

BELIEVE IN ZERO



2012 Annual Report

BEFORE ANYTHING UNIMAGINABLE
CAN BECOME REAL,
THERE MUST BE A BELIEVER.
SOMEONE WHO BELIEVES
WITH UNWAVERING DETERMINATION.
SOMEONE WHOSE CONVICTION
IS SO POWERFUL
THAT OTHER PEOPLE START TO BELIEVE, TOO
— MORE AND MORE, UNTIL FINALLY
A SEEMINGLY IMPOSSIBLE IDEA
BECOMES POSSIBLE.
AN IDEA LIKE BELIEVE IN ZERO.
ZERO STARVING CHILDREN.
ZERO EXPLOITED CHILDREN.
ZERO PREVENTABLE CHILD DEATHS.
BELIEVE IN ZERO[®]





Washington, D.C.

We have never been closer to ZERO. The worldwide number of deaths among children under five has dropped to its lowest level ever — 19,000 per day. This represents a 40 percent decline since 1990 and is powerful proof that we are gaining crucial and historic ground in the fight for child survival. We would not be here without you.

In June, leaders from across the world joined UNICEF and USAID in Washington, D.C., to commit to ending preventable child deaths by 2035. As of October, 162 governments, along with 191 civil society organizations and more than 200 faith leaders from dozens of countries, have signed a pledge to make the survival of all children a reality.

We have long held that reaching ZERO preventable child deaths is not hyperbole or some distant dream — and you have stood with us in this belief. Your support has helped us reach this critical point and will be absolutely essential on the road ahead.

In Fiscal Year 2012, 497,659 individuals, as well as 17,655 corporations, schools, NGOs, foundations, and other institutions made our work possible by generating more than \$500 million for the U.S. Fund for UNICEF. Those funds are being spent carefully and wisely to help as many children as possible.

All of us understand what is at stake. We all know that 19,000 is not just a number. It is an overwhelming tragedy; a promise broken for each child it represents. As members of the UNICEF family, we will continue to do all that we can to ensure that 19,000 becomes ZERO.

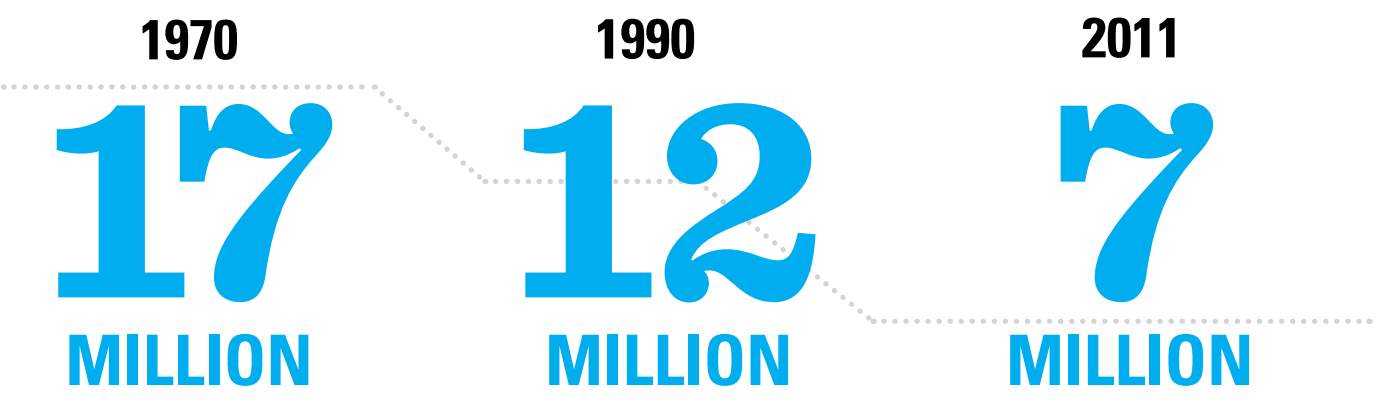
Thank you for your compassion and your support.

Anthony Pantaleoni
Chair

Caryl M. Stern
President and CEO

BELIEVE IN ZERO PREVENTABLE CHILD DEATHS

Since 1970, the number of child deaths has dropped dramatically
(children under 5)

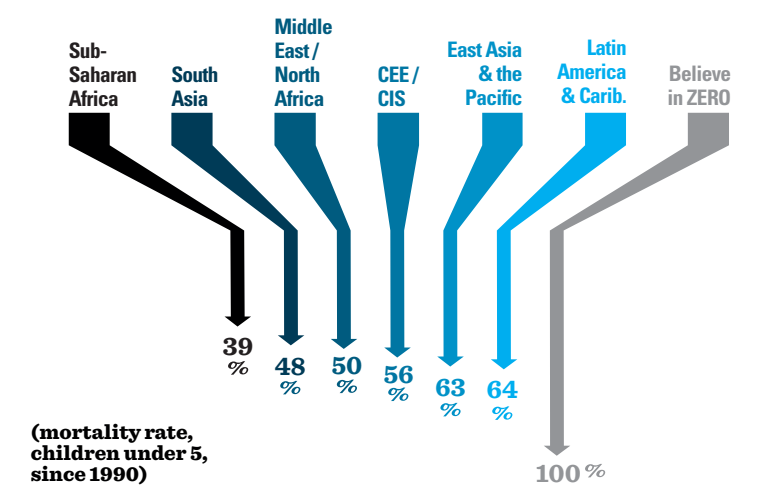


SINCE 1990

The global mortality rate among children under 5 has dropped

41%

EVERY REGION HAS SEEN A MARKED DECLINE



(mortality rate, children under 5, since 1990)

STILL, 1 CHILD UNDER 5 DIES EVERY 5 SECONDS
(00:00:05)

Today, we are well on the way to achieving ZERO in these key areas:

- Polio** 99 percent reduction in incidence of polio since 1988.
- Maternal/Neonatal Tetanus** 27 countries have eliminated maternal and neonatal tetanus since 2000.
- Measles** 74 percent decrease in measles deaths since 2000.

Contributions from a dedicated and diverse group of supporters — individuals, non-governmental organizations, corporations, foundations, and governments from around the globe — make it possible for UNICEF to carry out its work. Donations are put to optimum use, and more than 90 percent of all money UNICEF receives goes directly to programs and supplies that help children. Here is an overview of the organization's efforts in 2011.

EMERGENCIES

UNICEF

responded to 292 emergencies — from civil conflicts to floods, cyclones, and earthquakes — in 80 countries, procuring \$166 million worth of emergency supplies, half of that total to assist children in the drought-stricken Horn of Africa. The global UNICEF humanitarian response supported:

- improved education for **4 million children**
- vaccination, deworming, and vitamin A supplementation for over **36 million children**
- severe acute malnutrition treatment for **1.8 million children under five**
- targeted nutritional support for **19 million women and children**
- sanitation, hygiene, or safe drinking water for **16 million people**

CHILD SURVIVAL

UNICEF

- bought \$1.03 billion in vaccines, \$97 million in medical supplies and equipment, and 20.8 million HIV diagnostic tests
- worked with partners to immunize over 52 million children against measles
- delivered 25 million bed nets and 11.7 million malaria rapid diagnostic tests to protect children from mosquito-borne diseases in 36 countries
- spent \$70 million on water and sanitation supplies, delivering 347 million water purification tablets and 78,159 hygiene kits
- procured 27,000 metric tons of Ready-to-Use Therapeutic Food — 80 percent of the global supply — and 140 million packets of micronutrient powder

CHILD PROTECTION

UNICEF

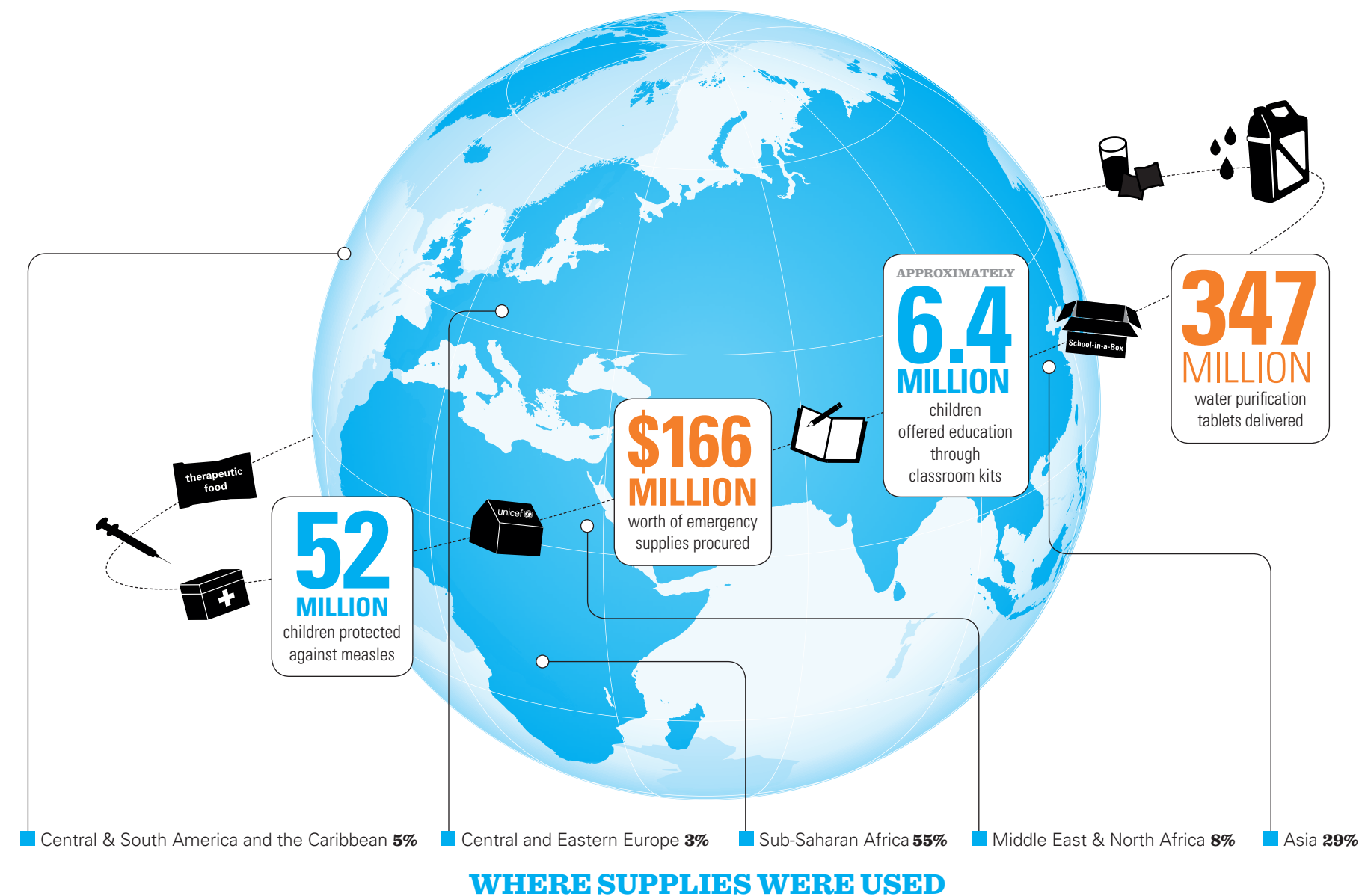
- worked in 102 countries to strengthen programs for children in development plans and budgets
- helped achieve a 30 percent increase in communities abandoning genital mutilation and cutting in 15 countries
- championed the adoption of new rules and laws against child marriage in Azerbaijan and India
- integrated almost 12,000 child soldiers back into society
- helped introduce child justice legislation in Albania, “zero child labor” initiatives in Bolivia, and universal, compulsory birth registration in Malawi

CHILD DEVELOPMENT

UNICEF

- spent \$106 million to deliver education supplies and learning materials
- helped give over 10 million children access to safe water, sanitation, and hygiene facilities in their learning environments
- purchased 159,970 classroom kits, 22,523 recreation kits, and 9,979 Early Childhood Development kits
- worked with partners to help 8.76 million school-age children access basic education and provide 2 million children with access to safe community play and learning spaces

In 2011, the UNICEF Supply Division bought **\$2.14 billion** worth of supplies, delivering over **9,300 shipments** to **141 countries**.



Global Reach

UNICEF knows no boundaries in its efforts to ensure the survival and development of every child. The organization maintains an active presence in over 190 countries and territories, and its 11,000 staff members deliver programs in more than 150. Here are some examples of UNICEF's 2011-2012 activities around the world.

Latin America and the Caribbean

Antigua and Barbuda
Argentina
Barbados
Belize
Bolivia
Brazil
British Virgin Islands
Chile
Colombia
Costa Rica
Cuba
Dominica
Dominican Republic
Ecuador
El Salvador
Grenada
Guatemala
Guyana
Haiti
Honduras
Jamaica
Mexico
Montserrat
Nicaragua
Panama
Paraguay
Peru
Saint Kitts and Nevis
Saint Lucia
Saint Vincent and the Grenadines
Suriname
Trinidad and Tobago
Turks and Caicos Islands
Uruguay
Venezuela, Bolivarian Republic of

Eastern and Southern Africa

Angola
Botswana
Burundi
Comoros
Eritrea
Ethiopia
Kenya
Lesotho

Madagascar
Malawi
Mozambique
Namibia
Rwanda
Seychelles
Somalia
South Africa
South Sudan, Republic of
Swaziland
Tanzania, United Republic of
Uganda
Zambia
Zimbabwe

West and Central Africa

Benin
Burkina Faso
Cameroon
Cape Verde
Central African Republic
Chad
Congo
Congo, Democratic Republic of the
Côte d'Ivoire
Equatorial Guinea
Gabon
Gambia
Ghana
Guinea
Guinea-Bissau
Liberia
Niger
Nigeria
São Tomé and Príncipe
Senegal
Togo

Middle East and North Africa

Algeria
Bahrain
Djibouti
Egypt

Iran, Islamic Republic of
Iraq
Jordan
Kuwait
Lebanon
Libya
Morocco
Occupied Palestinian Territory
Oman
Qatar
Saudi Arabia
Syrian Arab Republic
Tunisia
United Arab Emirates
Yemen

Central and Eastern Europe and the Commonwealth of Independent States

Albania
Armenia
Azerbaijan
Belarus
Bosnia and Herzegovina
Bulgaria
Croatia
Georgia
Kazakhstan
Kosovo, under UNSC res. 1244
Kyrgyzstan
Macedonia, the former Yugoslav Republic of
Moldova
Montenegro
Romania
Serbia
Tajikistan
Turkey
Turkmenistan
Ukraine
Uzbekistan

East Asia and the Pacific

Cambodia
China
Cook Islands
Fiji
Indonesia
Kiribati
Korea, Democratic People's Republic of
Lao People's Democratic Republic
Malaysia
Marshall Islands
Micronesia, Federated States of
Mongolia
Myanmar
Nauru
Niue
Palau
Papua New Guinea
Philippines
Samoa
Solomon Islands
Thailand
Timor-Leste
Tokelau
Tonga
Tuvalu
Vanuatu
Vietnam

South Asia

Afghanistan
Bangladesh
Bhutan
India
Maldives
Nepal
Pakistan
Sri Lanka



Haiti
UNICEF delivers cholera prevention supplies for 2.2 million people.

The Sahel
UNICEF treats more than a quarter million children for severe acute malnutrition through June 2012 amid the region-wide nutrition crisis.

Colombia
UNICEF efforts to protect children endangered by armed conflict reach more than 50,000 girls and boys.



Libya
UNICEF distributes clean water to 500,000 people and aids hundreds of thousands of refugees in Tunisia and Egypt.



DR Congo
UNICEF begins the distribution of 13.7 million insecticide-treated bed nets (ITNs). Today, 38 percent of the country's children sleep under ITNs — up from 1 percent ten years ago.

Swaziland
UNICEF supports antiretroviral drug delivery so that 95 percent of HIV-positive pregnant women get treatment to stop the transmission of the virus to their babies.



The Horn of Africa
More than 3,000 metric tons of ready-to-use therapeutic food are delivered to treat severely malnourished children in the famine-stricken Horn of Africa.



Uzbekistan
900,000 children receive deworming tablets and hygiene instruction in a UNICEF-supported handwashing campaign.

India
UNICEF supports efforts that immunize 170 million children against polio. In January 2012, India announces it is polio-free after a year without a single case. WHO removes India from the list of polio-endemic countries.



The grand goal of preventing child deaths must be our common cause.

Anthony Lake,
UNICEF Executive Director

U.S. Fund for UNICEF IMPACT

Snapshots of an Extraordinary Year

MOBILIZED

497,659 INDIVIDUALS & 17,655

corporations, schools, NGOs, foundations, and other institutions*

*For highlights of supporters and their impact, please see page 16.

RAISED MORE THAN \$500 MILLION

ACCRUED 400,000 SOCIAL MEDIA FOLLOWERS



GENERATED 17 BILLION MEDIA IMPRESSIONS



DISTRIBUTED 3.2 MILLION Trick-or-Treat for UNICEF collection boxes

so kids around the U.S. could collect money to help their peers

ENGAGED 42,000 VOLUNTEERS

WELCOMED 4,292,495

unique visitors to unicefusa.org, a **43% increase** over the previous year

ADVOCATED TO HELP SECURE A \$131.8 MILLION

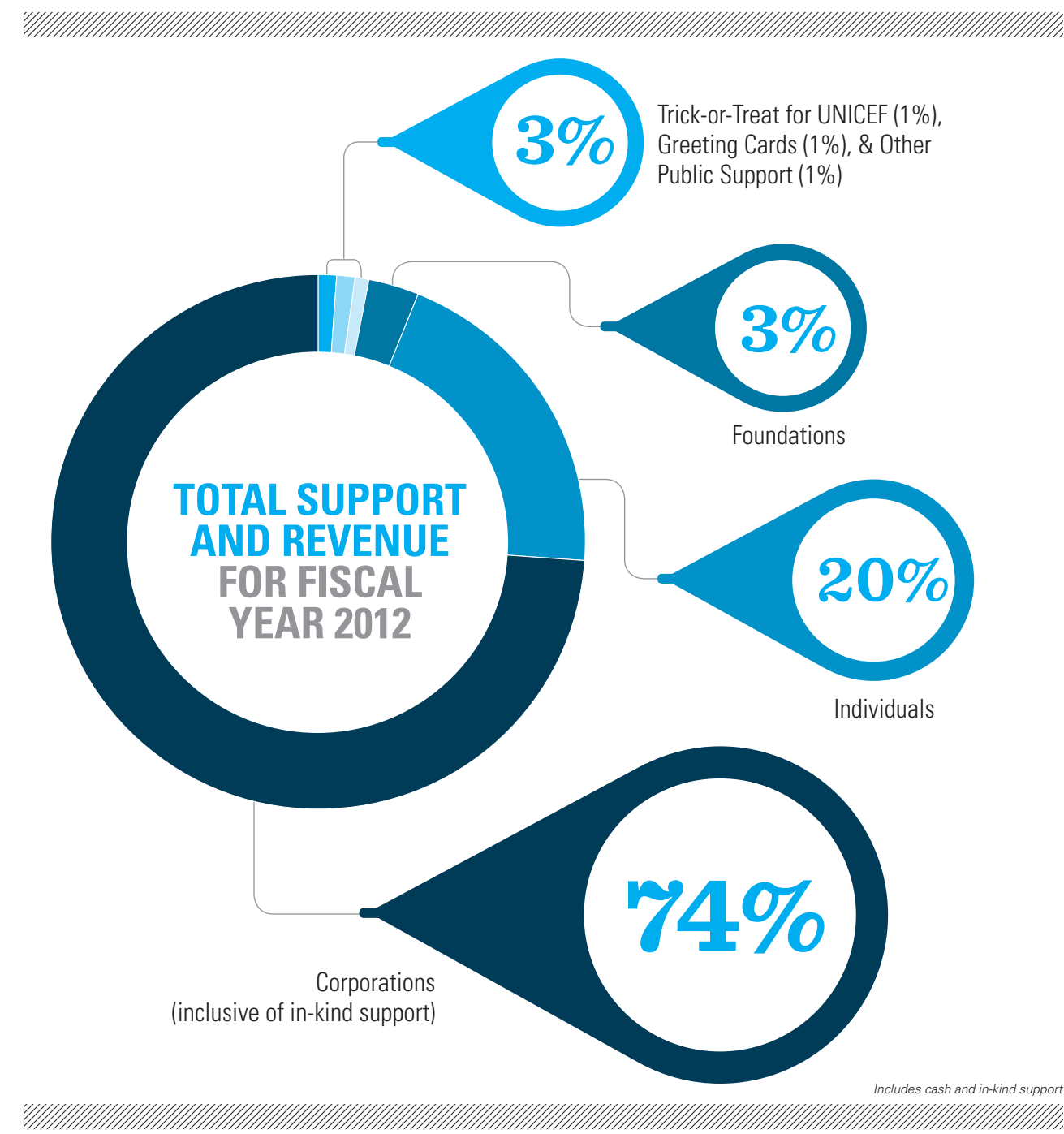
contribution from the U.S. Government

INSPIRED 60,000 HOURS

of service on college campuses

ACCELERATED THE DELIVERY OF 1.5 MILLION PACKETS

of lifesaving therapeutic food to the Sahel through the UNICEF Bridge Fund



FUNDED PROGRAMS IN FIFTY-TWO COUNTRIES & TERRITORIES



Big Ideas, Innovation

In Fiscal Year 2012, three new programs were indicative of the ambitious approach of UNICEF and the U.S. Fund for UNICEF when it comes to solving problems for the world's children.

1 Child Survival Summit

This June, U.S. Fund President and CEO Caryl M. Stern joined U.S. Secretary of State Hillary Clinton and leaders from India, Ethiopia, USAID, and UNICEF to launch a bold global effort to end preventable child deaths within a generation. Called

"Committing to Child Survival: A Promise Renewed," the historic summit took place at Georgetown University in Washington, D.C. and brought together a diverse coalition of 700 leaders from government, civil society, humanitarian agencies, academia, the faith community, and the private sector. Participants signed a pledge to work together to identify the most effective interventions and strategies to save children's lives and to commit the political will and resources to put those interventions to widespread use. "We are all here today with one vision: to make sure every child, everywhere, lives to see his or her fifth birthday," Clinton said.

To get involved or learn more, please visit apromiserenewed.org.

2 UNICEF Bridge Fund

It starts with an urgent need — a malnourished child teeters on the brink of starvation. A lifesaving product, therapeutic food, can save this child's life. Donors can be mobilized to help, but the process takes time. What if there were a way to speed relief to this child? Started by the U.S. Fund in 2011, the UNICEF Bridge Fund is our innovative new financial tool for doing just that. It provides UNICEF's Supply Division with flexible capital to react immediately when help is needed, reducing or eliminating the time lag between the start of a crisis and when funding becomes available. The Bridge Fund consists of net worth grants, below market-rate loans, and

guarantees provided by foundations, corporations, financial institutions, and individuals. This pool of available cash helps deliver essential goods to children quickly. An added benefit: This flexible funding allows the Supply Division to get better pricing, reduce shipping costs, and avoid costly stock-outs of commodities that are vital for children.

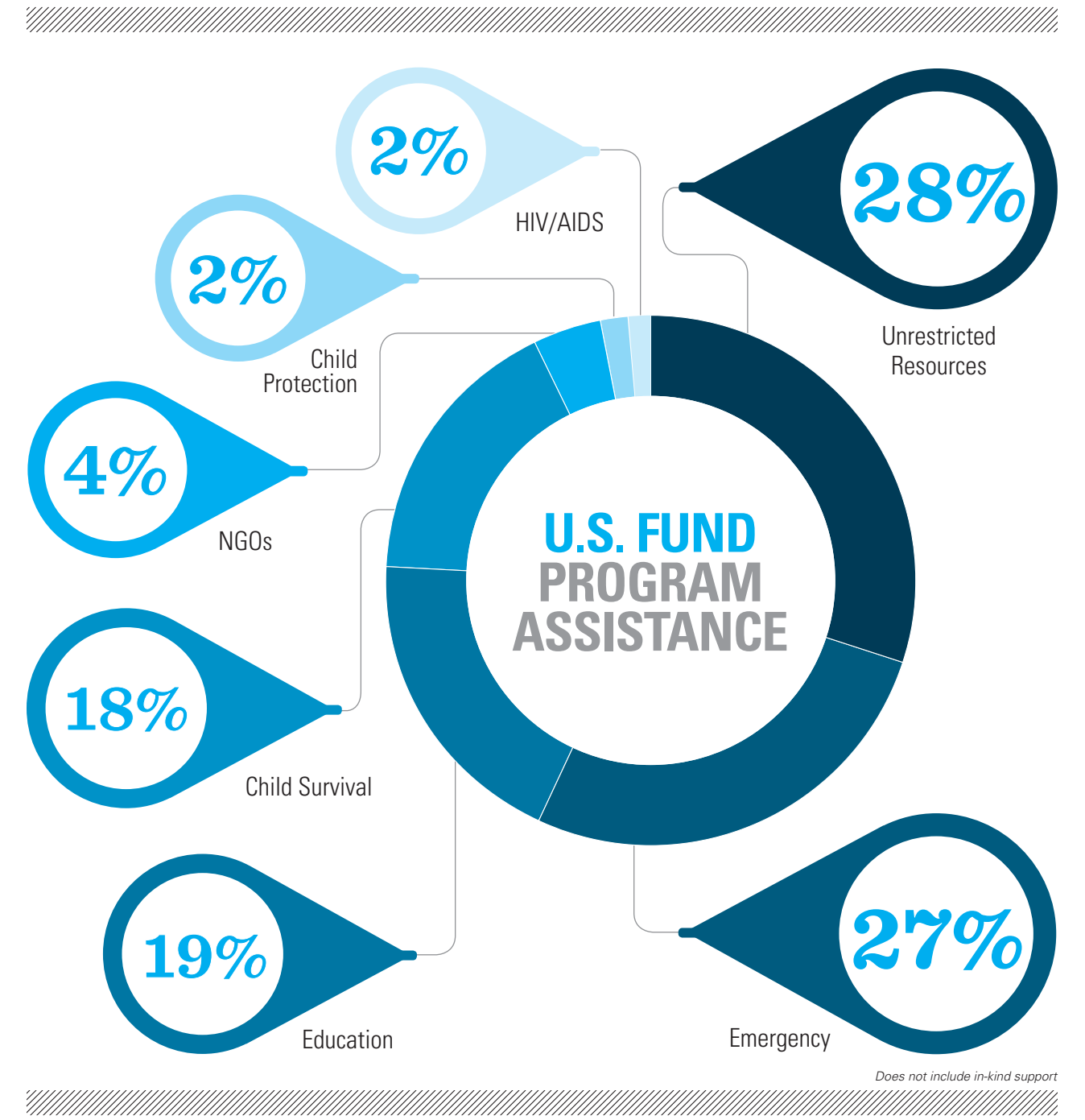
For more information, please visit unicefusa.org/bridgefund.

3 ZERO Exploited Children

Every day, children are bought and sold — forced into prostitution or made to work at grueling jobs with little or no pay. Around the world, there are 5.5 million children who are victims of trafficking. Thousands are right

here in the United States. UNICEF believes in a world with ZERO exploited children, ZERO children suffering from violence, ZERO trafficked children. The End Trafficking project is the U.S. Fund for UNICEF's initiative to raise awareness about child trafficking and mobilize communities to take meaningful action against it. Organizers developed a toolkit, a discussion guide, online resources for grassroots volunteers, and classroom resources for educators. The project also hosted nationwide workshops and screenings of the searing anti-trafficking documentary *Not My Life*, and partnered with several leading anti-trafficking organizations on advocacy.

For more information, please visit unicefusa.org/endtrafficking.



UNICEF in the U.S.

Advocacy, Education, and Information

As the voice of UNICEF in the United States, the U.S. Fund relies on a vast network of volunteers, advocates, students, teachers, celebrities, donors, religious leaders, schools, businesses, foundations, NGOs, and more. Their purpose and passion help the U.S. Fund raise awareness and funds, and fuel a movement for children everywhere. Here is a glimpse of some of the vital efforts made possible by this dynamic group.



Office of Public Policy and Advocacy

The U.S. Fund's Office of Public Policy and Advocacy (OPPA) took the fight for child survival to the corridors of power in Washington, D.C., advocating to help secure the U.S. Government's annual contribution to UNICEF. Thanks in part to these efforts and those of UNICEF's supporters across the country, Congress maintained UNICEF's funding at \$131.8 million for Fiscal Year 2012 — despite overall budget cuts and a reduction of \$6 billion for foreign assistance programs.



Education Department

TeachUNICEF continued to expand last year, with 50,000 visits to TeachUNICEF.org and hundreds of educators downloading our new HIV/AIDS and end-trafficking materials. The U.S. Fund Education Department reached more than 800 educators in professional development workshops that conveyed the importance of integrating global education into instructional practice. TeachUNICEF's teaching materials on water and sanitation for pre-kindergarten through second grade were highlighted in the November/December issue of *Social Studies and the Young Learner*, a signature publication of the National Council for the Social Studies. As a result, tens of thousands of social studies educators learned about the power of TeachUNICEF to help build global awareness and global citizens.



Trick-or-Treat for UNICEF

Since it began 61 years ago, Trick-or-Treat for UNICEF has raised more than \$168 million and has empowered millions of young people across America to help their peers in developing countries. Last year, participants were able to trick-or-treat online and join in a virtual costume party. They also took to the streets, going door-to-door with iconic UNICEF collection boxes in hand. Many held a "Party with a Purpose" in their neighborhoods. Heidi Klum served as the 2011 Trick-or-Treat for UNICEF Ambassador, appearing as the host of the Trick-or-Treat for UNICEF microsite, participating in print and video PSAs, incorporating UNICEF into her annual Halloween parties, and discussing the campaign on national broadcast talk shows.



Volunteer and Community Partnerships

More than 42,000 volunteers conducted education, fundraising, and advocacy activities around the country last year. As part of Team UNICEF, 67 volunteer fundraisers ran in the ING New York City Marathon. The UNICEF High School Club program expanded to include 237 clubs, and 498 campuses participated in the George Harrison Fund for UNICEF and ACUI Campus Challenge. The UNICEF Tap Project was powered, in part, by nearly 3,200 volunteers. One thousand volunteers participated in the *Live Below the Line* challenge in order to support UNICEF's response to the nutrition crisis in the Sahel region of Africa. Nearly four out of five volunteers have rated their experience with the U.S. Fund for UNICEF as highly satisfactory.



UNICEF Ambassadors and Celebrity Supporters

UNICEF Ambassadors and a wide range of celebrity supporters raised awareness and funds for UNICEF's programs last year by participating in signature campaigns, special events, field trips, and publicity for UNICEF's lifesaving work. Their compassion and dedication have helped generate millions of dollars in donations, galvanized supporters, and shone a powerful spotlight on crucial child survival issues. Pictured above, UNICEF Ambassador Selena Gomez visited the UNICEF Emergency Operation Center (OPSCEN) in New York to see firsthand how the center monitors and reports on emergency situations around the globe. Please see page 33 for a list of UNICEF Ambassadors and Supporters.



UNICEF Tap Project

During World Water Week (March 19–25, 2012), more than 3,000 volunteers once again helped make the UNICEF Tap Project a success by raising funds and awareness for UNICEF water and sanitation programs. In addition to recruiting restaurants — which asked diners to donate \$1 for the tap water they normally enjoy for free — volunteers held hundreds of events and took to social media sites. GRAMMY award-winning singer-songwriter, record producer, and actor Lenny Kravitz lent his voice to the campaign, appearing in PSAs, spreading the word through Twitter and Facebook, and participating in media interviews. Lenny encouraged his fans to donate by offering a free download of his track "The Faith of a Child."

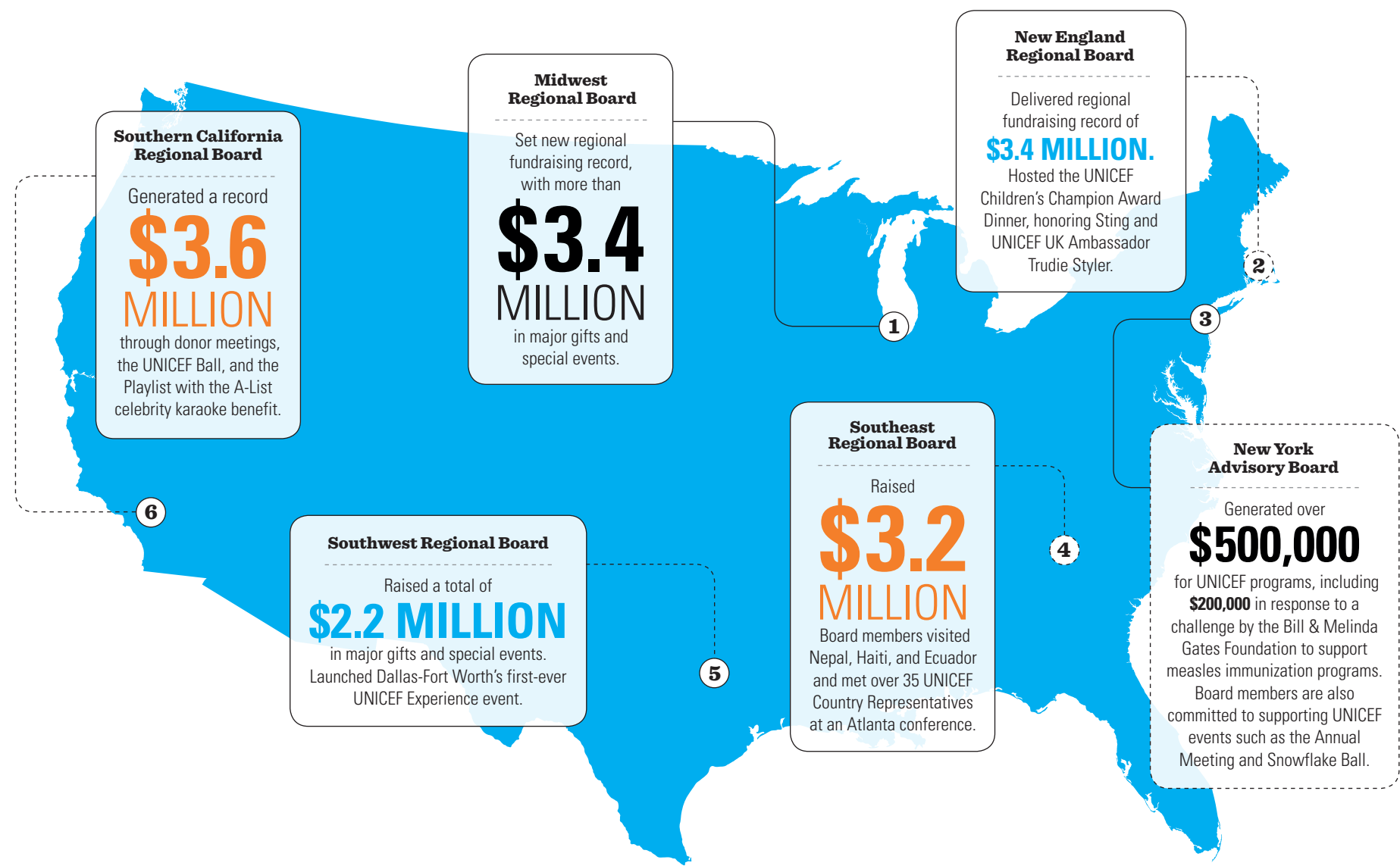


Global Citizenship Fellows

The U.S. Fund's Global Citizenship Fellowship is a newly launched, grant-funded initiative that unites and empowers youth and volunteers in service on behalf of children around the world. The fellowship is a highly competitive, full-time, 13-month program. It prepares a diverse group of committed and globally minded individuals for effective leadership in public service. Global Citizenship Fellows serve as grassroots spokespersons in eight U.S. cities. They bring together networks of faith-based communities, schools, universities, volunteers, and others to act as advocates, working toward the day when ZERO children die from preventable causes and every child has a safe and healthy childhood.

NATIONAL & REGIONAL LEADERSHIP

The National Board of Directors governs the U.S. Fund for UNICEF, and in Fiscal Year 2012, it guided us to a productive and noteworthy year. Members visited UNICEF programs on three continents, hosted major philanthropic initiatives, secured new partnerships, and contributed significant resources. Regional Boards furthered our mission in six cities and in a record fundraising year generated more than \$16 million. Here are some Regional Board highlights:



PARTNERS & PROJECTS

Our donors and partners give the most vulnerable girls and boys on Earth a chance to live, to grow, and to realize their dreams. Here, a look at some of the remarkable contributions, partnerships, events, and campaigns that have meant the difference between life and death — between opportunity and despair — for children all over the world.

Individuals

Each of these generous benefactors gave \$1 million or more and are members of the Audrey Circle level of the Audrey Hepburn® Society.



Partner: Stefan Findel and Susan Cummings-Findel

Project: The UNICEF Bridge Fund

Impact: As the founding donor to the UNICEF Bridge Fund, the Findels have made an extraordinary contribution in multiple ways. With a \$1 million gift, they enabled this social investment fund to open for business and begin bridging timing gaps in funding to purchase lifesaving goods. Their generous gift also enabled the U.S. Fund for UNICEF to access an initial \$5 million in loan capital and will facilitate that level of activity annually for many years to come. The Findels helped unlock new sources of support and have significantly leveraged support for UNICEF's programs throughout the world.

Partner: The George Harrison Fund for UNICEF

Project: Horn of Africa emergency response

Impact: This contribution helped UNICEF deliver therapeutic food, vaccines, clean water, and temporary schooling to children whose lives were impacted by the Horn of Africa famine.

Partner: Bob Manoukian

Projects: General support; polio vaccines; UNICEF Enterprise

Impact: The results of these generous gifts: the general support contribution allowed UNICEF to reach some of the poorest and most vulnerable children on Earth — in 2011, 60 percent of unrestricted funds were spent in the least developed countries; the procurement of polio vaccines for UNICEF's emergency response pipeline supported the ongoing effort to eliminate this disease; and the establishment of the UNICEF Enterprise business engagement initiative is designed to raise more than \$2 million from corporate supporters in Fiscal Year 2013.

Partner: Amy Robbins Towers, Nduna Foundation

Project: Capacity building in Zimbabwe

Impact: This gift equipped the Collaborating Center for Operational Research and Evaluation (CCORE) with the necessary resources to strengthen the quality of Zimbabwe's humanitarian and development programs. Through evidence-based programming within UNICEF Zimbabwe and its partners, CCORE's program research and evaluation have resulted in improved efficiency, stronger outputs, and relevant policies in programs that provide a brighter future for the women and children of Zimbabwe and the region.

Partner: Lily Safra

Project: Sahel nutrition crisis

Impact: This generous gift helped UNICEF deliver more urgently needed supplies, providing lifesaving relief to children in nine countries across the drought-stricken Sahel region of Africa.

Partner: Anonymous Individual

Project: End Trafficking: Building a Movement in the U.S. through Education & Advocacy

Impact: The U.S. Fund's new End Trafficking project is raising awareness about and promoting advocacy and action against child trafficking in the U.S.

Partner: Anonymous Individual

Project: Mozambique's Invisible Children: Educational Inclusion for Children with Disabilities

Impact: This donation is helping to create an innovative and integrated educational model for reaching the most stigmatized and marginalized children in the developing world, those with mental and physical disabilities.

Foundations

Partner: The Bill & Melinda Gates Foundation

Projects: Emergency response to floods and cholera in Chad; water, sanitation,

and hygiene; UN Commission on Life-Saving Commodities

Impact: The Foundation continued its support in Fiscal Year 2012, including a \$1.2 million contribution for UNICEF's emergency response to flooding and cholera outbreaks in Chad. The Foundation's grants over the past year are enabling UNICEF to support a new partnership called Sanitation and Water for All (SWA), which is engaging developing countries and donors in increasing their commitment to sanitation, water supply, and hygiene for the poorest and most vulnerable. The Foundation also supported the work of the Secretariat at UNICEF for the UN Commission on Life-Saving Commodities for Women and Children, in tandem with a similar grant for this purpose from the John D. and Catherine T. MacArthur Foundation.

Partner: Conrad N. Hilton Foundation

Projects: Providing Safe Water; Early Childhood Development for Children affected by HIV/AIDS; Emergency Nutrition

Impact: The Conrad N. Hilton Foundation was the single largest donor to the U.S. Fund in 2012, awarding a total of \$9.4 million for several vital programs. The Foundation supported the following: provision of safe water to children and families in Burkina Faso, Ghana, Mali, and Niger; promotion of holistic early childhood programming for young children affected by HIV/AIDS in Kenya, Tanzania, and Zambia; delivery of lifesaving nutrition for severely malnourished children during the Horn of Africa crisis.

Partner: Stavros Niarchos Foundation

Project: Horn of Africa emergency

Impact: The Foundation's grant of \$100,000 supported UNICEF's humanitar-

ian response for children during the Horn of Africa emergency, including health care; nutrition; education; and water, sanitation, and hygiene programs.

Corporations

Partner: American Airlines

Project: Change for Good

Impact: For the 17th consecutive year, American Airlines employee volunteers collected donations of foreign currency from customers on selected international flights and at Admirals Club® lounges worldwide. These Champions for Children raised more than \$1.35 million in a single year to help UNICEF save and improve children's lives around the world.

Partner: Caterpillar Foundation

Project: Schools for Africa (improving education and access to water and sanitation in three countries)

Impact: As part of a \$3 million pledge over three years, the Caterpillar Foundation donated \$1 million to improve the education and health of children in Ethiopia, Rwanda, and South Africa.

Partner: Crocs CaresSM

Projects: Trick-or-Treat for UNICEF; education in Haiti

Impact: In Fiscal Year 2012, Crocs CaresSM donated a total of \$500,000. The company contributed \$250,000 to support the Trick-or-Treat for UNICEF campaign, and Crocs stores served as the exclusive retail destination for the campaign's signature collection boxes. Crocs CaresSM also made an additional \$250,000 donation for UNICEF education programs in Haiti.

Partner: Dell

Projects: Youth programs in Morocco; emergency relief in Thailand

Impact: A \$282,928 contribution supported programs in Morocco that empowered thousands of youth to achieve greater self-esteem and job skills. The company donated \$350,000 to help UNICEF respond to Thailand's worst flooding in 50 years by providing shelter, nutrition packages, and clean water. In total, the company made over \$600,000 in grants and also provided \$94,800 in Dell technology equipment.

Partner: Disney

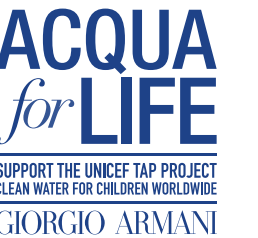
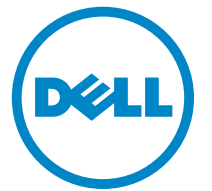
Projects: UNICEF P.L.A.Y. Initiative; UNICEF S.M.I.L.L.E. Project

Impact: A \$1 million investment to help UNICEF introduce P.L.A.Y. (Play & Learning Activities for Youth), a new initiative now being piloted in Haiti and Bangladesh that uses portable playground units to promote play for children living in disaster recovery conditions and in extreme poverty. An additional \$1.6 million donation helped launch the UNICEF S.M.I.L.L.E. Project (Skills, Motivation & Imagination for Learning Excellence), which uses innovative teaching methods and materials in remote rural regions of China to help children develop creative thinking skills. In total, the company has donated \$2.77 million to the U.S. Fund for UNICEF, including the contributions described above.

Partner: Giorgio Armani Fragrances

Project: UNICEF Tap Project; "Acqua for Life" campaign

Impact: The company returned for a third year as National Sponsor of the UNICEF Tap Project through its "Acqua for Life" cause-marketing and Facebook campaign.



GUCCI



This effort raised \$500,000 to help provide clean water for children in Cameroon, Mauritania, Togo, and Vietnam.

Partner: Gucci
Projects: “Gucci for UNICEF” Sukey signature bag campaign; Gucci Children’s Collection commitment; other global fundraising initiatives
Impact: The company contributed more than \$3.4 million globally to UNICEF’s “Schools for Africa” initiative to help give thousands of children in Malawi and Mozambique a quality education.

Partner: IKEA
Projects: Annual “Soft Toys for Education” campaign; UNICEF greeting card sales
Impact: The “Soft Toys for Education” campaign generated \$7.7 million last year for UNICEF globally, including over \$716,000 in the U.S. IKEA’s greeting card sales generated \$518,000. Over the past nine years, IKEA has helped 5.5 million children across seven countries in Africa receive a quality education.

Partner: ING U.S. and ING Groep
Projects: Girls’ education; other UNICEF programs
Impact: ING U.S. contributed over \$550,000, including a \$375,000 donation to improve girls’ education and to empower girls to take a more active role in their schools and communities. Globally, ING Groep together with its employees and clients raised over \$4 million for UNICEF programs in Ethiopia and Zambia.

Partner: Merck
Projects: Treating river blindness; Sahel nutrition emergency response
Impact: Merck continued its generous

support through its Mectizan® Donation Program — the longest running public/private partnership of its kind, now in its 25th year. Merck’s ongoing support has enabled UNICEF to reach more than 14 million people in Nigeria with drugs to treat river blindness, a debilitating and disfiguring disease transmitted through the bite of parasite-bearing flies. The Merck Company Foundation also supported UNICEF’s response to the Sahel nutrition crisis with a \$100,000 contribution.

Partner: Pier 1 Imports®
Project: UNICEF greeting card sales
Impact: Long-term partner Pier 1 Imports® once again sold UNICEF holiday cards in their nationwide stores and gave 100 percent of sales to the U.S. Fund. The company generated more than \$1.6 million in net revenue in Fiscal Year 2012 for UNICEF programs.

Partner: Pfizer Inc
Project: Treating and preventing trachoma
Impact: Through a partnership with the International Trachoma Initiative (ITI), Pfizer continued its long-time donation of its antibiotic Zithromax® to treat trachoma. Pfizer’s significant donation of Zithromax is part of a robust campaign to treat and prevent trachoma — the world’s leading cause of preventable blindness — and has provided millions of treatments throughout Ethiopia.

Partner: The Prudential Foundation
Projects: Research on school dropout; youth programs in Brazil and Mexico
Impact: The Foundation is underwriting critical research into the causes and prevention of adolescent school dropout

in middle-income countries, the results of which will help support the development of high-quality educational systems that offer access to learning for children. The Foundation is also supporting UNICEF programs that empower and educate children and youth in Mexico and Brazil. A contribution of \$664,000 was made as part of the Foundation’s multiyear commitment to these projects.

Partner: Unilever Foundation
Project: Community Approaches to Total Sanitation
Impact: The Unilever United States Foundation, Inc. provided support to the U.S. Fund for UNICEF for Unilever’s global partnership with UNICEF focused on addressing the sanitation crisis. These funds will be used to support UNICEF’s Community Approaches to Total Sanitation program helping individuals in need gain improved access to basic sanitation.

Partner: UPS and The UPS Foundation
Projects: Emergency response for nutrition crises in the Horn of Africa and the Sahel; delivery of mosquito nets in the Democratic Republic of the Congo
Impact: UPS provided grant funding, logistical expertise, and in-kind assistance. Through donated flights carrying critical relief supplies, UPS helped UNICEF deliver 400 emergency health kits and therapeutic food to severely malnourished children in the Horn of Africa; medical supplies for up to 60,000 people in Mauritania; hygiene kits for more than 10,000 drought-affected and displaced people in Mauritania; and collapsible water tanks to provide safe drinking water for more than 4,000 Malian refugees. UPS also transported 480,000 insecticide-treated bed nets to the Democrat-

ic Republic of the Congo (DRC), protecting more than 860,000 people from malaria.

UNICEF Bridge Fund

Partner: Prudential Financial
Project: The UNICEF Bridge Fund
Impact: Prudential Financial provided the founding social investment for the UNICEF Bridge Fund, extending \$7.5 million of loan capital for the next five years. Prudential will help UNICEF save lives, reduce the costs of lifesaving products, and ensure a continuous supply of vital goods to children throughout the world.

Partners: Raoul G. Slavin Juliá and Dominique Marie Bangasser Lherot de Slavin
Project: The UNICEF Bridge Fund
Impact: Raoul and Dominique Slavin have been steadfast supporters of UNICEF’s work. With their \$1 million social investment loan, the Slavins have made an extraordinary commitment to enhance the Bridge Fund’s capacity to speed the flow of lifesaving and life-changing goods to children around the world. As the first individual social investors, they are also breaking ground that will enable more individual philanthropists to participate in this unique social investment.

Sports Organizations

Partner: National Basketball Association (NBA)
Project: NBA Cares
Impact: The NBA Cares program provided media assets, personalities and resources, and high-profile field visits by players. This important sports partnership has drawn attention to UNICEF efforts

and raised awareness for U.S. Fund programs, marketing campaigns, and fundraising initiatives.

Partner: Major League Baseball (MLB)
Project: Emergency response and advocacy
Impact: MLB maintained its role as an emergency response partner, providing awareness of UNICEF efforts through league marketing assets, including television signage at the World Series.

Partner: Major League Soccer (MLS)
Project: MLS W.O.R.K.S.
Impact: MLS provided fundraising and marketing support using league, team, and player assets to promote U.S. Fund programs and provide communication support surrounding emergencies.

Civil Society Partners

Partner: General Federation of Women’s Clubs (GFWC)
Project: UNICEF’s Healthy Villages
Impact: GFWC will raise \$150,000 over a three-year period to support UNICEF’s Healthy Villages program which will help build and maintain basic water systems and latrines for 6,650 people in 10 villages in the Democratic Republic of the Congo.

Partner: Zonta International
Projects: Child and maternal health; prevention of mother-to-child transmission of HIV; prevention of gender-based violence
Impact: Zonta International fulfilled a \$500,000 pledge for the 2010–2012 biennium that funded obstetrical services, nutritional support, resources for health clinics, response to domestic violence against women and young girls, and much more

in Rwanda. Zonta also continued to support UNICEF programs that prevent mother-to-child transmission of HIV in Rwanda.

The Eliminate Project

Partner: Kiwanis International Foundation
Project: The Eliminate Project, Kiwanis International’s Global Campaign for Children, in partnership with UNICEF, to help eliminate maternal and neonatal tetanus (MNT) from the world
Impact: Made an additional pledge of \$4 million to protect women and their newborns from tetanus.

K.I.N.D.

Partner: MSNBC
Project: K.I.N.D. (Kids in Need of Desks)
Impact: Led by MSNBC’s Lawrence O’Donnell, the K.I.N.D. campaign raised more than \$2.16 million to manufacture and deliver school desks for use by thousands of students in some of Malawi’s poorest schools.

Events

Project: Children’s Champion Award Dinner
Impact: The U.S. Fund honored UNICEF UK Ambassador Trudie Styler and Sting with the 2011 UNICEF Children’s Champion Award for their enduring commitment to improving children’s lives and protecting the environment. Thanks to sponsors and the leadership of Alli Achtmeyer, Barrie Landry, and Elaine and Bobby Sager, the event raised over \$1.14 million to date.

Project: The UNICEF Experience Atlanta
Impact: More than 300 guests attended the second annual UNICEF Experience





event, raising over \$623,000, including a matching grant of \$250,000 from Atlanta philanthropist Dr. Bobbie Bailey.

Project: UNICEF's Message of Hope Gala in Chicago

Impact: Over 370 guests gathered for the fifth annual Message of Hope Gala. Co-chairs Paul Harvey and Mary Lou Giustini helped raise a record-setting \$670,000.

Project: UNICEF World Ball in Houston

Impact: Event co-Chairs Susan and Dan Boggio and Rosemarie and Matt Johnson made the ball a success, helping to raise nearly \$500,000. Nidhika and Pershant Mehta were honored with The Spirit of Compassion Award for their dedication and advocacy on behalf of children around the world.

Project: The UNICEF Experience Dallas

Impact: The first-ever UNICEF Experience, led by event chair Joyce Goss, raised a record total of nearly \$250,000, including nearly \$80,000 in Inspired Gifts.

Project: The UNICEF Snowflake Ball

Impact: The seventh annual UNICEF Snowflake Ball, presented by Baccarat, raised nearly \$2 million for UNICEF's core programs. The black-tie gala honored The Prudential Foundation with the Spirit of Compassion Award and UNICEF Japan's Executive Director, Ken Hayami with the Audrey Hepburn Humanitarian Award.

Project: The UNICEF Ball

Impact: At the Beverly Hills UNICEF Ball, Hollywood's A-List gathered at the Beverly Wilshire, raising \$1.3 million. The Danny Kaye Humanitarian Award was presented to Irena, Nick, and Mike Medavoy.

Project: The UNICEF Masquerade Ball
Impact: UNICEF's Next Generation hosted the second annual UNICEF Masquerade Ball in New York City on October 27, raising over \$137,000 for emergency funding in the Horn of Africa.

Project: Playlist with the A-List

Impact: Under the leadership of Desiree Gruber and Christina Zilber, the second annual Playlist for the A-List in Los Angeles, which featured stars belting out their favorite songs, raised over \$390,000 for UNICEF's Schools for Africa program.

Groups and Campaigns

Last year, Trick-or-Treat for UNICEF generated nearly \$3.8 million. For the third year, **HGTV** served as the Premier Media Sponsor for the campaign, once again highlighting Trick-or-Treat for UNICEF in a prime-time Halloween television special and at **HGTV.com**. National Sponsor **Key Club International** returned for its 17th year of partnership. To date, the group has raised more than \$5 million through its support of Trick-or-Treat for UNICEF. Key Club raised money for The Eliminate Project, Kiwanis International's Global Campaign for Children, in partnership with UNICEF, to eliminate maternal and neonatal tetanus.

Crocs Cares™ was a Proud Supporter, distributing signature collection boxes to kids and families at Crocs stores nationwide. Other Proud Supporters included **FEED/HSN** and Promotional Supporters **American Airlines**, **Bright Horizons Family Solutions**®, and **Coinstar, Inc.**

The UNICEF Tap Project raised more than \$900,000 for UNICEF water and sanitation programs in Cameroon, Mauritania,

Togo, and Vietnam. For the third year, **Giorgio Armani Fragrances** returned as National Sponsor with "Acqua for Life," its campaign to raise awareness and funds to help UNICEF improve access to safe, clean water for children. Founding Agency Partner **Droga5** and Promotional Supporter **MediaVest** supported the initiative, again creating a high-profile, probono ad campaign that placed the UNICEF Tap Project in media across the nation during the month of March. The UNICEF Tap Project again worked with Promotional Supporters including online dining sites **ZAGAT.com**, **OpenTable.com**, **Seamless.com**, and **Yelp.com**.

National Board Members **Mary Erdoes**, **Pamela Fiori**, **Téa Leoni**, and U.S. Fund President and CEO **Caryl M. Stern** continued to lead the U.S. Fund's efforts to engage and champion women philanthropists and promote UNICEF's inspiring work with girls and women in the developing world. They hosted the fourth annual Rising Power of Women in Philanthropy Breakfast in New York City, which highlighted how women are changing the face of philanthropy by using unique skills and substantial funds to save children's and women's lives. At this event, women philanthropists were encouraged to step up to support the U.S. Fund for UNICEF through transformational gifts.

UNICEF's Next Generation, a group of committed young professionals, raised more than \$571,000 to support UNICEF programs worldwide, including emergency relief in the Horn of Africa and UNICEF Tap Project water programs. Next Generation Steering Committee members traveled to Ethiopia to visit a neonatal unit they

supported in 2011. The group held two successful events last year: the UNICEF Masquerade Ball and the third annual Next Generation Photo Benefit.

UNICEF greeting cards and products generated a total of \$3.9 million in net revenue in Fiscal Year 2012. Long-term partners **Pier 1 Imports**® and **IKEA US** once again sold UNICEF holiday cards in their nationwide stores and gave 100 percent of sales to the U.S. Fund. UNICEF cards were also sold year-round at **Hallmark Gold Crown**® and **Barnes and Noble** stores and select retailers in the U.S.

The U.S. Fund strives to maintain a robust digital platform, comprising our websites and blog, email communications, social media properties, digital advertising and partnerships, and mobile assets. In Fiscal Year 2012, these online activities generated more than \$25 million in donations.



India

Sierra Leone

Malawi



The U.S. Fund for UNICEF is committed to the spirit of the Sarbanes Oxley Act and to using strong internal control policies and procedures that emphasize documentation, implementation, and testing. As a result, we have maintained the highest level of ethical, business, and financial practices and have ensured that the organization has remained financially resilient during these challenging economic times. We also continue to receive favorable ratings from various watchdog agencies.

The financial summary on page 23, reflecting highlights of our financial statements, was audited by KPMG, LLP. The complete set of audited financial statements, including the auditors' unqualified opinion and required note disclosures, is available upon request or can be viewed on our website.

Our policies, procedures, and controls have been found to be reliable and effective. The Audit Committee of the Board of Directors oversees a rigorous and thorough internal audit plan. The plan was developed in concert with U.S.

Caryl M. Stern

Caryl M. Stern
President and CEO

Fund management and the internal auditor, who uses best practice testing to ensure reliability and compliance with significant legal, ethical, and regulatory requirements and to focus on any risks that could impact the internal control systems of the organization. This testing, which continues to include our regional offices as well as our accounting data, helps guarantee the integrity of our financial information. The same rigor has been applied when reviewing our Information Technologies systems for compliance and control, especially with regard to donor data security, and to ensure that we have met Payment Card Industry (PCI) compliance standards. Any findings are reported to the Audit Committee, shared with our independent auditors, and promptly addressed by management.

We believe that our internal controls — coupled with continued enhancements, oversight, and internal audit process testing — provide reasonable assurance that our financial reports and statements are reliable and that they comply with generally accepted accounting principles.

Edward G. Lloyd

Edward G. Lloyd
Chief Operating Officer and
Chief Financial Officer

The United States Fund for UNICEF Summary of Financial Highlights Public Support, Revenue, Expenses, and Net Assets

Public support and revenue	2012 Total	2011 Total		
Public support:				
Corporate	\$18,498,052	\$21,117,361		
Major gifts	29,266,821	22,463,634		
Foundations	13,060,379	39,682,420		
Non-governmental organizations (NGOs)	4,863,250	7,989,190		
Direct marketing	33,107,798	32,376,259		
Trick-or-Treat programs	3,164,898	3,798,091		
Internet	25,524,598	19,145,332		
Other	1,533,624	1,553,753		
Gifts-in-kind	353,194,889	292,092,199		
Special events income (net of expenses)	4,656,012	3,747,150		
Bequests and legacies	10,703,259	6,076,620		
Total public support	497,573,580	450,042,009		
Revenue:				
Greeting card revenue	3,477,946	3,124,715		
Investment return	890,116	3,079,669		
Change in value of split-interest agreements	(370,537)	(253,624)		
Total revenue	3,997,525	5,950,760		
Total public support and revenue	\$501,571,105	\$455,992,769		
Expenses:			Percent of Total Expenses	Percent of Total Expenses
Program services:				
Grants to UNICEF and other not-for-profit organizations	\$433,785,044	\$395,613,411	88.2%	88.5%
Public information	9,965,582	8,335,585	2.0%	1.8%
Advocacy	780,586	709,477	0.2%	0.2%
Total program services	444,531,212	404,658,473	90.4%	90.5%
Supporting services:				
Management and general	14,205,077	12,887,901	2.9%	2.9%
Fundraising expenses	33,091,778	29,378,701	6.7%	6.6%
Total supporting services	47,296,855	42,266,602	9.6%	9.5%
Total expenses	491,828,067	446,925,075	100.0%	100.0%
Change in net assets:	9,743,038	9,067,694		
Net assets at beginning of year	54,082,998	45,015,304		
Net assets at end of year	\$63,826,036	\$54,082,998		

Note 1

Through the Office of Public Policy and Advocacy in Washington, D.C., the U.S. Fund for UNICEF acts as an advocate for the well-being of the world's children. One of the specific functions of the Public Policy Office is to advise both the administration and Congress about the importance of the voluntary contributions made to UNICEF by the U.S. Government. The U.S. Fund for UNICEF's efforts in this regard helped to get Congress to direct the U.S. Government to allocate \$131.8 million to UNICEF in 2012. This funding is provided directly to UNICEF and is not reflected as Revenue in the Summary of Financial Highlights. Related expenses are included in total program services.

Note 2

The U.S. Fund for UNICEF has total net assets of \$63.8 million that consist of:

	Amount \$
Unrestricted	25,760,438
Temporarily Restricted	36,466,269
Permanently Restricted	1,599,329
Total	\$63,826,036

Unrestricted net assets are used to account for public support that is unrestricted in nature. Temporarily restricted net assets are used to account for contributions that have donor-imposed restrictions that have not been fulfilled either in time or by purpose. Permanently restricted net assets are utilized to account for true endowments, whereby the donor has permitted the U.S. Fund for UNICEF to use the income for operations but has prohibited the use of principal. Temporarily restricted net assets will be used to fund various projects such as the Global Mercury Emergency Fund, HIV/AIDS, Education, Child Survival, Child Protection, and others.

Note 3

This summary was prepared by the U.S. Fund for UNICEF from its financial statements, which were audited by KPMG, LLP. The complete financial statements, including the related notes and auditor's report, are available upon request.

We wish to extend our heartfelt thanks to each and every one of our donors for their impassioned generosity and unrelenting commitment to UNICEF's mission. Your resolute support for the world's children has made a critical difference in UNICEF's ability to fight for every child's right to survive and flourish. Please accept our sincere gratitude. Together, we are working toward a future in which every child can experience a safe and healthy childhood.

The following lists acknowledge major contributions to, and support for, the U.S. Fund for UNICEF in Fiscal Year 2012 (July 1, 2011– June 30, 2012).

Corporations

Companies and/or their employees who supported the U.S. Fund for UNICEF with cash and/or in-kind gifts:

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Gifts of \$1,000,000 and above

American Airlines
Caterpillar Foundation†
The Walt Disney Company
Gucci
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Gifts of \$100,000 and above

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† Includes payment of a multiyear pledge

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Grants of \$5,000,000 and above

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The John D. and Catherine T. MacArthur Foundation
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The Audrey Hepburn® Society recognizes the U.S. Fund for UNICEF's most generous individual donors, offering special opportunities to connect with UNICEF's work. For more information, please visit unicefusa.org/AudreyHepburnSociety.

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2011 marked the 61st year of the Trick-or-Treat for UNICEF campaign. Millions of children across the country, as well as schools, NGOs, community and faith-based groups, corporate partners, employees, government officials, and adults participated in Trick-or-Treat for UNICEF, raising nearly

\$3.8 million. The U.S. Fund for UNICEF is grateful for the support of Premier Media Sponsor HGTV; National Sponsor Key Club; Proud Supporters Crocs Caressm and FEED/HSN; and promotional supporters American Airlines, Bright Horizons Family Solutions[®], and Coinstar, Inc. A complete list of the 2011–2012 top donors can be found at trickortreatforunicef.org.

UNICEF Tap Project

In its sixth year, the UNICEF Tap Project continued its nationwide expansion. Restaurants across the country, dining patrons, students, and volunteers — along with corporate, celebrity, and local government supporters — participated in the campaign's success. We would like to thank the following for contributing valuable funding, services, and media in support of the UNICEF Tap Project:

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UNICEF was founded in 1946 to help children in postwar Europe, China, and the Middle East. Today, as the United Nations Children's Fund, it serves children and families in developing countries worldwide and depends entirely on voluntary contributions. The U.S. Fund was established in 1947, the first of 36 National Committees set up globally to support UNICEF through fundraising, education, and advocacy. Since its inception, the U.S. Fund has provided UNICEF and various NGOs with \$4.9 billion in cash and gifts-in-kind.

The U.S. Fund for UNICEF spends 90.4 cents of every dollar we receive on programs that help children. Only 6.7 cents goes to fundraising, and 2.9 cents to administration. We receive top scores for accountability from Charity Navigator and the Better Business Bureau.

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