutrition, vaccine, and water, sanitation and hygiene. Thanks to Vitality and their members, UNICEF has provided over 1.65 million sachets of life-saving food for children in Burundi, Zimbabwe, Sudan, South Sudan and Ethiopia.

Vitality was also an official partner of Soccer Aid for UNICEF 2021 (see page 9), continuing their support for the campaign and featuring across match day, training week and social media activations.

Vitality Running World Cup
Vitality donated a polio vaccine for each 3km run completed by participants in the 2021 Vitality Running World Cup. The donation will help UNICEF supply more than 189,000 polio vaccines to protect children.

WATER, SANITATION AND HYGIENE

© UNICEF/Dejongh

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 highlighting 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.

Domestos: better sanitation
Since 2012, the Domestos, Unilever and UNICEF global partnership has helped more than 28 million people access improved standards of sanitation and hygiene.

© UNICEF/Liyue Ding

In 2021 we renewed our partnership with Domestos for a further three years, working together for better, safer sanitation and hygiene for children and families in India. We're aiming to reach a further 45 million people over the next three years.

Together we are developing sustainable, community-led approaches to sanitation and hygiene in schools, public places and homes in India. Access to sanitation is critical to help prevent the spread of infection, support economic development, reduce inequality, and improve access to education.

Every specially marked bottle of Domestos sold during the part supports UNICEF's work to help children and families have better sanitation and hygiene.

Lifebuoy and Domestos: better hygiene and sanitation in schools
Launched in 2019, UNICEF, Lifebuoy and Domestos's Partnership for a Clean India seeks to

improve water, sanitation and hygiene facilities in 150,000 schools across 14 states in India. The initiative aims to benefit around 30 million children.

School closures due to COVID-19, as well as floods and cyclones in multiple states affected plans to deliver training and support to schools. Training and messages were delivered online and through radio broadcasts. By the end of 2021, despite these challenges, UNICEF had trained over 10,000 master trainers to impart knowledge and tools to achieve, maintain and sustain better standards of water, sanitation and hygiene in schools. This has led to the training of over 450,000 teachers and 12,000 school management committee members.

The partnership also facilitated several community-outreach projects. In Chhattisgarh, UNICEF supported the School Education Department to organise a 21-day handwashing campaign during Swatchhta Pakhwada and Global Handwashing Day (October), while an online pledge campaign on handwashing in the local tribal languages reached more than 2,500 community members. In Jharkhand, a state-wide campaign on hand hygiene organised with the School Education Department reached over 13,000 schools.

Soccer Aid for UNICEF 2019: Malawi

In 2021, with the support of the UK Government Aid Match funding, UNICEF UK launched a new programme focused on building safe, inclusive and resilient communities for women and children in Malawi. This WASH and child protection project will help provide 30,000 children and their families with access to better services, to make sure they have greater resilience to health threats and the impact of climate change.

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.

In 2021, UNICEF UK committed £0.3 million for child protection.

© UNICEF/Altaf Ahmad

CHILD PROTECTION

£0.3 MILLION FOR CHILD PROTECTION.

3.

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. They often face multiple additional burdens, including physical labour, unpaid care work, and a higher risk of gender-based violence. The risk of gender-based violence is even greater for those living with disabilities.

The COVID-19 pandemic risks reversing huge progress made in child protection. The gains made in averting up to 25 million child marriages in the 10 years before the pandemic are threatened – instead 10 million more marriages are projected in the next decade. 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 2021, UNICEF UK committed £0.3 million for child protection. This supports 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 with armed groups.

Dove: Self-Esteem Project
Our three-year partnership with Dove aims to reach 10 million adolescents in Brazil, India and Indonesia with body confidence and self-esteem education as part of UNICEF's existing life-skills portfolio by the end of 2023.

In 2021, we launched our online teacher-training programme for all junior schoolteachers across Indonesia on the Indonesian Government e-learning platform. In Brazil, a chatbot hosted on Facebook and WhatsApp launched on International Day of the Girl in October. We look forward to launching the project in India in 2022.

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 the capacity to prevent and respond to violence against children, and the ability to reach the most vulnerable children. UNICEF was able to reach young people with messages on the impact of violence, identify gaps in legislation, and support improved coordination of protection services. While the impact of the systems' work will stretch beyond this project, 500 young people were directly reached during implementation.

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 are working collaboratively with FIFA, Formula E, The Birmingham 2022 Commonwealth Games and The Centre for Sport and Human Rights to pilot this guidance to ensure these are adopted as a benchmark for good practice.

In 2021, UNICEF UK in addition:

- Launched a global consultation to develop an International Training Framework for Safeguarding Leads in sport.
- Launched www.safeinsport.org website that houses the International Safeguards for Children in Sport.
- Developed the framework for a new digital tool, aiming to promote a positive safeguarding culture in leadership of sporting organisations.

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 2026 FIFA Men's World Cup. Each Commonwealth Youth Games alone sees over 1,000 child athletes participate, and at least 200 athletes age under 18 take part in each 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 are vulnerable to a range of child protection issues, including abuse, child marriage, poor school attendance with high drop-out rates, and child trafficking. In addition, many young girls living on tea estates in Assam are anaemic due to poor diet.

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 is focusing on child protection, maternal health, nutrition, and water and sanitation. It 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.

Over 160,000 people have been helped by the programme since the start of phase three in 2018, including over 34,000 adolescent girls who have been reached through interventions around nutrition, empowerment and protection. This project has also seen a 21% decline in the prevalence of anaemia following community-based interventions on nutrition, such as distribution of iron folic acid and the development of kitchen gardens.

This partnership played a pivotal role in mitigating the risk and impact of the ongoing COVID-19 pandemic, with activities including capacity development, communication campaigns, advocacy, mobilisation and engagement. Also through this partnership, UNICEF has engaged in consistent advocacy to ensure that nutrition programmes are prioritised as part of the Government of India's response to COVID-19.

Andan Foundation: a generation of leaders
UNICEF would like to thank The Andan Foundation for their continued support of the Generation of Innovation Leaders programme in Lebanon. The generous donation of €75,000 will contribute towards supporting 10,800 young people with seed funding, coaching and mentoring.

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 2021, 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 to develop accredited safeguarding courses that will be available globally to support the implementation of the FIFA Guardians Safeguarding Toolkit. More than 2,500 learners from around the world have registered to complete the course, which will equip safeguarding leads working within sport with the knowledge and skills to create a safer environment for millions of children taking part in football around the world.

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.

In addition, in 2021 UNICEF UK embarked on a pilot with the Premier League to embed child rights education in three Premiership Academies. This pilot aims to introduce a focus on children's rights and child-player voice to support children in having a safe and enjoyable experience within 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.

The second phase, with funding of $3 million over three years from 2018, aimed to improve the lives of women, children and families living on 205 tea estates through education, health, nutrition, child protection, and water and sanitation. The partnership has reached over 300,000 community members, including over 137,000 children and young people. UNICEF and ETP also continued their work with tea estate management and workers to look at the ways in which responsible business practice can lead to better outcomes for children. Building on the first phase of the partnership, the partnership has helped to create an enabling environment among the tea estate management around child rights.

David Beckham and the Global Forum
In December, UNICEF Goodwill Ambassador David Beckham joined the first Global Forum for Children and Youth virtually, calling on local communities, companies and parents to support parents to care for their children. UNICEF co-hosted the event with the governments of Botswana and Sweden, convening leaders from the United Nations, governments, business, philanthropy, civil society, and children and young people. Following the event, 165 commitments have been submitted from 57 countries made by governments, civil society, private philanthropists, businesses, foundations and multi-lateral organisations. These include programmatic action, policies and guidance, budget allocations, and data, research and insights. On top of this individual supporters have been making their own commitments.

CHILD EDUCATION

© UNICEF/Dejongh

Every child has the right to learn, yet as we entered the second year of the pandemic, that right remained under threat.

In 2021, UNICEF UK committed £3.2 million for UNICEF's programmes to help children gain access to education – many for the first time.

CHILD EDUCATION

"If children are faced with another year of school closures, the effects will be felt for generations to come."
Former UNICEF Executive Director Henrietta Fore

£3.2 MILLION TO HELP MORE CHILDREN HAVE QUALITY EDUCATION

Every child has the right to learn, yet as we entered the second year of the pandemic, that right remained under threat. With COVID-19 cases continuing to soar globally, many countries opted for prolonged school closures, despite evidence of the overwhelming impact on children's mental health, wellbeing, safety and learning.

Children's ability to read, write and do basic maths has suffered, and the skills they need to thrive in the 21st-century economy have diminished. 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.

Education has the power to transform lives, helping to end generational cycles of poverty and disease. UNICEF is calling for schools to remain open wherever and whenever possible, and for remedial and catch-up learning to be prioritised. We urgently need to reimagine education, to ensure that young people gain the skills and resilience to navigate an uncertain future. A transformative approach to education must have learning at its centre and go beyond traditional understandings of what is to be taught in classrooms. And it must reach all learners – whether in school or out – so that no young person is left behind.

In 2021, UNICEF UK committed £3.2 million for UNICEF's programmes to help children gain access to education – many for the first time.

Global Education Summit
UNICEF UK advocated for a strong commitment from the UK to the Global Partnership for Education replenishment. In July, the Global Education Summit saw $4 billion raised for international education, including a £430 million pledge from the UK Government.

We launched a new working paper on climate change-related displacement and girls' education at the Summit.

Digital Divide in the UK
Following our initial campaign on children in lockdown in 2020, we focused our domestic coronavirus advocacy work around the digital divide and ensuring children can realise their right to education despite school closures. As schools reopened, we were concerned that children and young people would be left behind if learnings on digital inclusion weren't embedded in a more systemic way. We worked closely with Carnegie Trust UK and co-hosted a roundtable for relevant parties including key civil society stakeholders, academics and businesses.

Utilising the discussion points and knowledge-exchange facilitated through the event, we produced a report detailing our findings and practical recommendations for the Department for Education. These focused on the need for a resilient and sustainable long-term digital inclusion strategy that will support the UK Government's levelling-up agenda.

The report's foreword was co-authored by Conservative MP, Rob Halfon, Chair of the Education Select Committee and Labour MP, Siobhain McDonagh. It was accompanied by a detailed briefing note for Parliamentarians and, following the securing of five oral questions to the Secretary of State, a request was made by the Minister for Schools for the Department for Education to meet with UNICEF UK and Carnegie Trust UK to discuss our findings.

HSBC: skills for young people
In 2021, we launched a one-year partnership with HSBC to equip young people with the right skills, including financial capability, for them to achieve their full potential. The $1 million partnership aims to help 84,000 young people in India, Indonesia and Mexico.

Nord Anglia Education
In March, we began a three-year $250,000 partnership with Nord Anglia Education. The partnership is supporting the development of freely accessible learning materials on the Sustainable Development Goals, while helping Nord Anglia students gain the knowledge and skills required to make positive change within their communities.

Micro Focus
Micro Focus donated more than £250,000 in a one-year partnership, providing crucial funds to support UNICEF's education programmes around the world – in line with the company's social purpose of helping to equip communities with the skills needed to be successful in their digital lives.

ShoeShare at Clarks
Since 2008, Clarks have raised more than £1.7 million for children. Clarks continue to donate to UNICEF for every tonne of old or unwanted shoes they collect. In 2021, despite some store and school closures, the partnership raised over £30,000, supporting UNICEF global education programmes and UNICEF UK Rights Respecting Schools.

BT Group, 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. In 2021 BT continued to support innovation in digital education.

PwC: Generation Unlimited
PwC and UNICEF, in support of Generation Unlimited (GenU), a multi-sector partnership, are working together on 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.

Postcode Education Trust, eastern and southern Africa
Since 2017, the partnership between UNICEF UK and People's Postcode Lottery has meant more than £13.5 million raised by players has supported children around the world. In 2021 we received our first grant from the Postcode Education Trust.

Funding raised by players of People's Postcode Lottery supported UNICEF's ambition for sustainable and continuous education provision in eastern and southern Africa. This included a generous extra award of £2.5 million in support of regional capacity building and direct support of UNICEF's Education in Emergency response in Ethiopia. Families and communities in Ethiopia face multiple emergencies that have resulted in massive population displacement and a high demand for services. As part of supporting the education in emergencies response in Ethiopia, the Trust contributed towards setting up integrated education and child protection services for children displaced by the crisis.

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 sixth year, a Scottish supporter is helping UNICEF provide education for young people in Lebanon, which expanded to Jordan in 2019. In 2021, the annual donation of £500,000 enabled UNICEF to reach over 2,000 young people with life skills, entrepreneurship and digital skills training in Lebanon and Jordan.

David Beckham at the Safe Schools Conference
In his role as UNICEF Goodwill Ambassador, David Beckham joined Executive Director Henrietta Fore virtually at the Global Coalition to Protect Education from Attack, the fourth International Safe Schools Conference, which was held in Abuja, Nigeria.

5. PARTNERSHIPS

African Drone and Data Academy
In 2021 UNICEF UK received the final of three £125,000 annual donations from a Scottish-based supporter for 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 has designed and implemented a new curriculum allowing young people to learn how to build their own low-cost drones, operate them, analyse the acquired data, and create local, start-up businesses.

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 strategic programmes. In 2021, the Foundation supported child health through a nutrition initiative in Benin, match-funded by the Power of Nutrition, and new-born and maternal health in Tanzania. It also funded sustainable solutions such as a solar power, piped water programme in rural Zimbabwe; the creation of UNICEF's first Eco-Villages programme in Madagascar; and programmes that help convert plastic waste into schools in Côte d'Ivoire.

To help tackle the pandemic, the Eleva Foundation gave a generous donation to Soccer Aid for UNICEF 2021 (see page 9) and COVID-19 vaccine provision in the Democratic Republic of Congo.

It also drove inclusion, through accessible textbooks for children with disabilities in four countries across Latin America and the Caribbean; and enabled social inclusion and child protection for Almajiri children in Nigeria. Finally, UNICEF's emergency response in Yemen and the Children's Emergency Fund received contributions from the Foundation.

We are very proud of this innovative philanthropic collaboration and thankful for the support of Eric and Kirsty Bendahan as International Council Members.

The Data for Children Collaborative
Based in Edinburgh, the Data for Children Collaborative is a partnership between UNICEF, the Scottish Government and the University of Edinburgh that seeks to use data science to improve outcomes for children in the UK and globally.

Collaborating with the UNICEF Data and Analytics Team, in 2021 key research topics have included climate change, the impact of COVID-19 on children, mental health, nutrition, population and poverty. Thank you to the Scottish Government and the University of Edinburgh for their generous commitment to the Data for Children Collaborative.

ADVOCACY FOR CHILD RIGHTS

6.

International development, UK Aid reductions and child rights
Following the UK Government's decision to reduce the UK Aid budget in 2020, 2021 saw a Parliamentary vote to confirm the reduction temporarily and attach fiscal tests to its return. Across the year we provided briefings to Parliamentarians, published blogs and responded to political announcements and developments – including the parliamentary vote and publication of the Government's Integrated Review. We also engaged directly with the Foreign, Commonwealth and Development Office (FCDO) to share our position on the reductions and the potential impact on children.

We ensured UNICEF expertise was delivered via written and oral evidence to the International Development Select Committee, including the inquiry on 'The Future of UK Aid', the 'Philosophy and Culture of Aid' and 'UK Aid for Improving Nutrition'.

In November we were part of a Wilton Park discussion giving early feedback on the Government's next International Development Strategy, due for publication in 2022. In the same month, we also delivered a learning event with civil servants in the FCDO providing information on the UN Convention on the Rights of the Child. These events will continue quarterly in 2022. Our proposal for a Child Rights Hub has been endorsed and is being considered within the FCDO. In 2022 we expect further information on how the FCDO can formalise and consolidate its work to promote and uphold children's rights around the world.

The UN Convention on the Rights of the Child
The UN Committee on the Rights of the Child is now examining to what extent the UK is meeting its obligations to the UN Convention on the Rights of the Child. In February, the UN Committee published a List of Issues on which it wants the UK Government to respond. The document was based on the submission from UNICEF UK – almost all our suggestions had been taken on board.

The Convention is the core of our mandate. The reporting process and the recommendations issued by the UN Committee are important and influential – the UK Government and Devolved Administrations take them very seriously and they lead to important progress. For instance, the laws to ban corporal punishment in Jersey, Scotland and Wales came as a direct result of the recommendation by the UN Committee in the previous reporting phases.

UNICEF UK is the only organisation that monitors and reports on the situation in the whole of the UK and the three Crown Dependencies, and our information is vital to the UN Committee. Engaging in the reporting process also supports our wider advocacy objectives.

Child rights: general measures of implementation
Throughout 2021 UNICEF UK worked closely with the governments in Scotland and Jersey on incorporating the Convention into their domestic law. We provided technical advice on the most effective models to use based on UNICEF's global experience, knowledge and data. We also worked with officials to prepare several implementation measures.

Scotland
In 2021, UNICEF UK in Scotland and our advocacy team worked closely with the Scottish Government and partners to support the passage of the United Nations Convention on the Rights of the Child (Incorporation) (Scotland) Bill through the Scottish Parliament. We were delighted when the Bill passed unanimously in March. The Bill's purpose is to ensure that children's rights are fully protected and realised in Scots law in what is considered one of the most progressive pieces of legislation of its kind.

UNICEF UK will continue to support on implementing the Bill and addressing matters related to the UK Supreme Court decision on the scope of the Bill and the powers of the Scottish Parliament. This shows that the constitutional powers of Scotland are limited, and that full incorporation of the Convention is not legally possible at the devolved level. We will therefore continue to advocate with the UK Government to incorporate the Convention, as the only route for full incorporation in the UK.

Jersey
A Bill to indirectly incorporate the Convention has been drafted and will be lodged in the Jersey Parliament in early 2022. It imposes a duty on Ministers and the whole public sector to embed the Convention into their law, policy and practice.

Campaigning for child rights
In 2021 we increased the number of UNICEF UK campaigners by nearly 20,600, making a total supporter base of 125,520 campaigners. Campaigners took more than 61,600 actions for a variety of causes, including education, COVAX and climate change.

Campaigners helped achieve a major victory for children, as the UK Government published an Ending Preventable Deaths (EPD) action plan in December. This is something UNICEF UK has been calling for, and 23,000 campaigners to action to support us.

Preventing corporate abuse and realizing child rights
Building on our work on the UK Modern Slavery Act and our 2020 report Preventing Corporate abuse and realising child rights, we continue to advocate for the introduction of new legislation in the UK that would require companies to prevent child rights abuses and environmental harm. UNICEF UK continues to support the call for this legislation that was launched in 2019 as part of the Corporate Justice Coalition. Together with other civil society organisations, we have contributed and endorsed a set of legal principles that should form the basis for this legislation. This year, 36 UK businesses and investors added their voices to call for this type of legislation to be introduced. This shows that there is growing awareness and consensus for the need for the UK to adopt legislation that requires companies to conduct human rights and environmental due diligence.

We collaborated with the UN Global Compact Network UK to organise a webinar for businesses to discuss the successes and challenges for companies to integrate child rights into their due diligence processes and how a new law in the UK could drive responsible business practices towards children. We also participated in a webinar organised by NOVA Centre on Business, Human Rights and the Environment highlighting key elements of this legislation that are necessary to make sure it effectively drives respect for children's rights.

Business, climate change and child rights
As part of our work on climate change and child rights, we explored business' responsibilities for the impacts of climate change on child rights. Business' efforts to tackle climate change through mitigation and adaptation can have negative impacts on children's rights if not adequately assessed and prevented.

In 2021, we contributed to an event organised by DEFRA at COP26 (see page 13) to highlight the child rights dimension of climate change for businesses taking action to transition to a green economy.

UK PROGRAMMES

During the pandemic, 4.3 million UK children were living in poverty. Poor nutrition, educational outcomes and mental health problems are rising. And every day, many thousands are at risk from violence, abuse and neglect.

We currently work in all four nations of the UK reaching around 2.5 million children

© UNICEF

7. OUR WORK FOR CHILDREN IN THE UK

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 and the Sustainable Development Goals.

As is the case for so many children around the world, we know that life for children in the UK can be tough. During the pandemic, 4.3 million UK children were living in poverty. Poor nutrition, educational outcomes and mental health problems are rising. And every day, many thousands are at risk from violence, abuse and neglect.

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

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

BABY FRIENDLY INITIATIVE

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

THE BABY FRIENDLY INITIATIVE

Over the past 27 years, the Baby Friendly Initiative (BFI) has revolutionised health care for mums and babies in the UK, as part of a wider global partnership between the World Health Organization (WHO) and UNICEF.

The Baby Friendly Initiative was introduced to address a fall in breastfeeding around the world and the impact this 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.

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 over 600,000 babies, mothers and their families every year. In addition, Baby Friendly supports the leads for the Scottish and Welsh networks (SIFAN & WIFN). We also support the Designation Committee which includes academics and an external group of 16 clinicians, who grant and provide quality assurance for all Baby Friendly activity and maintain consistency across the programme. Baby Friendly also supports the Qualifications Framework Board, a group of six infant feeding specialists and academics who provide governance for and oversee the Baby Friendly Qualifications Framework Programme.

Today, 95% of maternity units and 91% of health visiting services across the UK are working towards Baby Friendly accreditation. In universities, 75% of midwifery programmes and 30% of health visiting programmes are working towards the Award.

Awards and accreditation
In 2021, we awarded 18 Certificates of Commitment, 15 Stage 1 accreditations, 23 Stage 2 accreditations, 11 full accreditations, 33 re-accreditations, 14 Gold Awards and 20 Gold Award revalidations.

Currently in the UK, 43% of maternity services, 67% of health visiting services, 36% of university midwifery courses, 15% of university health visiting courses, 22 neonatal units and 15 children's centre services are fully accredited.

NHS Long Term Plan
Baby Friendly continues to progress with the joint support offer agreed by NHS England and NHS Improvement and UNICEF UK that supports 38 maternity services 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
In 2021, following the successful pilots, we launched the Qualifications Framework Programme, with 14 graduates becoming UNICEF UK Baby Friendly Qualified Advocates, Practitioners and Leaders. The 2021 autumn cohort is currently concluding and applications for the 2022 cohorts are underway. The Framework increases knowledge and capacity related to infant feeding and very early child development across public services.

Baby Friendly Conferences
The Baby Friendly Annual Conference was a virtual event for the second year running, attracting more than 2,400 delegates in November. The vibrant programme featured 12 speakers discussing a range of topics, including cultural safety and intelligence in maternity care, common infectious diseases in childhood, the CHILD Cohort Study and much more.

The third Baby Friendly Neonatal Conference took place online in June with nearly 1,000 delegates. A fantastic line-up of international speakers discussed topics including the resilience of neonatal units during COVID-19, infant mental health, and the microbiome.

Our conferences provide an opportunity for infant-feeding specialists around the world to come together to share new ideas and best practice.

National Neonatal Project
After a competitive application process, the National Neonatal Project was launched to support 18 UK neonatal units to achieve Baby Friendly accreditation between 2021 and 2024. The project provides units with assessment costs, training courses, teaching materials and more to help transform care for babies, mothers and families. This project is funded by a donation from NIVEA to UNICEF UK.

COVID-19 challenges
There were serious challenges in all public services that worked with Baby Friendly in 2021, mainly related to the COVID-19 pandemic. This led to unprecedented staff shortages, which has made it very difficult for many services to implement the Baby Friendly standards as thoroughly as they would have liked.

Baby Friendly continued to support health professionals by listening to their concerns and then designing a collection of resources, FAQs and guidance documents as well as virtual training to help them cope with the demands they are facing. All assessments are also currently delivered virtually.

RIGHTS RESPECTING SCHOOLS

More than 1.5 million children in the UK now attend schools 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.

Going for gold

In 2021, 723 schools newly registered for the Award, the highest number since we began collecting this data in 2015. We awarded 105 Gold (Rights Respecting) accreditations, more than double in 2020. An additional 216 schools were awarded Silver (Rights Aware) and 430 Bronze (Rights Committed).

In total, we work with 4,759 – 15% – of all primary and secondary schools in the UK. In Scotland, more than half of all primary and secondary schools are registered.

More vital than ever

Despite ongoing challenges posed by the pandemic, we saw great engagement with RRSA, demonstrating the value of the programme, especially in challenging times. It was crucial that children knew and could exercise their rights as they faced additional risks in the pandemic. It was also vital to support children's wellbeing. RRSA helps children develop their self-esteem and feel safe and cared for, as evidenced in our impact report and consistently voiced during assessments.

In 2021, we continued to deliver all aspects of the programme online. More than 800 participants attended our training courses and support workshops. Feedback during such challenging times underlined their value. One teacher said: "I felt like I had lost some of my enthusiasm for leading the school to achieving the RRSA given the current circumstances, however since attending the training I feel more positive and can't wait to relaunch!"

Article of the Week

Our weekly resource pack, Article of the Week, launched in 2020 for remote learning, remained popular among schools and we acted on their feedback. It averaged 800 unique downloads per week, up from 660 in 2020.

Rugby League World Cup 2021

UNICEF UK and the Rugby League World Cup continued their partnership in supporting the Rights Respecting Schools programme. Due to COVID-19, the tournament was postponed until 2022 so we will continue to work together for an additional year to celebrate the partnership and raise further funds.

In 2021 the Rugby League World Cup 2021 donated £60,000 to help children access the programme at 115 schools in Newcastle, Sheffield, Durham and the Tees Valley.

Showcasing impact

We co-presented, with a headteacher from a RRSA Gold school, the RRSA impact evaluation at a University College London (UCL) webinar on Assessing the impact of rights-based approaches in schools to an audience of academics, practitioners and students.

Young voices speak out

In collaboration with the UNICEF UK's Advocacy team, we engaged our Rights Respecting Schools in key 2021 UK events, supporting children to share their views on world events as global citizens. During the G7 Summit in Cornwall, schools created Declarations for Girls' Education. In our virtual school visit

for the Prime Minister's Special Envoy for Girls' Education Helen Grant, children of Trewirgie Primary School (Gold Award) explained why girls' education is so important. In May, the G7 launched the Declaration on Girls' Education, which focuses on recovering from COVID-19.

CHILD FRIENDLY CITIES AND COMMUNITIES

In 2021 more than 500,000 children in the UK were living in a community that was 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 almost 50 countries.

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

Reaching further

In 2021, CFC was working with councils and their partners in seven cities and communities across all four UK nations, including two new local authorities: the London Borough of Lambeth, and Bradford. They joined Aberdeen, Cardiff, Derry and Strabane, Liverpool, and Redbridge.

Four more (Manchester, Nottingham, Southampton and Wokingham) went through our rigorous application process and were formally accepted onto the programme with start dates in 2022.

Celebrating progress

Despite lockdowns, restrictions and uncertainty, all our existing council partners made significant progress on their journeys towards recognition. By the end of 2021, all were in the Delivery Phase, during which they implement their CFC Action Plans drafted in partnership with children and young people.

All our communities demonstrated how using children's rights as a guide to local services leads to better outcomes for children. We saw rights-based Family Wellbeing Hubs in Aberdeen; a city-wide Summer of Smiles programme in Cardiff; powerful youth manifestos in Derry and Strabane; early years' participation work in Liverpool; and a child rights-based approach to placemaking in Redbridge.

The CFC team continued to deliver its full suite of training courses online. Close to 1,000 people were trained in children's rights, youth participation, and completing child rights impact assessments, including local politicians, frontline staff, police officers and children and young people.

Shaping the debate

CFC remains a leading voice for children's rights at the local level, and in 2021 spoke at sector events and published articles on issues ranging from children's right to be heard, to their right to play. We invited our council partners to share their experiences at numerous national and international public events.

New resources we developed to support the sector in 2021 included a child rights impact assessment template and guidance for local authorities. Our new policy series Children's Rights in the New Normal examined the impact of the pandemic on children's rights at the local level. And we also launched a monthly series of webinars CFC Shorts: each a one-hour deep-dive into rights-based practice.

FOOD POWER FOR GENERATION COVID

In addition to our three core programmes in the UK, we also delivered a one off, timebound domestic initiative to respond to the coronavirus pandemic, which completed in April 2021.

In summer 2020 we launched Food Power for Generation Covid, as part of our domestic response to COVID-19 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.

Over the course of our response, we successfully awarded grants to over 30 community organisations in England, Scotland and Wales, reaching up to 40,000 vulnerable children and their families. Some of the projects we supported include Cardiff, Flintshire, Newcastle and Thanet, where cooked meals or meal kits using easy, economic and healthy recipes were 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.

FUNDRAISING FOR CHILDREN

8.

TOTAL INCOME

UNICEF UK depends entirely on voluntary contributions to support UNICEF's worldwide programmes. Our total income for 2021 was £141.8 million.

£141.8 MILLION TOTAL INCOME IN 2021

The UNICEF UK Marketing teams concentrate their efforts on mass market fundraising campaigns to current supporters and to the wider public. While the Philanthropy and Partnerships teams concentrate their efforts on an individual to individual, or business to business, basis.

UNRESTRICTED FUNDS

From our 2021 income, the contribution of UNICEF UK to UNICEF's core programmes amounts to £29.7 million.

These 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:

1. the mortality rate of children under the age of 5
2. the gross national product per capita, and
3. 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.

EMERGENCY APPEALS

Speed to market is key to responding for children in emergencies – especially natural disasters (see pages 15-27). In 2021 our marketing provided an agile response to emergencies in Yemen, Afghanistan, India and Haiti. The Yemen Appeal raised just under £6.4 million. The Afghanistan Crisis Appeal raised over £2.8 million. The India COVID-19 Appeal raised more than £1 million, and the Haiti Earthquake Appeal, which launched at the same time as Afghanistan, raised £150,000.

MASS CAMPAIGNS

In 2021, we continued to grow our subscription products, while our existing pledge supporters continued to generously support children, giving hundreds of thousands of pounds more than forecast, despite a once-in-a-generation recession.

Our regular givers and other members of the public donated almost **£55 million** to our work for children via our marketing campaigns – a 13% increase from 2020. Core pledges brought in more than **£40 million**. Income from one-off gifts increased to more than **£12 million**. And our subscription products Paddington's Postcards and PJ Masks Bedtime Heroes brought in a further £3 million in regular gifts.

Our marketing campaigns inspired more than **40,000 new regular givers** to start supporting UNICEF, bringing the total of regular givers to more than 277,000. Regular giving now generates over £40 million per year (including Gift Aid) for our work for children.

Paddington™

Our brand partnership with Paddington Bear continues to go from strength to strength, raising over £2.5 million in 2021.

Paddington's Postcards, our subscription product for parents with primary school aged children, reached a milestone of **40,000 subscribers** in 2021. Each month, the subscription provides children with personalised post, packed with stories, fact cards and stickers, encouraging awareness of UNICEF's work for children in different countries around the world. Paddington's Postcards international appeal grew further, with subscribers in Australia, Ireland, Italy and New Zealand. We are hoping that it may reach Peru!

For a fourth year, to mark end-of-year celebrations, Paddington's Parcels offered supporters the opportunity to send presents full of Inspired Gifts to vulnerable children. In 2021, we received more than 900 orders for Paddington's Parcels, raising over £63,000 for children. We also sold more than 3,000 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 8).

PJ Masks: Bedtime Heroes

We continued our partnership with PJ Masks (eOne) to roll out our 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. In 2021, we had more than 1,300 new subscribers sign up for Bedtime Heroes.

COMMUNITY FUNDRAISING

Despite the continued challenges to community fundraising because of COVID-19, 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 vulnerable children.

Our community fundraising groups continued to humble us with their dedication, raising nearly **£1.2 million** for children in 2021. Of this, £418,000 was raised by individuals engaging in everything from selling items on their driveways to hosting fetes and events; £138,000 was raised by churches and religious organisations; and schools and educational establishments raised an amazing £89,000.

CHALLENGE EVENTS

In 2021 there was significant disruption and cancellation of most mass-participation events due to the spread of COVID-19. Despite this, we were able to support our London Marathon and Royal Parks runners as their events went ahead and members of the public continued to find innovative and ingenious ways to support our work, donating more than £428,000 from challenge events.

GIFTS IN WILLS

Legacies continued to provide a large proportion of the unrestricted funds for UNICEF in 2021. In September 2021, the Gift in Wills Team held an exhibition to celebrate UNICEF's 75th anniversary for supporters who have included a gift in their will to UNICEF. More than 100 supporters attended in person. It was a pleasure to meet these supporters in person after such a challenging time during the pandemic. A further 180 supporters viewed the exhibition interactively online, which continues to be available until December 2022.

We are so grateful to the 273 supporters who left a gift in their will to the world's children in 2021. Together, these generous gifts totalled nearly **£7 million**, which will go towards our programmes

empowering children across the world to reach their potential. A further 78 supporters pledged to include a gift in their Will to UNICEF when making use of our Free Wills offer. More than 1,230 supporters were honoured by Gifts in Memory of a loved one. We will be forever grateful for these genuine acts of kindness in helping us to create a safer world for children.

PHILANTHROPY

In 2021, 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: Eric & Kirsty Bendahan; Aditya and Megha Mittal; Naza Alakija; Minekte Foundation; The Fraxinus Trust; Islamic Relief UK; Joe Jarvis; Johan & Claire Levavasseur; Dr Alex O'Cinneide; Simon & Dorothy Peyton-Jones; Michael Rosenberg; The Talent Fund; the Bradley and Katherine Wickens Foundation, and many more supporters who wish to remain anonymous.

Thank you to our Scotland Advisory Board for their support: David Duke MBE, Fiona McFarlane, Liz Reilly, Malcolm Robertson (Chair) and Sanjay Singh. Thank you also to our very generous supporters from Scotland who wish to remain anonymous and who support transformative education both in Scotland and globally.

Global Guardians

UNICEF UK is enormously grateful to our Global Guardians, a group of special supporters who make regular, substantial gifts each year 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 2021, Global Guardians membership increased by more than 25% and they donated almost £600,000 in core funding through the Global Guardian programme and Soccer Aid for UNICEF plus £187,000 for UNICEF emergency appeals.

UNICEF Next Generation

UNICEF Next Generation (NextGen) is a committed group of young leaders in their 20s and 30s who pledge their financial resources, time, networks and skills to UNICEF's lifesaving work. NextGen members magnify their impact by leading fundraising efforts, advocating for the protection of children's rights, and engaging in learning opportunities to expand every child's opportunity to reach their full potential.

In 2021, sales of NextGen's cookbook Bake for Syria, accompanied by fundraising activity across the NextGen network, raised vital funds for children affected by the conflict in Syria. The generosity of our NextGen donors led to valuable gifts for UNICEF's work in Yemen, Lebanon, and support for the Children's Emergency Fund.

Trusts and foundations

In 2021, UNICEF UK received invaluable support from charitable trusts and foundations, including The Bill and Melinda Gates Foundation, The Band Aid Charitable Trust, The Birrane Foundation, The Children's Investment Fund Foundation (CIFF), FIA Foundation, The Elton John AIDS Foundation, Oak Foundation, The Power of Nutrition, The John and Sally Reeve Charitable Trust, The Wellcome Trust, ViiV Healthcare, and The Constance Travis Charitable Trust. In Scotland, we received funding from Cattanach, an independent charitable early years' funder, to support research and scope the feasibility of developing a new rights-based programme for the early years that connects and complements the Baby Friendly Initiative and Rights Respecting Schools.

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, Guernsey Overseas Aid and Development Commission, Isle of Man International Development Committee, Jersey Overseas Aid and the Scottish Government. These partnerships are crucial in helping UNICEF deliver life-changing programmes for children around the world.

Stewardship
Our Special Events team helped run a programme of stewardship events for donors and supporters – from delivering updates on our work for children and fundraising propositions to strengthening networks and relationships. Events included the Mark Carney Climate Change event, the Soccer Aid hospitality suites, the Eleva Foundation pitch, 7 Fund Giving Club virtual country visits, Global Guardians webinars and a Conversation with Tom Hiddleston event.

Blue Moon Gala
On 8 December UNICEF UK hosted a dazzling event marking UNICEF's 75th anniversary – The Blue Moon Gala – at an electrifying new venue, The Outernet London. The event raised an incredible £700,000 from ticket sales, auction prizes and donations. Duran Duran and Arlo Parks enthralled the 230 guests with live performances. UNICEF's work in education and emergencies was brought to life in speeches from UNICEF UK President Oliva Colman, UNICEF Goodwill Ambassador David Beckham and UNICEF UK Ambassadors Tom Hiddleston and James Nesbitt, among others.

Third-party events
Third-party events in 2021 yielded £14,000. UK viewers joining David Guetta's United at Home concert live streamed from Dubai, donated £4,500 to UNICEF regular resources. Two special events collaborations raised £8,500 for COVAX/VaccinAid: DJ Mag raised £6,000 on Crowdfunder and Sleeping with Art raised £2,500 on JustGiving.

7: THE DAVID BECKHAM UNICEF FUND

In 2021, 7: The David Beckham UNICEF Fund continued its commitment to support children in El Salvador, Indonesia, Nepal and Uganda. These programmes are helping to unlock the incredible potential of children in these countries, with a particular focus on girls.

Philanthropists, trusts and corporates all contributed to the 7 Fund in 2021 and introduced new supporters to UNICEF.

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

The 7 Fund Giving Club
In 2021, we celebrated the second year and grew the membership of the 7 Fund Giving Club in partnership with David Beckham. The Club brings together a group of individuals committed to making a difference. We offer sincere thanks 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, especially girls.

We are very grateful for the £0.5 million of support received in 2021 towards the Club's ambitious fundraising goal from our members: Paul Edwards (Chair); Peter and Charlotte Bolland; Ray Browne and Beverley Russell Browne; Clive and Helene Gillmore; Richard Grethe and Michelle Sochor; Nigel, Sarah, Annabel, Amelia and Olivia Hammond; Johan and Claire Levavasseur; Minekte Foundation; Sam and Jo Norman; David and Aimi Palmer; SJM Concerts; Colin and Sue Stone. We also extend our deepest thanks to our six anonymous donors.

CORPORATE PARTNERS

In 2021, UNICEF UK corporate partners donated more than **£27 million** with valued support from Arm, AstraZeneca, BT, Clarks, Clipper Race, DLA Piper, easyJet, Ethical Tea Partnership, Extreme E, Formula E, HSBC, Kurt Geiger, L'Occitane, LSEG Foundation, Louis Vuitton, Manchester United, M&S, Micro Focus, NIVEA, Nord Anglia Education, Paddington TM, Pandora, Postcode Education Trust, PJ Masks (created by eOne), PwC, Rangers FC, Rugby League World Cup, Standard Chartered, Tetley, Twinings, Unilever and Vitality and the Running World Cup.

Arm

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

UNICEF and Arm are inspiring the tech industry to connect young people to the benefits of technology, close the digital divide and accelerate innovation to help meet the Global Goals. In 2021 Arm extended their support in Malawi and the delivery of the African Drone and Data Academy, as well as supporting climate forecasting and water, sanitation and hygiene initiatives.

Arm also backed the Giga Initiative, UNICEF Office of Innovation's connectivity programme that aims to connect every school to the internet by 2030, and every young person to information, opportunity and choice. In 2021 the Giga Initiative achieved the milestone of mapping the location and connectivity status of 1 million schools.

The Big Christmas Give Challenge

In 2021 we took part in The Big Give Christmas Challenge. Through generous donations from the public, as well as match funding pledges from a trusted partner and the Reed Foundation, we were able to raise vital unrestricted funds for our work supporting vulnerable children around the world, from childhood through to adolescence.

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. Unfortunately, in March 2020, the race was postponed because of the coronavirus pandemic but we look forward to the race hopefully resuming safely in March 2022.

Kurt Geiger

Kurt Geiger and UNICEF UK continued their corporate partnership, following their £150,000 grant for unrestricted flexible funding in 2020. In 2021 we celebrated a second partnership campaign, launching a specially created video on social media channels and Kurt Geiger stores to mark International Youth Day in August.

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 2021, the partnership raised over £150,000, providing flexible funding for UNICEF to help children in the greatest need. In total, M&S has now donated an incredible £550,000 to UNICEF through the Sparks Rewards Scheme.

UNICEF UK SHOP

Cards and gifts

Thanks to our generous supporters, **£320,000 was raised** through sales of UNICEF cards and gifts, including donations added to orders.

Inspired Gifts

In 2021 our supporters gave more than **£1.3 million** to our Inspired Gifts campaign. Inspired Gifts support the real, life-saving and life-changing supplies that UNICEF provides for children and communities around the world.

Here are some examples of UNICEF's life-saving supplies for children that were provided with support from our generous UK supporters:

- More than 7 million water purification tablets to protect children from disease
- Polio vaccines to protect 113,500 children
- Enough warm blankets to keep 8,100 children warm

LOOKING AHEAD: STRATEGIC PLAN 2019–22

OUR VISION

A WORLD FIT FOR EVERY CHILD

OUR MISSION

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

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

OUR VALUES

- **Putting Children First**
- **Compassion**
- **Finding Solutions**
- **Collaboration**
- **Inclusion and Belonging**
- **Mutual Trust and Respect**

Strategic context analysis

The global context for children continued to evolve in 2021, with children all around the globe under intense pressure from the sustained impact of the COVID-19 pandemic, climate change, a global economic downturn and the Sustainable Development Goals falling off track. The risks and threats children face are profound, widespread and ongoing. Children need our support now, more than ever.

The UK has continued to experience challenges over the past 12 months due to the COVID-19 pandemic and changing political landscape, but a slow, positive economic recovery is under way. Consumers speak out against social injustices and expect organisations to lobby for positive

change. This drives a shift in the competitive nature of the charity sector: the lines of giving are blurring as more businesses focus on their purpose and impact on society.

We also face more stringent regulation impacting traditional fundraising – giving rise to a new era of 'data-less' donors. This coupled with our commitment to personal data compliance sees a shift in how we connect and engage with supporters. In 2022 and beyond, we will work to build on the success of 2021 and advance as an organisation, making sure UNICEF UK continues to thrive in the market and deliver more for children.

Strategic plan
With our ambition to grow in the current challenging context, our Strategic Plan provides the framework to deliver increasing income, influence and impact. It enables us to deliver against our vision, mission and values while adapting to the environment we operate within.

Through 2022 we will develop our new strategy to lead us through to 2026. We will be refining our vision and mission, evaluating our new Shared Commitment values, and creating our new strategic framework.

Four strategic objectives
At the centre of UNICEF UK's strategic plan are the four strategic objectives that enable us to deliver our mission and vision for children:

Our focus for 2022 and beyond is centred on driving growth in Partnerships and Philanthropy and generating income more efficiently in Public Engagement. We will implement new strategies that are audience-led and insight-driven, curate a best in-class stewardship journey for donors and partners and deliver further growth through the conversion of existing relationships to ensure we have a sustainable platform for future growth.

Delivering direct impact
We also are focused on influencing and driving change through our UK advocacy and UK programme activities. Our aim will continue to be protecting, promoting and advancing children's rights and voices through our work in influencing decision-makers and scaling our domestic programme activities to engage the right stakeholders.

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

We remain focused on creating and embedding a culture and capability set that embraces change, embeds diversity and inclusion, empowers employees and delivers the right results fast. Alongside this, we will continue to invest in our data capabilities to enable insight-based decision making while advancing our fundraising through innovation to cultivate stronger relationships 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 **£141.8 million** in 2021. This was **29.6% up** compared to the £109.4 million raised in 2020. This is testament to the outstanding work of UNICEF UK in the year and the incredible support of the UK public and our new and existing partners. The key driver of this was the unprecedented support for our emergency campaigns, particularly our COVID-19, Yemen and Afghanistan appeals, which together raised £29.6 million.

We have seen significant growth in income from digital marketing in the year, with an increasing preference to donate higher value, one-off donations rather than entering the traditional monthly giving programme. Overall, we have seen a 10% increase in our marketing income compared to 2020.

Our overall income profile has continued to change over recent years, with the proportion of income generated by our Partnerships and Philanthropy teams (including Corporate Partnerships, Major Donors, Foundations and Trusts) gradually growing, in line with our strategy. In 2021, 44% of our total income was raised through these income streams (37% in 2020).

Costs of raising funds
Charities must spend money to raise money. Over the past five years, excluding fundraising development funds provided by UNICEF, UNICEF UK has spent an average of 28p to raise the next pound. This covers the costs of raising funds through mail campaigns, supporting our existing donors and recruiting new donors. By comparison, due to exceptional performance in 2021, UNICEF UK spent an average of 22 pence to raise the next pound. We took advantage of lower media costs and switched more of our activities to lower cost digital advertising to maximise the return on our fundraising investment, and ensure each pound raised goes further to support children around the world

We also need to invest to ensure 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.

It is our ambition to continue to reduce the cost to fundraise but without sacrificing Innovation and transforming to be more digital and data led.

Charitable expenditure
Of the total income raised in 2021, £106 million was available for programmes to benefit children. This was up £29.7 million (39%) compared to 2020. Of this, £69.7 million was for specific overseas programmes or countries chosen by our donors, £29.7 million for UNICEF core programmes and £6.7 million for UNICEF UK's advocacy and programmes in the UK, such as our Baby Friendly Initiative and Rights Respecting Schools Initiative.

Funds available for children
Excluding fundraising development costs provided by UNICEF, on average, over the last five years, 72% of UNICEF UK's gross income was available for programmes, after costs of fundraising, sales, and administration. By comparison, and because of the exceptional performance, 78% of UNICEF UK's in-year gross income was available for programmes in 2021.

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 £180,000 (2020: £251,000) was raised from event registration fees, corporate cause-related marketing arrangements, commissions and royalties. After allowing for associated expenditure and management charges, £122,000 (2020: £168,000) 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 £5.8 million (£4.8 million unrestricted and £1 million restricted). 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 is 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 £3.8 million, covering the net book value of our fixed assets and four months of unfunded expenditure from our unrestricted funds for a period of four months in the event of a 40% fall in income, which is consistent with the reserves policy. In preparation for forthcoming investment in information and technology capabilities to drive further increased outcomes for children, a designated reserve of £1.0 million has been created in 2021, for spend in 2022–23.

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 £23.9 million, compared to £17.3 million at the end of 2020. 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 2021.

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, especially 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. Implementation began in 2021. We also undertook a comprehensive and collaborative review of our values and culture, which culminated in launching Our Shared Commitment- a set of newly articulated values in November. The values are putting children first, inclusion and belonging, finding solutions, compassion, mutual trust and respect, and collaboration. strengthened our values and culture..

Risk mitigation in 2021
The principal risks and uncertainties impacting UNICEF UK in 2021 were as follows:

1. **The continuing impact of the coronavirus pandemic that affected the global economy and resulted in on-going challenges for all organisations, including those in the charity sector.**

Like most organisations, the ongoing impact of the coronavirus pandemic presented several challenges at UNICEF UK, including the continuity of our business operations that are essential to protect the important work that we do for children. There has been an increased focus on the risks to certain areas of income generation, 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.

While 2021 proved to be a very successful year for income generation, key income streams that

were adversely affected included income from events scheduled for the earlier parts of 2021 and income directly associated with programme delivery (UK and international) that was disrupted due to the coronavirus emergency.

We continued to take 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, and in line with the varying Government guidance throughout the year, we successfully continued a hybrid model of part remote and part office-based working, enabling our colleagues to continue to work efficiently and flexibly throughout the pandemic while minimising the negative impact on staff well-being where possible.

From an income-generation perspective, we continued to reallocate expenditure from activities such as face-to-face fundraising to alternative effective activities (predominantly online direct marketing that delivered strong returns). We launched a successful emergency coronavirus appeal using broadcast and digital routes to the public. We also continued the increased cadence of financial and cashflow reporting to provide insight to support key decisions while also maintaining virtual UK programme delivery where possible.

2. **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 2021 monitoring, oversight and whistleblowing methods were evolved to continually reinforce our zero-tolerance approach in relation to safeguarding.**

The risks affecting UNICEF UK were satisfactorily managed and while the charity continued to face significant operational challenges during the year, these were adequately managed given the prevailing conditions.

3. **Our Organisational Restructure. The organisational restructure we undertook carried inherent risks including the legal aspects, potential loss of talent, performance being negatively affected and unintended adverse impacts. The following are some of the mitigations we put in place.**

We shared and adhered to a clear vision and set out our intended outcomes. We sought legal advice for clarity and followed best practice. We conducted a thorough consultation and engaged our workforce as much as possible. We responded to feedback, adaptingproposals and the process where appropriate. We were concerned at the potential loss of talent, including from our diverse communities, so arranged job matching on a fair and consistent process and ensured that our recruitment panels were as diverse as possible.We undertook a review of the restructure after six months from implementation to determine if it delivered upon its objectives and to capture learnings.

4. **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.**

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

UNICEF UK is a company limited by guarantee, incorporated under the name The United Kingdom Committee for UNICEF and a charity registered in England, Wales and Scotland. In line with UNICEF UK's Articles of Association (available on the website), 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 Chief Executive and the Executive Team.

Trustees
The Trustees who served during 2021 and up to the date of this report were as follows:

Shatish Dasani (Interim Chair, 1 January–28 April; Chair, from 29 April)	F, N, R (Chair)
Sarah Davis (Vice Chair)	F, R
Sean Carney (Interim Treasurer, 1 January–13 May;Treasurer, from 14 May)	F (Chair), ARC, R
Dr Alex Connock (Vice Chair, from May 2021)	F, N (Chair), R
Cosette Reczek	F, ARC (Chair)
Kirsty Gill (resigned March 2021)	
Usama Al-Qassab	N, ARC
Richard Hawkes (appointed 10 March 2021)	F, ARC
Maggie Atkinson (appointed 10 March 2021)	N, ARC
Matt Ferguson (appointed 10 March 2021)	F, N

* committee membership on 31 December 2021
(F = Finance Committee, ARC = Audit & Risk Committee, N = Nominations Committee, R = Remuneration Committee)

Executive team

Jon Sparkes	Chief Executive (from January 2022)
Steven Waugh	Interim Executive Director (September 2020 to December 2021) Chief Finance Officer (from January 2022)
Claire Fox	Chief Operating Officer (until August 2021)
David Bletso	Interim Chief Finance Officer (January 2021 to January 2022)
Mike Flynn	Deputy Executive Director, Public Engagement
Anna Kettley	Deputy Executive Director, Advocacy, Programmes and Safeguarding (from September 2021) (interim January-September)
Gordon Glick	Deputy Executive Director, Partnerships and Philanthropy (March to December 2021)

Professional advisers

UNICEF UK's principal professional advisers include:

- Independent auditor: Crowe U.K. LLP, 2nd Floor, 55 Ludgate Hill, London EC4M 7JW
- Internal auditor: MHA MacIntyre Hudson, 2 London Wall Place, Barbican, London EC2Y 5AU
- 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 and Braithwaite LLP, 10 Queen Street, London EC4R 1BE

Company secretary

Steven Waugh

GOVERNANCE

Public benefit

The Trustees confirm that they have complied with the duty in Section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'. That guidance addresses the need for all charities' aims to be, demonstrably, for the public benefit.

The 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 Chief Executive and Executive Team. In 2021, 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 2021, the Board and Executive also conducted additional meetings to address issues relating to the organisation's structure and ambition to deliver more for children, and other strategic matters.

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
UNICEF UK's new Environmental Policy was developed in 2021 with support from a cross UNICEF UK working group and utilising in-house expertise. The policy is in the process of being finalised and is due to be approved in Spring 2022. Our London office has attained an Excellent Rating in New Construction under BREEAM, the world's leading sustainability assessment. We are committed to recycling all the waste created by our activities. We have adopted the building waste management system that promotes a zero-to-landfill waste solution.

In accordance with the Streamlined Energy and Carbon reporting (SECR) requirements, UNICEF UK's energy usage and emissions for the year 2021 were as follows:

	2021	2020
UK energy use (kWh) – Heating, cooling and electricity	234,858	196,532
Associated greenhouse gas emissions (tonnes CO^2)	60	50
Intensity ratio (tonnes of CO^2 per staff member)	0.17	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 49-54) 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 over 10,500 children in 19 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 newly articulated values and behaviours, Our Shared Commitment, which 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, to promote and protect UNICEF UK, stay safe and ensure that others are safe and speak up to raise concerns. In 2021, we also introduced a new Concerns Map, to help colleagues navigate the best way to raise issues, as well as a new Dignity at Work Policy and Speak Up Policy. We also provide training on a wide range of topics, including safeguarding.

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 2021 meant there were limited opportunities for such direct engagement.

Trustees' succession and development
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. In April, Shatish Dasani was appointed Chair by the Board of Trustees, having served as Interim Chair since September 2020. The new Trustees were elected by UNICEF UK members at the Annual General Meeting in June.

In June 2022, Cosette Reczek will have reached the maximum term of service on the Board of Trustees, and she will step down in accordance with the Articles of Association. The Board would like to thank Cosette for her many years of dedicated service to the charity. Two new trustees are being recruited, expanding the Board of Trustees from 9 to 10 trustees. One of the new trustees will be appointed Chair of the Audit and Risk Committee.

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 and UNICEF UK 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 2021. A Board effectiveness review is scheduled for 2022.

MANAGEMENT

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

Steven Waugh held the role of Interim Executive Director in 2021. Following a recruitment process led by the Board of Trustees with participation from UNICEF UK staff and members of the Youth Advisory Board, Jon Sparkes was appointed permanent Chief Executive of UNICEF UK and took on the role from January 2022.

MANAGING OUR FUNDRAISING

Throughout 2021, where people's lives remained restricted due to the global pandemic. UNICEF UK continued to concentrate on our most effective fundraising methods, to secure the greatest amount of income possible for children worldwide.

Despite the challenges, for a second consecutive year, UNICEF UK raised a record amount of £141.8 million. In 2021, our Public Engagement fundraising activities included direct mail, television appeals and digital fundraising on paid social media and online. We also saw growth in our corporate and foundation opportunities, made possible by our corporate partnerships, plus the generosity and shared mission of our individual philanthropists and their families.

As in 2020, we limited certain activities while social distancing restrictions were in place. We ceased face-to-face fundraising through door to door and private site, and greatly reduced our telephone fundraising appeals, increasing investment in our digital fundraising activity, which proved a successful strategy. However, we were delighted to welcome spectators back for Soccer Aid 2021, at Manchester City's Etihad Stadium in September. Soccer Aid 2021 was a record-breaking televised fundraising event that raised £13 million.

Fundraising compliance

UNICEF UK is committed to ensure the highest standards in all our fundraising. We are registered with the Fundraising Regulator, adhering to the Code of Fundraising Practice and following best practice guidance from the Charity Commission and other bodies such as the Chartered Institute of Fundraising, the Prepaid Phone Services Authority, Advertising Standards Association, the Data and Marketing Association and the Information Commissioner's Office. We participate in advisory groups and compliance forums to ensure we are not only aware and in full compliance with current regulatory obligations, but also to help shape the changing regulatory landscape to better serve charities and their supporters.

WORKING WITH THIRD PARTIES

Our third-party fundraising partners continue to play an important role in supporting our fundraising and helping to 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 Institute of Fundraising, ensuring that our contractual agreements outline our expectations for their compliance within the regulatory frameworks.

UNICEF UK staff are always directly involved in training any third parties representing UNICEF UK and work closely with our partners to deliver excellence. All third-party fundraising partners have robust, onboard training, with a focus on data privacy, safeguarding vulnerable persons, and treating donors fairly.

We quality assure our partners to ensure their adherence to the codes of conduct and best practice. As part of this work, we regularly monitor fundraiser calls, for both complaints and engagement and validate our supporter interactions to ensure that the very best service is offered in a complaint manner.

COMPLAINTS AND FEEDBACK

At UNICEF UK we are committed to effectively handling all complaints to meet our supporters' high expectations. We evaluate each complaint using real time data, and our reports are monitored by senior stakeholders to spot trends or areas of concern.

We complete an annual complaints report that we submit to the Fundraising Regulator, positively demonstrating on our commitment to fundraising best practice. The report is approved by our Executive team and Trustees.

We follow the Charity Commission's Serious Incident Reporting Process to comply with our Charity governance requirements and work with internal Compliance, Legal and Trustees to ensure we maintain transparent accountability.

All feedback from our supporters, both positive and negative is acted upon, to continuously review and improve our services. In 2021, we used this direct insight, to ensure our fundraising and communications remained relevant and resonated with our supporters.

In the 2021 calendar year, UNICEF UK received a total of 556 complaints, down 37% compared to the number received in 2020. Of these, 418 related to fundraising activities and our subscription-based products. In 2021, our target was to resolve complaints within 10 days, and this was achieved in 73% of cases, the remaining 27% were either more complex cases that took longer to resolve or were received during peak periods of contact into our Supporter Care team.

Within this period, UNICEF UK processed 50 requests to change or halt communications via the Fundraising Preference Service.

We follow the Fundraising Regulator's guidance to define a complaint, and our approach to complaints handling is informed by their published guidance and that of the Charities Commission. Our internal Complaints Policy is reviewed annually for compliance purposes. We have a clear Complaints Process published on our website, along with our Supporter Promise, both are easy to find in a Google search and clearly outline the standards that supporters can expect from UNICEF UK.

TREATING OUR SUPPORTERS FAIRLY

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. 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. Our Vulnerable Circumstances Policy is regularly reviewed to incorporate updates 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. This will normally include contacting the donor to check their understanding of any commitment they have made, and that this was a free and informed choice.

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 wider 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 2021 our Supporter Services Team handled donations totalling £3.6 million, and responded to over 50,209 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 87% of responding supporters have rated our service as Good or Excellent during 2020.

Our Shared Commitment

We pull together to achieve our vision of a world fit for every child. We believe in an engaged workforce and in the power of fulfilled colleagues who share the same goals, personify our values, 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.

We recognise the importance of continually striving to strengthen our values and culture and to make sure that we listen to our colleagues on how they can be improved. With this in mind – and given added impetus by the changed working environment that the pandemic has created – we worked with colleagues over the year to co-create a revised articulation of our values. The result is Our Shared Commitment, an updated set of interlocking values and behaviours that guide our work and that truly represents the culture we aspire to create together.

- We value each other as human beings and treat one another equitably, with kindness and respect.
- We make decisions based on how UNICEF UK can do its best work for children.
- We create an environment where people feel safe to be themselves, and we support everyone to share their successes, challenges, ideas and concerns.
- We embrace diversity and value others' opinions, experience, skills and expertise.

- We invest time and resources in ensuring equitable personal and professional development.
- We're proud of what we achieve together and support each other to be our best selves.
- We keep our promises by putting our values into action.

We have started a wide-ranging programme to embed our new values – Putting Children First; Compassion; Finding Solutions; Collaboration; Inclusion and Belonging; and Mutual Trust and Respect – through leadership development, internal communications' guidance, and bespoke workshops. We will continue to integrate these into all that we do over the coming year.

Safeguarding children
In 2021 we continued our work to embed best safeguarding practice throughout all of UNICEF UK activities. This included:

- Reviewing our contractual safeguarding clauses within contracts and agreements to set out clear expectations and safeguarding responsibilities.

- Maintaining robust safer recruitment practices and upholding a clear safeguarding escalation process and cases management system.

- Working across all areas of our business to ensure safeguarding is considered appropriately in every interaction between UNICEF UK and children, by completing comprehensive safeguarding risk assessments and safeguarding briefings to ensure best practice is fully embedded at all levels of the organisation

- Working with UNICEF Private Fundraising and Partnerships (PFP) in Geneva to share best practice with the other 32 UNICEF National Committees.

- Working with key corporate partners to strengthen their safeguarding practice as part of ongoing partnerships with UNICEF UK 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 Adult Safeguarding training and general refresher training to further embed safeguarding best practice across UNICEF UK.

Restructuring our workforce
At UNICEF UK we have a vision of a world fit for every child and we endeavour to put children first in all that we do. With this in mind, we took the difficult decision this year to propose changes to our structure and ways of working to reduce expenditure, maximise efficiency and to increase our impact for children. This decision was based on in-depth analysis and review with external partners and global UNICEF.

In June we entered a collective consultation with our employees. As a result, we successfully redeployed many colleagues and 17 others left the organisation, taking voluntary redundancy.

We believe that this re-organisation will help us to be more agile, innovative and focused on outcomes. It also gives us the platform to help us to reach our 2025 target to raise over £140 million each year, with 80 pence in every pound to be spent on changing the world for children.

Remuneration statement
Remuneration arrangements and processes for all employees at UNICEF UK are made in line with our organisational approach to pay and benefits. This approach is aligned to the principles of Our Shared Commitment (our values). 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 Chief Executive and Deputy Executive Directors are determined by the Remuneration Committee, which is made up of the Chair of Trustees, two other Trustees and the Chief Executive. 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 employee costs are set out in note 13 of the accounts. A 2% across-the-board increase was provided to all colleagues in April, if they joined UNICEF UK before 1 October 2020. In addition, 81 colleagues received an additional pay increase in April, based on bringing roles in line with external benchmarks. During the first year of the market-rate adjustments, we prioritised lower-paid roles and addressed any potential inequalities.

Equity, diversity, inclusion

UNICEF UK is committed to creating a working environment and culture that supports and promotes equity, diversity and inclusion. Our goal is to ensure we live out this commitment through our values and working practices. During 2021, we made huge efforts and investments to work through the goals outlined in our first Diversity and Inclusion Strategy.

2021 saw us strengthen our inclusive recruitment processes and practices and delivering enhanced mandatory training for all hiring managers. We improved our governance structure by identifying sponsors at Executive and Board level, as well as making our Diversity and Inclusion Lead role permanent. We developed and launched an inclusion framework to engage and support the organisation to identify key priorities for 2022. And we commissioned a new curriculum of learning, training and development on diversity and inclusion.

We also took an important step to become an intentionally anti-racist organisation, by bringing in a specialist consultancy to support with this critical work and conduct a cross organisational review. The aim of the anti-racism review is to enable UNICEF UK to develop a shared understanding across all key stakeholders of what "now" looks like. This will support UNICEF UK to develop targeted and relevant actions to move the organisation forward. In conducting this project, we will ensure:

- Minoritised ethnic groups are heard.
- People who want to be allies can share barriers/what stops them being allies.
- Colleagues at UNICEF UK can share their hopes and concerns, so we can better identify how they can engage with and support the journey ahead.

Our Inclusive UNICEF colleague networks continued to represent the voices of minoritised communities through raising awareness of important issues, advocating for inclusion, and celebrating diversity by bringing together colleagues from across the organisation with a specific focus on allyship.

We continue to drive the implementation of this work through our Diversity Action Group, our Diversity and Inclusion cultural audit, our new values (Our Shared Commitment), and through working with our colleague networks to achieve inclusion and belonging.

Employee engagement

UNICEF UK is committed to ensuring that our values 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.

With most of our employees continuing to spend most of their time working away from our office we worked hard to engage and inform our colleagues 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 at both team and organisational levels. Our survey results include external benchmarks and historical data, to help us prioritise our response to what we are hearing.

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 give them an opportunity to ask questions and be heard.

Our Staff Association, consisting of staff representatives, 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.

During 2021 we rigorously reviewed and strengthened several policy areas including Dignity at Work, Conflict Resolution, Speaking Up and a new Work-Life policy, designed to reflect the changes to working life that the pandemic has accelerated.

Using our office space
Due to the COVID-19 pandemic, we have observed Government Guidance on home-working and safe office work and adapted our office use throughout the year. We have continued to regularly monitor and update our employee guidance and protocols on safe office use. Given the significant changes we have seen to working practices because of the pandemic and the success of greater homeworking, we have taken the decision to sub-let half of our Stratford office space. We are currently marketing the facilities and hope to welcome a tenant into the space in 2022, raising valuable funds towards our direct work.

Related parties and connected organisations
UNICEF UK raises funds for UNICEF international programmes, and as such, UNICEF is a related party.

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 88).

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 2021 was 42 (2020 – 40). The Trustees have no beneficial interest in the charity or the group.

External audit

Crowe U.K. LLP were appointed as the group and charity auditors during the year.

The report of the Trustees including the Strategic Report was approved by the Trustees on 10 May 2022 and signed on their behalf by Shatish Dasani.

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 ('the charitable company') and its subsidiaries ('the group') for the year ended 31 December 2021 which comprise the Consolidated Statement of financial activities, the Consolidated and Charity Balance sheets, the Consolidated cash flow statement and notes to the financial statements, including 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 the charitable company's affairs as at 31 December 2021 and of the group's income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

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 contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. 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.

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 this gives rise to a material misstatement in the financial statements themselves. 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 our audit

- the information given in the trustees' report, which includes the directors' report and the strategic 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' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception
In light of the knowledge and understanding of the group and charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the trustees' report.

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

- adequate and proper accounting records have not been kept; or
- the 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
As explained more fully in the trustees' responsibilities statement, 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 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 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
We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

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.
Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

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.

Extent to which the audit was considered capable of detecting irregularities, including fraud
Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members including internal specialists. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company and group operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's and the group's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company and the group for fraud. The laws and regulations we considered in this context for the UK operations were the General Data Protection Regulation (GDPR), Anti-fraud, bribery and corruption legislation, and Taxation legislation.

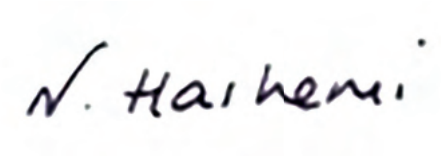
Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of recognition of grant, contract and voluntary income, and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, internal audit, and the Audit & Risk Committee about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, detailed reviews of a sample of funding agreements for income and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

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, and to the charitable company's trustees, as a body, in accordance with 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 and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Naziar Hashemi (Senior Statutory Auditor)
For and on behalf of Crowe U.K. LLP
Statutory Auditor
London

The United Kingdom Committee for UNICEF

Consolidated statement of financial activities

(incorporating an income and expenditure account)

For the year ended 31 December 2021

	Notes	Unrestricted £'000	Restricted £'000	2021 Total £'000	Unrestricted £'000	Restricted £'000	2020 Total £'000
Income from:							
Donations and legacies	*2*	56,241	77,570	**133,811**	50,247	51,831	**102,078**
Charitable activities:							
UK Programmes	*3*	1,908	-	**1,908**	1,374	27	**1,401**
Other trading activities	*4*	166	154	**320**	131	167	**298**
Investments	*5*	4	-	**4**	20	-	**20**
Other income	*6*	442	5,339	**5,781**	1,379	4,192	**5,571**
Total income		58,761	83,063	**141,824**	53,151	56,217	**109,368**
Expenditure							
Expenditure on:							
Raising funds	*7*	20,795	6,667	**27,462**	23,382	6,449	**29,831**
Charitable activities							
Core UNICEF programmes	*8*	29,720	-	**29,720**	22,469	-	**22,469**
Specific UNICEF programmes	*8*	-	69,728	**69,728**	-	44,571	**44,571**
UK programmes & advocacy	*8*	5,561	1,186	**6,747**	7,299	1,007	**8,306**
		35,281	70,914	**106,195**	29,768	45,578	**75,346**
Other expenditure	*9*	537	5,473	**6,010**	-	4,103	**4,103**
Total expenditure		56,613	83,054	**139,667**	53,150	56,130	**109,280**
Net income for the year		2,148	9	**2,157**	1	87	**88**
Transfers between funds		-	-	**-**	-	-	**-**
Net movement in funds		2,148	9	**2,157**	1	87	**88**
Total funds brought forward		2,664	964	**3,628**	2,663	877	**3,540**
Total funds carried forward		4,812	973	**5,785**	2,664	964	**3,628**

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 2021

	Notes	Group 2021 £'000	Group 2020 £'000	Charity 2021 £'000	Charity 2020 £'000
Fixed assets					
Tangible assets	14	**1,813**	2,249	**1,813**	2,249
Investments	15	**-**	-	**20**	20
		1,813	2,249	**1,833**	2,269
Current assets					
Debtors	17	**15,460**	14,372	**15,639**	14,550
Cash at bank and in hand		**23,853**	17,289	**23,653**	17,089
		39,313	31,661	**39,292**	31,639
Current Liabilities					
Creditors: amounts falling due within one year	18	**8,816**	8,148	**8,816**	8,148
Amounts due to UNICEF		**25,897**	22,026	**25,896**	22,024
		34,713	30,174	**34,712**	30,172
Net current assets		**4,600**	1,487	**4,580**	1,467
Total assets less current liabilities		**6,413**	3,736	**6,413**	3,736
Creditors: amounts falling due after one year	19	**628**	108	**628**	108
Total net assets	21	**5,785**	3,628	**5,785**	3,628
Funds	22				
Unrestricted funds					
General funds		**3,812**	2,651	**3,812**	2,651
Designated funds		**1,000**	13	**1,000**	13
Restricted funds		**973**	964	**973**	964
Total funds		**5,785**	3,628	**5,785**	3,628

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 £2,157,000 (2020: net income £88,000).

The notes on pages 85 to 101 form part of these financial statements.

These financial statements were approved and authorised for issue by the Trustees on 10 May 2022 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 2021

	2021	2020
	£'000	£'000
Net income for the reporting period (as per the Statement of Financial Activities)	**2,157**	88
Interest from investments	(4)	(20)
Depreciation charges	435	490
(Increase)/decrease in debtors	(1,088)	7,537
Increase/(decrease) in creditors	5,059	(2,032)
Net cash provided by operating activities	**6,559**	6,063
Cash flows from investing activities		
Interest from investments	5	20
Purchase of fixed assets	-	(123)
Net cash provided used in investing activities	**5**	(103)
Increase in cash and cash equivalents	**6,564**	5,960
Cash and cash equivalents at the beginning of the year	17,289	11,329
Cash and cash equivalents at the end of the year	**23,853**	17,289

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2021

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.

d) Significant estimation uncertainty and key judgments

The trustees have considered 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 items in the accounts where these judgements and estimates have been made include:

- The treatment of deferred income balances relating to the timing of grant income;
- Provisions such as the dilapidations or bad debt involve assumptions and estimation techniques. These are based on the experience and knowledge of management and past evidence;
- The cost allocation methodology requires a judgement as to what are the most appropiate bases to use to apportion support costs.

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.

Legacies and bequest are recognised when the conditions of entitlement, probability and measurement are met. Entitlement is deemed to be the point of notification of a legacy or when probate has been granted.

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.

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

i) Expenditure and irrecoverable VAT

Expenditure is recognised on an accruals basis 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 grants payable to UNICEF for international programmes and costs incurred directly by UNICEF UK in the furtherance of its charitable objectives through UK programmes and advocacy work, along with associated support cost. Grants payable to UNICEF and other third parties are considered to be a part of the cost of activities in furtherance of the objects of the charity. This is because such grants support programmes providing long-term sustainable benefits for children and emergency relief at times of crisis;
- Other expenditure represents those items not falling into any other heading.

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 71% (2020: 69%)
- UK programmes and advocacy 19% (2020: 21%)
- Governance costs 10% (2020: 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 10 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

	Unrestricted £'000	Restricted £'000	2021 Total £'000	Unrestricted £'000	Restricted £'000	2020 Total £'000
Gifts (by source):						
Direct marketing	35,961	15,686	**51,647**	36,231	10,717	**46,948**
Corporate partnerships	4,194	22,248	**26,442**	2,668	19,184	**21,852**
Major supporters, charitable trusts and foundations	1,401	34,275	**35,676**	1,752	16,526	**18,278**
Fundraising initiatives and regional fundraising	523	1,882	**2,405**	464	333	**797**
Special events	6,265	167	**6,432**	4,002	61	**4,063**
Inspired Gifts	1,322	-	**1,322**	(1)	1,137	**1,136**
Other	2	-	**2**	4	8	**12**
Legacies	6,513	307	**6,820**	4,723	3	**4,726**
Government grants:						
Coronavirus Job Retention Scheme	60	-	**60**	404	-	**404**
Foreign, Commonwealth & Development Office (FCDO)	-	2,413	**2,413**	-	1,152	**1,152**
Jersey Overseas Aid (JOA)	-	200	**200**	-	460	**460**
Guernsey Overseas Aid & Development Commission	-	155	**155**	-	-	-
Isle of Man International Development Committee	-	-	**-**	-	-	-
The Scottish Government	-	-	**-**	-	2,000	**2,000**
Donated services	-	237	**237**	-	250	**250**
Total income from donations and legacies	**56,241**	**77,570**	**133,811**	**50,247**	**51,831**	**102,078**

3 Income from charitable activities

	Unrestricted £'000	Restricted £'000	2021 Total £'000	Unrestricted £'000	Restricted £'000	2020 Total £'000
UK Programmes:						
Fees for Baby Friendly Initiative materials and services	1,145	-	**1,145**	797	-	**797**
Fees for Rights Respecting Schools materials and services	666	-	**666**	427	-	**427**
Safeguarding consultancy fees	-	-	**-**	-	**27**	**27**
Child Rights Partners fee	97	-	**97**	150	-	**150**
Total income from charitable activities	**1,908**	**-**	**1,908**	1,374	**27**	**1,401**

4 Income from other trading activities

	Unrestricted £'000	Restricted £'000	2021 Total £'000	Unrestricted £'000	Restricted £'000	2020 Total £'000
UNICEF cards and gifts						
Sales of cards and gifts	142	48	**190**	131	36	167
Donations alongside orders	24	106	**130**	-	131	131
Total income from other trading activities	**166**	**154**	**320**	**131**	**167**	**298**

5 Income from investments

	Unrestricted £'000	Restricted £'000	2021 Total £'000	Unrestricted £'000	Restricted £'000	2020 Total £'000
Interest on bank deposits	4	-	**4**	20	-	20
Total income from investments	**4**	**-**	**4**	**20**	**-**	**20**

6 Other income

	Unrestricted £'000	Restricted £'000	2021 Total £'000	Unrestricted £'000	Restricted £'000	2020 Total £'000
Foreign exchange gains	-	-	**-**	141	-	141
UNICEF fundraising development	-	5,339	**5,339**	2	4,192	4,194
Share of profit in joint venture	-	-	**-**	862	-	862
Rental Income	442	-	**442**	374	-	374
Total other income	**442**	**5,339**	**5,781**	**1,379**	**4,192**	**5,571**

7 Expenditure on raising funds

2021 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2021 Total
	£'000	£'000	£'000	£'000	**£'000**
Direct marketing	2,141	8,398	3,178	491	**14,208**
Corporate partnerships	1,750	457	1,958	149	**4,314**
Major supporters, charitable trusts and foundations	1,568	132	1,776	125	**3,601**
Fundraising initiatives and regional fundraising	-	72	-	3	**75**
Special events	1,043	1,054	977	110	**3,184**
Inspired Gifts	-	715	-	26	**741**
Legacies	405	307	478	43	**1,233**
UNICEF cards and gifts	-	103	-	3	**106**
Total expenditure on raising funds	**6,907**	**11,238**	**8,367**	**950**	**27,462**

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**

8 Expenditure on charitable activities

2021 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2021 Total
	£'000	£'000	£'000	£'000	**£'000**
Core UNICEF programmes:	-	**29,720**	-	-	**29,720**
Specific UNICEF programmes:					
Humanitarian emergencies	-	**32,525**	-	-	**32,525**
Health	-	**5,347**	-	-	**5,347**
HIV & AIDS	-	**1,407**	-	-	**1,407**
Water, sanitation and hygiene	-	**2,651**	-	-	**2,651**
Nutrition	-	**21,057**	-	-	**21,057**
Education	-	**3,240**	-	-	**3,240**
Child protection	-	**318**	-	-	**318**
Social inclusion	-	**612**	-	-	**612**
Gender equality	-	**1,351**	-	-	**1,351**
Disaster Risk Reduction	-	**1,220**	-	-	**1,220**
	-	**69,728**	-	-	**69,728**
UK programmes & advocacy:					
Development education and youth work	1,222	168	770	77	**2,237**
Baby Friendly Initiative	613	245	486	48	**1,392**
Campaign and parliamentary work	1,091	336	713	77	**2,217**
UNICEF programme engagement	533	14	324	30	**901**
	3,459	**763**	**2,293**	**232**	**6,747**
Total expenditure on charitable activities	**3,459**	**100,211**	**2,293**	**232**	**106,195**

2020 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2020 Total
	£'000	£'000	£'000	£'000	**£'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**

9 Other expenditure

2021 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2021 Total
	£'000	£'000	£'000	£'000	**£'000**
UNICEF fundraising development	198	5,275	-	-	**5,473**
Share of loss in joint venture	-	537	-	-	**537**
Total other expenditure	**198**	**5,812**	**-**	**-**	**6,010**

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**

10 Analysis of support and governance costs

2021 Expenditure	Basis of allocation	Core team costs	Governance costs	2021 Total
		£'000	£'000	**£'000**
Finance	Income and expenditure	1,807	201	**2,008**
Information technology	Headcount	2,938	326	**3,264**
People and development	Headcount	1,370	152	**1,522**
Facilities management	Headcount	1,945	216	**2,161**
Supporter care	Staff time	644	72	**716**
Directorate	Staff time	1,955	217	**2,172**
Total support and governance costs		**10,659**	**1,184**	**11,843**

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**

11 Net income for the year

This is stated after charging:

		2021	2020
		£'000	**£'000**
Depreciation		435	490
Loss on disposal of fixed assets		-	4
Operating lease rentals:	Property	1,410	1,389
Auditors' remuneration:	Audit	38	32
	Other services	-	15
Foreign exchange losses/(gains)		139	(141)

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.

	2021 £'000	2020 £'000
Fundraising development programme		
Legacy development	692	752
Major donor development	251	236
Other donor recruitment	4,308	3,203
Other funding	88	-
Total funding given in year	**5,339**	**4,191**

Movements on UNICEF fundraising development programme funds:

	Total 2021 £'000	Total 2020 £'000
At the start of the year	**222**	134
Funding received	**5,339**	4,191
Funding available	**5,561**	4,325
Funding utilised	**(5,473)**	(4,103)
At the end of the year	**88**	**222**

13 Staff costs

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

	2021 Number	2020 Number
Fundraising	**116**	149
UK Programmes and Advocacy	**138**	148
Support teams	**74**	54
Total	**328**	351

Staff costs were as follows:

	2021 £'000	2020 £'000
Salaries and wages	**12,340**	12,598
Redundancy and termination costs	**436**	-
Social security costs	**1,431**	1,376
Pension contributions	**842**	824
Total salary costs	**15,049**	14,798
Other staff costs	**347**	949
Total staff costs	**15,396**	15,747

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 £680,800 (2020: £721,418). 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:

	2021 Number	2020 Number
£160,001 - £170,000	**0**	1
£140,001 - £150,000	**1**	0
£120,001 - £130,000	**2**	0
£100,001 - £110,000	**2**	1
£90,001 - £100,000	**1**	2
£80,001 - £90,000	**6**	4
£70,001 - £80,000	**3**	2
£60,001 - £70,000	**14**	10

There were 29 employees in the year (2020: 20 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 £149,985 (2020: £99,069).

13 Staff costs *(continued)*

Executive Remuneration

The executive team's actual remuneration (gross pay and employers pension contributions) in 2021 was as follows:

	Name	Position	Gross Pay	Employer's Pension Contribution	Employer's Social Security costs	2021 £ Total
[1]	Claire Fox *	Chief Operating Officer	147,773	5,465	16,711	169,949
	Michael Flynn	Deputy Executive Director Individual Giving	107,432	9,024	13,607	130,063
	Steven Waugh	Chief Financial Officer / Interim Executive Director	129,585	7,355	16,664	153,604
[3]	Anna Kettley	Deputy Executive Director, Advocacy, Programmes and Safeguarding	100,204	6,012	12,900	119,116
[3]	Gordon Glick	Deputy Executive Director, Partnerships and Philanthropy	91,360	4,362	12,346	108,068

1 Left UNICEF UK on 31st August 2021
2 Appointed on 1st December 2020
3 Left UNICEF UK 16th December 2021

* The above disclosure for Claire Fox includes termination payments. Her annual salary for the year was £65,063.

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	Employer's Social Security costs	2020 £ Total
	Claire Fox	Chief Operating Officer	98,175	8,247	12,136	118,558
[1]	Sophie Gallois *	Deputy Executive Director CAP	161,661	-	21,410	183,071
	Michael Flynn	Deputy Executive Director Individual Giving	102,000	8,568	12,869	123,437
[2]	Sarah Ward	Deputy Executive Director Partnerships	56,228	4,723	7,077	68,028
[3]	Nick Roseveare	Interim Executive Director	43,091	3,620	6,056	52,767
[4]	Steven Waugh	Chief Financial Officer / Interim Executive Director	80,389	4,786	10,184	95,359
[5]	Sacha Deshmukh	Executive Director	69,545	2,702	9,525	81,772

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.

Remuneration Ratio

The remuneration of the highest-paid employee in UNICEF UK was 3.5:1 (2020: 2.9:1) 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 £841,820 (2020: £823,941).

There were £nil outstanding contributions at the end of the financial year (2020: £nil).

Trustees

The charity trustees were not paid and did not receive any other benefits from employment with the charity in the year (2020: £nil). No charity trustee received payment for professional or other services supplied to the charity (2020: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £1,288 (2020: £631) incurred by 6 (2020: 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	2,213	599	481	**3,293**
At the end of the year	2,213	599	481	**3,293**
Depreciation				
At the start of the year	422	316	306	**1,044**
Charge for the year	184	138	113	**435**
At the end of the year	607	454	419	**1,480**
Net book value				
At the end of the year	**1,606**	**145**	**62**	**1,813**
At the start of the year	1,791	283	175	2,249

All of the above assets are used for charitable purposes.

15 Subsidiary underaking 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).

	2021 £'000	**2020 £'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:

	2021 £'000	**2020 £'000**
Turnover	**180**	251
Gross profit	**180**	251
Administrative expenses	**(58)**	(83)
Operating profit	**122**	168
Profit on ordinary activities	**122**	168
Gift Aid payment to parent undertaking under deed of covenant	**(122)**	(168)
Net result for the financial year	**-**	-
The aggregate of the assets, liabilities and funds was:		
Assets	**235**	293
Liabilities	**(215)**	(273)
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 2021 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 2021 is a net loss of £537k which has been recognised as UNICEF UK's share of the loss for the year ended 31 December 2021 (2020: net profit of £862k).

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:

	2021	2020
	£'000	£'000
Gross income	**141,644**	109,117
Net income for the year	**2,157**	88

17 Debtors

	Group		Charity	
	2021	2020	2021	2020
	£'000	£'000	£'000	£'000
Trade debtors	**1,445**	1,107	**1,445**	1,090
Other debtors	**1,513**	2,088	**1,513**	2,087
Prepayments	**367**	470	**367**	442
Accrued income	**12,135**	10,707	**12,099**	10,658
Amounts due from subsidiary undertaking	**-**	-	**215**	273
Total debtors	**15,460**	14,372	**15,639**	14,550

18 Creditors: amounts falling due within one year

	Group		Charity	
	2021	2020	2021	2020
	£'000	£'000	£'000	£'000
Trade creditors	**863**	1,202	**863**	1,202
Taxation and social security	**1,094**	614	**1,094**	614
Other creditors	**11**	140	**11**	140
Accruals	**4,964**	5,348	**4,964**	5,348
Deferred income	**1,884**	844	**1,884**	844
Total creditors	**8,816**	8,148	**8,816**	8,148

19 Creditors: amounts falling due after one year

	Group		Charity	
	2021	2020	2021	2020
	£'000	£'000	£'000	£'000
Provision for dilapidations and others	**628**	108	**628**	108
	628	108	**628**	108

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 and Child Friendly Communities that have been invoiced for but services not yet provided to the party.

	Group		Charity	
	2021	2020	2021	2020
	£'000	£'000	£'000	£'000
Balance at the beginning of the year	**844**	680	**844**	680
Amount released to income in the year	**(597)**	(460)	**(597)**	(460)
Amount deferred in the year	**1,637**	624	**1,637**	624
Balance at the end of the year	**1,884**	844	**1,884**	844

21 Analysis of group net assets between funds

	General unrestricted	Designated funds	Restricted funds	**Total funds**
	£'000	£'000	£'000	**£'000**
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**
Tangible fixed assets	1,813	-	-	**1,813**
Current assets	37,340	1,000	973	**39,313**
Current liabilities	(34,713)	-	-	**(34,713)**
Non- current liabilities	(628)	-	-	**(628)**
Net assets at the end of the year 2021	**3,812**	**1,000**	**973**	**5,785**

22 Movements in funds

2021 Movements in funds

	At the start of the year	**Income & gains**	**Expenditure & losses**	**Transfers between funds**	**At the end of the year**
	£'000	**£'000**	**£'000**	**£'000**	**£'000**
Unrestricted funds:					
General funds	2,651	58,761	(56,600)	(1,000)	**3,812**
Designated funds:					
IT Infrastructure reserve[1]	-	-	-	1,000	**1,000**
UK programmes action research	13	-	(13)	-	**-**
Total designated funds	13	-	(13)	1,000	**1,000**
Total unrestricted funds	2,664	58,761	(56,613)	-	**4,812**
Restricted funds:					
Specific UNICEF programmes	(125)	74,762	(74,578)	-	**59**
Youth Justice Pilot (Children's Rights In Scotland)	25	100	(25)	-	**100**
Rights Respecting Reserve (Clarks)	26	10	(11)	-	**25**
Rights Respecting Reserve (RLWC)	54	-	(40)	-	**14**
Rights Respecting Reserve (Nord Anglia)	-	11	(11)	-	**-**
Rights Respecting Reserve (Other)	-	25	(15)	-	**10**
Rights Respecting Reserve (Scotland)	-	20	-	-	**20**
Advocacy & Policy Programmes (Child Health Advocacy)	425	-	(53)	-	**372**
Child Rights & Sports Programme	52	203	(112)	-	**143**
Baby Friendly Reserve	-	180	(121)	-	**59**
[2] Foreign, Commonwealth & Development Office (FCDO)	-	2,413	(2,413)	-	**-**
UNICEF fundraising development	221	5,339	(5,473)	-	**87**
People's Postcode Lottery	286	-	(202)	-	**84**
Total restricted funds	964	83,063	(83,054)	-	**973**
Total funds	3,628	141,824	(139,667)	-	**5,785**

[1] The IT infrastructure designated reserve relates to investments in information and technology planned for 2022

[2] FCDO expenditure relates to 2018 UK Aid Match funded projects to help reduce maternal health and child mortality in Eswatini and Lesotho, 2019 UK Aid Match funded projects to improve the health and development for children under five in Sierra Leone and Zambia and a 2020 UK Aid Match funded project to build safe, inclusive and resilient communities for women and children in Malawi

Purpose of funds

The general unrestricted fund of £3,812,000 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.

2020 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	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

23 Related party transactions

The Trustees, President, Vice Presidents and key managerial staff made donations totalling £17,027 to UNICEF UK during 2021 (2020: £6,054). 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.

During 2021 UNICEF UK transferred £80.5 million (2020: £60.4 million) to UNICEF as grants for international programmatic work to support children around the world.

Costs of £36,810 are recovered from UNICEF UK Enterprises Limited ('UEL') by the parent charity, UNICEF UK (2020: £32,892). As at the balance sheet date, UNICEF UK has an intercompany balance balance with UEL of £215,285 (2020: £272,760).

UNICEF UK agreed a revolving credit facility of up to £3.0 million to Soccer Aid Productions Limited. Interest is payable annually based on the bank Base Rate. As at the balance sheet date £448,560 has been drawn down on that facility (2020: £497,264).

There are no other related party transactions to disclose for 2021 (2020: 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 2021 (2020: 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:

	2021	**2020**
	£'000	**£'000**
Less than one year	**1,790**	1,343
One to five years	**7,162**	7,162
Over five years	**5,819**	7,609
	14,771	**16,114**

26 People's Postcode Lottery (PPL) Income

The Society Lottery Licences held by UNICEF UK were surrendered on 26th February 2021. No relevant activity took place on the licences in 2021 ahead of the surrender. During 2020 UNICEF UK received net proceeds of lotteries by PPL recognised as income, which were determined as follows:

	2021	**2020**
	£'000	£'000
Total paid ticket in draw	**-**	8,203
Actual prizes total	**-**	(3,251)
Management fee	**-**	(2,327)
received	**-**	**2,625**

Front cover image: A girl with her UNICEF school bag is overjoyed to return to school in Niamey, Niger, after the COVID-19 restrictions. In 2021, many millions of children missed out on the benefi ts of school because of the COVID-19 pandemic.

Recognising that vaccinations are the key to the way out from this global crisis and getting children back to school, UNICEF UK worked with the UK Government, the NHS and faith leaders to develop the VaccinAid campaign to support UNICEF, on behalf of the COVAX Facility, to provide two billion doses of COVID-19 vaccines to vaccinate key workers and vulnerable communities in low- and middle-income countries by the end of 2021.

Education, for every child

© UNICEF/ Dejongh

PLEASE SUPPORT OUR WORK TO BUILD A BETTER WORLD FOR EVERY CHILD, EVERY DAY, EVERYWHERE

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)

unicef.org.uk

THE UNITED KINGDOM COMMITTEE FOR UNICEF

England & Wales - Charity number 1072612

Accounts

unicef
UNITED KINGDOM

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 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)

TRUSTEES' ANNUAL REPORT

MESSAGE FROM THE CHAIR OF UNICEF UK 5

STRATEGIC REPORT 6
APPROACH AND AIMS 6
VISION 6
OUTCOMES IN 2020 6

ACTIVITIES & ACHIEVEMENTS IN 2020 8
1. Children in emergencies 13
2. Child health 22
3. Displaced children 28
4. Child protection 30
5. Child education 35
6. Partnerships 38
7. UK advocacy for child rights 40
8. Our work for children in the UK 42
9. Fundraising for children 50

LOOKING AHEAD: STRATEGIC PLAN 2019–22 55

FINANCIAL REVIEW 58

PRINCIPAL RISKS AND UNCERTAINTIES 60

STRUCTURE, GOVERNANCE AND MANAGEMENT 62

STATEMENT OF RESPONSIBILITIES OF TRUSTEES 70

INDEPENDENT AUDITORS' REPORT
TO THE MEMBERS AND TRUSTEES OF UNICEF UK 72

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES 76

BALANCE SHEETS 77

CONSOLIDATED CASH FLOW STATEMENT 78

NOTES TO THE FINANCIAL STATEMENTS 79

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.

Shatish Dasani, Chair of The United Kingdom Committee for UNICEF

© 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:

- 86,000 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 Sebabatso, 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.

1,065 teachers and youth workers signed up

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.

CHILDREN IN EMERGENCIES

© UNICEF/Wenga

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

1

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.

© UNICEF/Almatar

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.

© UNICEF/Romenzi

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.

£15 million donated in response to the coronavirus crisis

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

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.

© UNICEF

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

© UNICEF/Wenga

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.

£1.5 million donated for the children of DR Congo

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.

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.

© UNICEF/Akacha

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.

£0.7 million raised for children in Lebanon

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.

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.

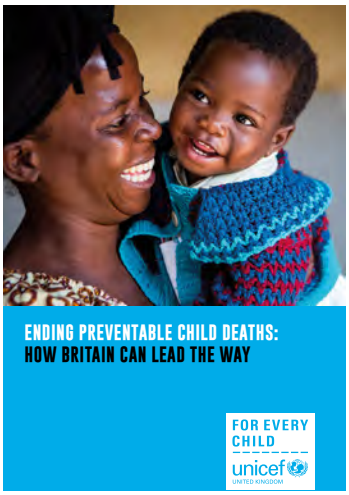
In 2020, UNICEF UK committed more than **£4.2 million** to prevent children dying from preventable diseases.

2

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.

25,000 people signed petition to end preventable child deaths

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.

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

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.

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.

© UNICEF/Watad/AFP

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/Tremeau

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.

© UNICEF/Tremeau

DISPLACED CHILDREN

© UNICEF/Al-Droubi

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

© UNICEF/Franco

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.

£1.2 million for child protection

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 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.

© UNICEF/Rai

CHILD EDUCATION

© UNICEF/Mulala

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

5

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 transforms 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.

£4.7 million for child education

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

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.

6

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.

7

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

© UNICEF/Jennings

RIGHTS RESPECTING SCHOOLS

© UNICEF/Dawe

CHILD FRIENDLY CITIES AND COMMUNITIES

© UNICEF/Bye

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

THE BABY FRIENDLY INITIATIVE

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.

© UNICEF/Jennings

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.

RIGHTS RESPECTING SCHOOLS

© 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).

© SWpix.com

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.

9

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	DELVERING 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.

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.

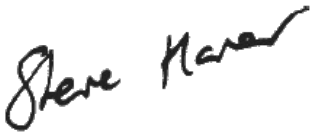
We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to posting inappropriate journal entries to revenue and management bias in accounting estimates. 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 2021

The United Kingdom Committee for UNICEF

Consolidated statement of financial activities

(incorporating an income and expenditure account)

For the year ended 31 December 2020

	Notes	Unrestricted £'000	Restricted £'000	2020 Total £'000	Unrestricted £'000	Restricted £'000	2019 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 2020 £'000	Group 2019 £'000	Charity 2020 £'000	Charity 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 £'000	2019 £'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

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 a 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

	Unrestricted £'000	Restricted £'000	2020 Total £'000	Unrestricted £'000	Restricted £'000	2019 Total £'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

	Unrestricted £'000	Restricted £'000	2020 Total £'000	Unrestricted £'000	Restricted £'000	2019 Total £'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

	Unrestricted £'000	Restricted £'000	2020 Total £'000	Unrestricted £'000	Restricted £'000	2019 Total £'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

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

6 Other income

	Unrestricted £'000	Restricted £'000	2020 Total £'000	Unrestricted £'000	Restricted £'000	2019 Total £'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	Direct costs	Support costs	Governance costs	2020 Total
	£'000	£'000	£'000	£'000	**£'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	Direct costs	Support costs	Governance costs	2019 Total
	£'000	£'000	£'000	£'000	**£'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	2019
		£'000	**£'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 £'000	2019 £'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 2020 £'000	Total 2019 £'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 Number	2019 Number
Fundraising	**149**	132
UK Programmes and advocacy	**148**	157
Support teams	**54**	69
Total	**351**	358

Staff costs were as follows:	2020 £'000	2019 £'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 Number	2019 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 Communications & Programmes	106,575	3,728	110,303
	Michael Flynn	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 underaking 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	Designated funds	Restricted funds	**Total funds**
	£'000	£'000	£'000	**£'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	**Income & gains**	**Expenditure & losses**	**Transfers between funds**	**At the end of the year**
	£'000	**£'000**	**£'000**	**£'000**	**£'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	**(2,327)**	(2,570)
received	**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.

© UNICEF/Dejongh

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